LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT FOR THE BOARD OF TRUSTEES

Thursday, March 8, 2012
1:00 p.m.
Thomas Hall, 3rd Floor Conference Room (318)

AGENDA

1. Welcoming Remarks
   Derby Gisclair

2. Approval of Minutes
   Derby Gisclair

3. Advancement Report
   Bill Bishop
   b. Campaign Update
   c. Centennial celebrations – Founder’s Day weekend
   d. Office of Institutional Advancement – organizational changes

4. Loyola University Proposed Naming Policy
   Bill Bishop

5. Old Business
   Bill Bishop
   • Update – Board recruitment and giving expectations – results of survey of other AJCU members

6. Executive Session
   Derby Gisclair

7. Adjournment
   Derby Gisclair
Minutes of December 1, 2011

Present: S. Derby Gisclair, Chair
Anne Gauthier, Vice Chair
Virginia Angelico-Tatum
Robert Gerlich, S.J.
Kevin Wm. Wildes, S.J., President (ex officio)
Dr. J. Cathy Rogers, Faculty Senate (ex officio)

Staff: Bill Bishop, Vice President
Terry Fisher, AVP for Marketing
Monique Gardner, Director Alumni Relations
Chris Wiseman, AVP for Development
Rhonda E. Brehm, Recording Secretary

Guest: Tommy Screen, Staff, Director of Government Relations

Absent: Carolyn Callahan
David M. Ferris
John J. Finan, Jr.
Sean O’Keefe
Kevin Quinn, S.J.
Robert A. “Bobby” Savoie
N. John Simmons, Jr.
J. Kevin Poorman, Chair (ex officio)
Ralph A. Litolff, Jr., Alumni Association (ex officio)

Trusteeship Committee trustees in attendance:
Dennis Cuneo, Chair
Elissa Moran, Vice Chair
Barry LeBlanc
Joseph Mahoney
Mary Ellen Fleury, Staff, Director of Advancement Research
Kristine LeLong, Staff, Recording Secretary
1. **Welcome**

Derby Gisclair opened the meeting at 1:11 p.m. and invited Fr. Wildes to open with a prayer. Mr. Gisclair welcomed everyone to this special joint meeting of the Committee on Institutional Advancement and the Trusteeship Committee, with thanks to Dennis Cuneo for the idea and helping to organize.

2. **Joint Meeting**

Mr. Gisclair stated that the purpose of the joint meeting is to establish dialogue between the two committees for the following two purposes:

- What characteristics are we seeking in future trustees.
- What to expect from new trustees:
  - Personal participation
  - Support the university through fundraising

He further stated that trustees have a responsibility to support the institution. Trustee support in a campaign is even more critical as you cannot ask donors to support something which you yourself are not supporting. We want to ensure that those who can give do. However, we also want trustees to understand that there are more ways to facilitate fundraising, i.e., by making an introduction to those people who are predisposed to their own particular philanthropic agendas, for example.

Dennis Cuneo added that with the upcoming comprehensive campaign, we want to place special emphasis on recruiting trustees that will help Derby and his committee support the campaign.

Mr. Bishop stated that he believes that the level of board support will determine the success of the Faith in the Future campaign.

Fr. Wildes described the current selection process:

- Tom Scheye and he build a pool from which he works to select trustees.
- Part of this selection is looking at philanthropic capacity and willingness to help engage others.
- He also looks at the existing board for diversity (gender, race, geographic, profession).
- Background on candidates is researched by Bill’s office.
- This year we have six lay trustees whose tenure on the board will come to an end on July 31, 2012.

**Issues:**

- How do we transition new members of the board?
- What would be suggested steps going forward?
- What selection criteria should be considered in evaluating candidates?
• How do you approach the subject of trustee philanthropic support in overall solicitation process?
• Who discusses gift expectation with candidates? (i.e., president of university, chair of board)

Discussion was opened with the following suggestions:
• Stress our Catholic and Jesuit values – not just raising money.
• Make sure not to ask someone if they aren’t able to contribute to the university.
• Look for people who can connect you – whether to a foundation or an individual.
• Talk with people about their own ability to support the university or ability to introduce us to others (connections).
• We need to engage and earn their trust.
• Need people who are enthusiastic. Communicate to candidates what is happening in the university and build excitement.
• Campaigns will be ongoing. Need to establish the foundation for trustee selection not only for this campaign but also for years to come.
• Look at how you were invited to be a trustee. Did we do a good job or how can we improve?
• Candidates need to be told we are in a campaign and what to expect.
• Instead of Time, Talent, and Treasure – Passion, Participation, Pocketbook.

Expectation of trustees:
• Trustees are expected to commit to an annual gift to the university. (To be determined by board.)
• Additionally, they are expected to make a campaign commitment.

Discussion on financial expectation:
• Currently, trustees know there is an expectation, but it’s not communicated specifically to them. Trustees expressed satisfaction that we are addressing that there is a financial expectation.
• What level do we set that expectation?
• Some Jesuit boards set a determined amount, others use a sliding scale.

Additional thoughts of current trustee giving:
• There are people who have money and don’t know where to give before the end of the calendar year.
• In the past, an “ask” letter was sent before calendar year end to trustees from board chair.
• Board participation is determined on a fiscal year basis.

Next steps:
• Derby Gisclair and Bill Bishop will contact other Jesuit institutions to inquire about board giving expectations and how they address personal giving in the recruitment process.
End of joint meeting. Following a brief break, the Committee on Institutional Advancement resumed its meeting.

3. Approval of Minutes

Mr. Gisclair asked if there was a motion to approve the minutes of the October 6, 2011, meeting. \textbf{MOTION} was made by Anne Gauthier and seconded by Cathy Rogers. Motion carried.

4. Approval of endowed professorships and scholarship

1. Coach Louis “Rags” Scheuermann Endowed Scholarship for First Generation Students
2. The Rev. Emmett M. Bienvenu, S.J., Distinguished Professorship in Classical Studies
3. August Elmer, Jr. Endowed Professorship in Chemistry
4. Patricia Carlin O’Keefe Distinguished Professorship in History

Mr. Gisclair stated that as there was no quorum, the scholarship and three professorships were to be brought to the full board for approval.

5. Board of Regents update and Advancement Report

Mr. Bishop introduced Tommy Screen, Director of Government Relations for the university. Mr. Screen provided an update on the proposed changes to the Board of Regents’ match program and how these changes could impact the university. (A copy of his presentation is included in the meeting presentation and is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.)

Some highlights from Mr. Screen’s presentation:

Currently:
- The program is non-competitive and each institution is guaranteed two professorships annually (if criteria are met).
- Public and private institutions are treated equally.

Major changes under consideration:
- Selection process becomes competitive.
- Public institutions will each be allowed six professorships annually.
- Private institutions will be eligible to compete for a total of six professorships annually.

Other notes:
- Dollars to support Board of Regents matching program come from an oil settlement – not from taxpayer funds.
- Endowed Chairs provide the university immediate budget relief.
Next steps:

- Mr. Screen distributed handouts of “Talking Points” and “Members of the Board of Regents”.
- Committee members are asked to reach out to a member of the Board of Regents that they may have a relationship with and express the university’s concerns. Mr. Screen asked that prior to making the contact, he be contacted for updated information.
- Mr. Gisclair would like to meet with Mr. Screen to discuss further.
- Mr. Screen will provide a list of past members of the Board of Regents which Mr. Bishop will forward to the committee – along with Mr. Screen’s contact information.
- Bottom line, if there are changes, treat us equally.

Mr. Bishop then proceeded to give his Advancement Report. (A copy of the presentation is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.) Highlights include:

- New gifts and pledges goal of $20M for this fiscal year – the importance of leadership gifts is becoming more evident – need the $20M to move forward to the public phase of the campaign.
- Unrestricted gifts are more difficult to raise.
- Ted Frois and Donna Fraiche have agreed to be co-chairs for the BOT Gift Committee. They are in the process of reviewing a list of current and past trustees to determine who will approach which trustees and discussing how best to approach. GG+A stated that 20% of the campaign goal is a reasonable target for the board.
- Campaign Philanthropic Priorities:
  - Fr. Wildes has established broad priorities:
    - 40% - Academic Affairs
    - 20% - Enrollment Management
    - 20% - Student Affairs
    - 10% - Mission + Ministry
    - 10% - Unrestricted
  - The Deans, working together with Ed Kvet, have come up with their philanthropic priorities. Anne Gauthier noted that with the proposed renovation of Roussel Hall, she hopes that someone has spoken with a member of the Roussel family.
- Next steps:
  - Build narrative and details
  - Balance between institution’s priorities and what community will support
  - Bring to Committee for your input (March 2012 meeting)

6. Staff Reports – Spotlight on “Alumni Relations”

Prior to introducing Monique Gardner, Mr. Bishop summarized that he has already had three of his direct reports update the Committee on their respective departments: Chris Wiseman –
Development; Terry Fisher – Marketing + Communications; and Marcel McGee – Annual Giving. He has one other department that will not be spotlighted. Martha Bodker runs Advancement Records. Her department oversees all cash and commitments to the university, over 40,000 active alumni records, and 30,000 other records. She is an unsung heroine, and we could not do our jobs without Martha and the members of her department.

Mr. Bishop then turned over the floor to Ms. Gardner. Some highlights from her presentation:

- There are currently 41,293 alums in the Alumni Association. There are no dues; automatic membership upon graduation; and not exclusive (includes parents and friends).
- There are currently 28 chapters and one under construction (New Orleans chapter – 48% of alums live in New Orleans).
- More successful chapters are Chicago; D.C.; and New York.
- This fiscal year, the focus is improving the Chapters in Baton Rouge; Northshore; Tampa; Miami; Atlanta; and Houston.
- First Alumni College will take place during the university’s celebration of its Centennial in June 2012. There are 24 confirmed faculty members from all the colleges teaching courses, and Fr. Wildes will also be teaching one of the courses.
- Alumni’s performance metrics include documenting volunteer hours. Cathy Rogers added that she has a lot of alumni who volunteer in the colleges. She will communicate with Ms. Gardner so that their volunteer hours can also be recorded.
- A couple of Ms. Gardner’s department’s goals are to foster philanthropic loyalty and support among the association members and to build a prospective donor pipeline. Mr. Wiseman, AVP for Development, stated that he is helping train alumni staff on how to visit perspective donors. Mr. Bishop added that to be successful in the public phase of our campaign, we will turn to the members of the Alumni Association for gifts (smaller but greater in number).
- Three years ago, an amendment to the Alumni Association By-Laws was added requiring all board members to contribute to the annual fund. Board giving is now tracked, and a report is provided at every board meeting. Board members are encouraged not only to make a personal gift but also to reach out to others. The Executive Committee will be given specific fund raising assignments in 2012.
- Current percentage of alumni with valid email addresses is at 42%. Working to increase this to 50%.

7. **New Business**

There was no new business. Mr. Gisclair reminded the Committee that we need to raise money.

8. **Old Business**

There was no old business.
9. **Executive Session**
   There was no executive session.

10. **Adjournment**

    The meeting was adjourned at 2:47 p.m.
VICE PRESIDENT’S OVERVIEW

The missions of the Office of Institutional Advancement are to develop understanding and support among the university’s various constituencies in order to secure the resources required to fulfill Loyola’s educational mission and to provide integrated marketing communications to support the university’s strategic goal of achieving national recognition as one of the leading master-level comprehensive universities in the nation.

My office strives to achieve these goals through a rigorous fund development, stewardship, and alumni and parent relations program as well as the implementation of a university-wide marketing communications program focusing on consistent messages and identity, public affairs, publications, advertising, and web online communication.

Included in your board book are reports from the leaders of the major offices within the Office of Institutional Advancement. Their reports highlight some of their teams’ major activities during the 2d quarter of FY 2012.

During the forthcoming meeting of the Advancement Committee, I plan to report on the progress we’ve made to date during the Leadership Phase of the Faith in the Future campaign -- $15.4M raised to date toward the $100M goal. In this regard, I’ll have more to report on in regard to the “fine tuning” of the university’s philanthropic priorities; our efforts in the recruitment of additional core volunteer leadership for the campaign; and our future planned solicitation efforts.

I’ll also provide some feedback from my survey of the other Jesuit colleges and universities that make up the Association of Jesuit Colleges and Universities [AJCU] as to board of trustee recruitment practices, especially in regard to giving expectations for prospective board members.

Of course, as we approach the university’s April Founder’s Day Weekend, I would be remiss if we did not spend some time in the meeting of the Advancement Committee to discuss the forthcoming kick off to Loyola’s Centennial Celebrations. We are indeed fortunate to be a part of this great institution as we celebrate and commemorate Loyola’s 100 year history. I do hope you will be able to join us throughout the year for many of the exceptional activities that are being planned.

While the members of the Advancement Committee will have the opportunity to address other issues during its forthcoming meeting, I do direct your attention to an included DRAFT Naming
Policy. Please take a look at the draft policy. The members of the Advancement Committee will review this at its meeting with our goal being to present it to the full board for its approval at the May 2012 board meeting.

I look forward to seeing all of you at the forthcoming meeting of the Board. So, now, please take a few moments to read the reports from my team leaders. They and their colleagues have worked hard since our last meeting. I’m proud of their efforts to date.

DEVELOPMENT – Chris Wiseman

Loyola University New Orleans seeks support from alumni, parents, friends, private foundations, corporations, and other organizations to meet the university’s philanthropic priorities.

The Office of Development (major gifts, annual giving, stewardship, and grants) in Loyola’s Office of Institutional Advancement is charged with the task of raising funds for the university from private sources. Loyola’s fundraising priorities are determined by the president, the Board of Trustees, the provost, and the vice president of Institutional Advancement.

Key Accomplishments and Challenges since the December 2011 meeting of the Institutional Advancement Committee of the Board of Trustees:

- We implemented a reorganization of reporting lines, effective January 15, 2012. Annual Giving staff now operate under the Development umbrella; it is hoped that this will allow for better coordination in our fundraising efforts, as well as more streamlined communication with Alumni Relations and Marketing & Communications staff. The Research department now reports to the vice president; it is hoped that this will facilitate Research’s work on trustee candidate identification and potential campaign benefactors.

- Fundraising results are mixed at this point in the year, but there are good reasons to believe that the next two quarters will see improved results. As of January, 31, 2012, we have raised $15,209,803 toward the working campaign goal of $100 million. New gifts and pledges for FY 2012 stand at $2,941,270, toward a goal this year of $20,000,000. Unrestricted gifts toward current operations total $451,159, a 6.8 percent decrease from the same point last year. The number of alumni donors is up slightly over last year—2,121 in FY 12 versus 2,092 in FY11. Despite some of these numbers, we believe our overall strategy and action plans will lead to improved results. We are systematically soliciting lead campaign gifts, with many trustees and other leading donors considering 6- and 7-figure campaign gifts. Two 8-figure solicitations are imminent. We have a carefully coordinated action plan to solicit unrestricted gifts and reach our ambitious goal of $1 million in that category. The Alumni Relations and Development staff are working closely with alumni volunteer leadership to continue to improve our results in the number of alumni who give (with a resulting improvement in our alumni participation percentage).
• We are leveraging the Centennial celebration into a major initiative to engage with previously disengaged alumni. Development, annual giving, and alumni relations staff are using a “Share Your Memories” script to drive meetings with alumni. We are focusing on alumni identified as having the capacity to make significant gifts to Loyola, as well as alumni in six target areas: Atlanta, Baton Rouge, Houston, Miami, the Northshore area of New Orleans, and Tampa.

• Fr. Kevin Wildes, Mr. Derby Gisclair, and Mr. Bill Bishop hosted almost 100 members of Loyola’s visiting committees to roll out the Faith in the Future campaign. Those in attendance were from the visiting committees for Humanities & Natural Sciences, Business, Music & Fine Arts, Law, Social Sciences, and the Library. The campaign presentation was well-received. This continues our campaign strategy of working “from the inside out” — beginning our campaign work with Loyola’s most committed and knowledgeable volunteers. Development officers are now working with visiting committee members to ascertain the specific campaign volunteer tasks with which the members can assist, as well as on member campaign gifts.

Upcoming work includes: working with trustees to ascertain their specific philanthropic commitments to the campaign; organizing the core campaign volunteer leadership committee; working with the president to secure two honorary campaign co-chairs; where and when appropriate, soliciting campaign gifts from our “Top 50” identified prospective campaign benefactors.

ALUMNI RELATIONS – Monique Gardner

The Office of Alumni Relations is dedicated to supporting Loyola University New Orleans through programs, benefits, services, and communications designed, developed, and implemented to create and enhance lasting and mutually beneficial relationships between the University and members of its Alumni Association. Recognizing that our greatest assets are our graduates, the members of the Alumni Association, the Office of Alumni Relations works to develop a membership of committed, trained volunteers who enjoy their post-graduate experience, are proud to be Alumni Association members, and believe that their volunteer time is used efficiently and effectively. Our staff works also closely with the Development staff in order to help realize the University’s fundraising goals each year.

The FY2012 Goals for Institutional Advancement are supported by the Office of Alumni Relations through the following action plans:

1. Continue to work to support the overarching strategies of Loyola 2012 by working with the Development Office to increase the number of alumni donors and the dollars raised from alumni and working closely with the Vice President of Mission & Ministry (M&M) to enhance Jesuit values.
2. Assist in the initiation of the Leadership Phase of the Faith in the Future campaign by
working with the Office of Development to develop an event and travel strategy at the start of the fiscal year which will drive our fundraising and alumni relations with a focus on our priority cities.

3. Continue to improve the return on the resources invested into the Office of Advancement by working with the Office of Development to maximize alumni events for greater impact and by increasing alumni engagement through social media, our alumni website, and affinity programs.

4. Continue to work with the Office of Marketing & Communications and volunteers to plan and execute a successful Centennial Kick-Off, Alumni Weekend 2012, and the first annual Alumni College.

5. Key measures of success will be: increased attendance at alumni events such as Alumni Weekend, Centennial, and other events; an increase in the percentage of alumni who give; and increased giving and volunteer activities by the alumni boards (as measured in volunteer hours, dollars donated, and number of times alumni volunteers participate in fundraising solicitations).

6. In consultation with the vice president for institutional advancement, implement appropriate recommendations in GG&A report evaluating the work of the Office of Alumni Relations. Implementation steps for these recommendations will be integrated into the action plan below.

**Third Quarter Report**

**Goal 1**

**Annual Giving Message at Alumni Events**

An annual giving message was delivered at each of the following events followed by an email ‘Thank You’ which included a short survey and a link to the annual giving web page:

- **Joint Boards Cocktail Reception, November 11, 2011**
  - Event Purpose: Board Cultivation
  - Total Attendees: 49 (in 2010: 48)
  - 3 gifts made with online registration (in 2010: 4)
  - 8 gifts made by attendees post event

- **Houston Brunch at Brennan’s, November 13, 2011**
  - Event Purpose: Chapter Social
  - Special university guest: Dean Lopéz
  - Total Attendees: 44 (in 2010: 32)
  - 3 gifts made with online registration (in 2010: 7)
  - 4 gifts made by attendees post event

- **Los Angeles Chapter Event, November 22, 2011**
  - Event Purpose: Chapter Enrichment
  - Special university guest: Dean Locander
  - Total Attendees: 24 (in 2010 there were not any events in the Fall)
• Miami Christmas Reception, November 30, 2011
  o Event Purpose: Chapter Social and Service
  o Special university guest: Dr. Duhé
  o Total Attendees: 36 (in 2010: 16)
  o 5 gifts made with online registration: (in 2010: 5)
  o 3 gifts made by attendees post event

• Northshore Christmas Reception, December 1, 2011
  o Event Purpose: Chapter Social
  o Special university guest: Dr. Burns
  o Total Attendees: 40 (in 2010: 39)
  o 0 gifts made with online registration (in 2010: 5)
  o 3 gifts made by attendees post event

• Washington DC Christmas Reception, December 7, 2011
  o Event Purpose: Chapter Social
  o Special university guest: Dr. Petty
  o Total Attendance: 59 (in 2010: 58)
  o 9 gifts made with online registration (in 2010: 8)
  o 5 gifts made by attendees post event

• Puerto Rico Christmas Reception, December 7, 2011
  o Event Purpose: Chapter Social
  o Special university guest: Dean Locander
  o Total Attendance: 25 (in 2010: 9 but was an alumni enrichment event)
  o 4 gifts made with online registration (in 2010:1)
  o 0 gifts made by attendees post event

• Dallas Christmas Mass and Dinner, December 14, 2011
  o Event Purpose: Chapter Social and Enrichment
  o Special university guest: Fr. Gregg Grovenburg
  o Total Attendance: 28 (in 2010: 22)
  o 2 gifts made with online registration (in 2010: 1)
  o 3 gifts made by attendees post event

• Young Alumni Pack, December 8, 2011
  o Event Purpose: Chapter Social
  o Special university guest: None
  o Total Attendance: 41 (in 2010: 47)
  o 1 gift made with online registration (in 2010: 2)
  o 8 gifts made by attendees post event
A total of 346 people attended events in November and December. Sixty-six (66) of those event attendees made gifts. The percentage of people who attended events and made a gift in the 6 weeks after that event is 19%.

Visits
We are visiting with alumni while traveling and bringing back new names for further research. We have created “Engagement Folders” with the assistance of Marketing and Communications to showcase the Alumni Association and volunteer opportunities. The folders include information about the Loyola Fund.

We are working with Development on the Share Your Memories Project. The goals of the project are the following:

- Connect with members of the Loyola community with whom we have not engaged in years
- Seek feedback on their personal experiences at Loyola
- Gain insight into their opinion about Loyola’s past, as well as the school’s future
- Gather information that can be used by the University to promote Loyola’s Centennial
- Find members of our community who can be re-engaged through volunteering or financial support

We will contact alumni to ask if they would be interested in being interviewed for our Share Your Memories Project. For each interview, IA staff members will utilize a set of standard questions, and responses will be shared and recorded in our database.

Volunteer Training
We are continuing to build and develop our Alumni Chapter program. We had a conference call with our Chapter Presidents on 12/12/11 to discuss event themes and programs for 2012. We worked with chapters to plan 22 events in Spring 2012, including 4 events in the focus cities. Another conference call is being planned through Development to discuss the Faith in the Future Campaign. We are also beginning to identify potential chapter leaders who would be ideal for chapter campaign efforts.

Jesuit Mission
We are exploring new ways to incorporate Jesuit and Catholic values into event programming. The Dallas Chapter added a Christmas Mass to a Dinner Reception and the Young Alumni Pack added a food drive in conjunction with their Christmas Cocktail Reception. In celebration of the Lenten Season, the Tampa Chapter is hosting “A Reflection and Fish Fry” on Friday, March 23, at the Franciscan Center. Sister Nancy Christopher will lead the reflection. Loyola University New Orleans’ Jesuit Center and the Alumni Association will present the 2012 Lenten Series: “The Spiritual Exercises: The Heart of Ignatian Spirituality,” a series of lectures on Wednesdays in February and March to observe the season of Lent. Each of these free events will take place on Loyola’s main campus at 7 p.m. To encourage and increase attendance, we plan to mail a printed invitation locally to all alumni, parents, and friends and nationally, to those concerned about our Catholic identity.
Wednesday, February 29: Jerry Fagin, S.J.
Title: From Servant to Friend: The Ignatian Path to Discipleship
Father Fagin will give an overview of the Spiritual Exercises of Ignatius, focusing on the dynamic of the Exercises and some of the virtues it instills.
Location: Ignatius Chapel / Bobet Hall
Time: 7:00 p.m.

Wednesday, March 14: Sylvester Tan, S.J.
Title: Taught by God: Ignatius as Teacher and Student
Mr. Tan will show how God treated Ignatius just as a schoolmaster treats a child whom he is teaching. (Ignatius’ Autobiography 27, 4. and John 6:45).
Location: Ignatius Chapel / Bobet Hall
Time: 7:00 p.m.

Wednesday, March 28: Fred Kammer, S.J.
Title: Not just ‘Jesus and Me’
Father Kammer will discuss the social implications of the spiritual exercises and Ignatian spirituality.
Location: Ignatius Chapel / Bobet Hall
Time: 7:00 p.m.

The entire Loyola community will also be invited to attend the Gregorian Chant Laetare Mass on Sunday, March 18, 2012, at 7:30 p.m. in Holy Name of Jesus Church. This Latin Mass is celebrated once per year during Lent, co-sponsored with the College of Music and Fine Arts as an opportunity to experience the Eucharistic liturgy in a different form to what most people are accustomed. Experiencing this familiar ritual in an unfamiliar way often enriches our understanding of what we do Sunday to Sunday, and it allows us to gain an appreciation for some of the history of our faith.

Goal 2
We are producing an event invitee report which provides comprehensive contact information and giving history for the Development and Alumni Relations staff to work from when contacting constituents to encourage event attendance. The report is published one month prior to the event so that staff members have adequate time to reach constituents. We are also continuing to develop broader programming opportunities in target cities.

Upcoming Events in our Target Cities
Several events have been planned and promoted in our target cities: Northshore, Baton Rouge, Atlanta, Miami, Tampa, and Houston in our effort to further develop these chapter cities. Each event is being promoted through a hard copy invitation, on the alumni website, and through email blasts.

- Atlanta Chapter, “An Evening of Jazz” will take place on Saturday, March 3, 2012 at the Lincoln Center Orchestra with Wynton Marsalis. The special university guest will be Anthony A. Decuir, Ph.D., Associate Dean, College of Music and Fine Arts.
• Tampa Chapter ‘Lenten Reflection & Fish Fry’ will take place at the Franciscan Center on Friday, March 23. The guest speaker will be Franciscan staff member, Sister Nancy Christopher, OSF.
• Miami Alumni Chapter Crawfish Boil is planned for March 31 at the home of board member Ed Claughton ’94.
• Northshore Chapter is planning an Alumni Mass & Dinner in the late spring. Fr. Ted Dziak is planning to perform the mass celebration.
• Houston Alumni Chapter Crawfish Boil will take place on Saturday, April 14, 2012 at the Houston Heights Women’s Club.
• Atlanta Alumni Chapter Crawfish Boil is scheduled to take place on Saturday, May 19, 2012 at the home of Mike Blackstock ’98, Atlanta Chapter President.

Goal 3
Maximize Alumni Events
The Office of Alumni Relations continues to work with the Office of Development to maximize alumni events for greater impact. We have identified new ways to provide support to our regional chapters through creating position descriptions for volunteer opportunities in existing regional chapters, and we are streamlining the event planning procedures to ensure maximum efficiency while increasing attention to detail.

Alumni Events for Constituent Group Engagement
We are working with former voice students of Professor Mary Tortorich to plan a reunion in June. She taught at Loyola from 1942 to 1975. The event will include a Mass at Holy Name of Jesus and a concert in Roussel Hall. Alumni will perform at both.

Social Media
Facebook- We continue to post St. Ignatius quotes in the morning and alumni success stories, event photos, and information about upcoming events in the afternoon. Since the last Quarterly Report, we have raised the number of Facebook followers from 1625 to 1679. There are 75% more people responding and talking about posts.

Twitter- The Alumni Association Twitter Account automatically updates with whatever is posted on Facebook. Since the last Quarterly Report, we have raised the number of Twitter followers from 252 to 277.

LinkedIn- This is used mostly for networking and employment opportunities. We have raised the numbers of followers from 2008 members to 2155 since last report.

Career Services and Networking
The College of Business (“CoB”) Alumni Board hosted its fourth Evening of Networking on campus on the newly renovated Thomas Hall front patio in celebration of Twelfth Night. Nearly 25 guests attended this event, including four CoB faculty members. The event was promoted via the alumni website and email blasts. New names were given to the Development team for
further research. The fifth Evening of Networking was held on Thursday, February 3. Thirty people attended.

CareerShift: The Career Development Center and the Office of Alumni Relations joined together to offer alumni the best resources available to assist them in their job search. CareerShift is a comprehensive online resource, designed to support the #1 request of job seekers: an easy to use website to conduct and organize their job search. The service was launched on the alumni website on November 1, and an email was sent out to announce the launch of the new service. Since launching, 60 Loyola alumni have used the online service.

Online Community
The alumni website continues to market and offer substantial benefits and services to alumni. The alumni website contract with imodules, scheduled to expire in February, was extended for an additional year. This will allow time for the web team to build an in-house website for the Alumni Association. During this time, the alumni homepage will be redesigned according to the usability study.

Affinity Programs
Liberty Mutual Insurance: A royalty surplus was generated for the second contract year of the Alumni Insurance Program. As a result, the Alumni Association will be receiving a surplus check in the amount of $5,308.57. In the second contract year, the annual royalty guarantee was $5,000. Our efforts combined with the execution of Liberty Mutual’s marketing plan more than doubled the program’s results.

Alumni Travel: The Alumni Association has increased the travel opportunities to offer 4 new trips in 2012: European Mosaic – Oceania Cruises, The Wild West and Yellowstone Family Adventure, Ireland, and the Canadian Rockies by Train. The trips will be publicized in brochures, Pack Press e-newsletter, and targeted email blasts. We are also working with Mission & Ministry to offer an Ignatian Pilgrimage to Spain.

Goal 4
Centennial Kick-Off/Alumni Weekend, April 13-15
Reunion Committee – We are building strong reunion committees made up of volunteers who are willing to go the extra mile to inform fellow classmates about Alumni Weekend, April 13-15, 2012. Letters were mailed in September to all alumni celebrating a milestone reunion from the classes of 1952, 1962, 1972, 1982, 1987, 1992, and 2002. A total of 27 people have signed up to serve on various reunion committees.

Alumni Weekend 2012 and the Centennial Kick-off are both being promoted through the online community via alumni.loyo.edu/alumniwknd12. Alumni Relations is working closely with Marketing and Communications and Public Affairs. The departments are meeting on a weekly basis to discuss updates and planning information.
A 4-color invitation was mailed to 40,000 alumni in January. Alumni Weekend 2012 will also be promoted in the monthly e-newsletter, Pack Press, from November 2011 through April 2012.

**Alumni College, June 22-24**
The Enrichment Committee received approval from top administrators to move forward with plans for the Inaugural Alumni College. Invitations were sent to faculty and confirmations were received from 26 faculty members. Marketing & Communications designed a course bulletin which will be mailed to alumni in February. A special “thank you” to Fr. Wildes, Dr. Kvet, Deans, and faculty who have assisted in the planning of this weekend. We would also like to thank those Trustees who have helped in the planning of a special tour of the WW II Museum.

**Centennial-on- the-Road, Fall 2012**
Initial planning of a series of Centennial-on-the-Road events to further engage alumni by allowing them to participate in the Centennial experience has begun. These events will provide opportunities for Development staff to interact with key prospects.

**Goal 5**
Alumni Relations continues to track attendance at all alumni events, along with giving history, and volunteer hours. Reunion Committee volunteers have been informed about keeping track of their volunteer hours.

**Goal 6**
The Office of Alumni Relations received its evaluation from GG & A in September. We are evaluating the recommendations and will move forward appropriately. We are in the initial planning stage of forming a New Orleans Chapter, and we are re-drafting a Student Alumni Association program proposal to report at 3rd quarter.

**ADVANCEMENT RECORDS – Martha Bodker**

In the second quarter of 2012, the department of Advancement Records has continued to focus on internal structural and procedural modifications needed for implementation of the Leadership Phase of the Faith in the Future Campaign, including recommendations made by Grenzebach Glier & Associates following its May 2011 assessment and laid out in the Institutional Advancement Action Plan for FY 2011-12.

- I am happy to report we hired Fagan Davis, Jr., MBA, as our new Systems Reporting Analyst. Fagan’s first 3 months at Loyola have focused on his becoming accustomed to the Raiser’s Edge database and working on the design of a reporting suite for the Faith in the Future campaign.

- Work on finalizing changes to the University’s gift acceptance policy was completed and readied for submission to the Advancement Committee for review.
• Work has begun on developing metrics to track the health and efficacy of the database. These metrics may include gathering statistical data on mail return rates, phone number accuracy and increasing the number of email addresses.

• Work with the Stewardship team to design a quarterly report to disseminate gift data to academic departments has been initiated. Additionally, work on a process for follow up with matching gift companies to ensure maximum return was completed and implemented.

• Over 31,000 records were updated with the most recent wealth screening results. This update will assist prospect research and development staff in the identification of new potential donors.

• An initial assessment of two products being considered to improve data integration for online donations, event registrations and address updates took place. Our next step is to obtain further research on technical requirements and functionality with the intention of making a decision this spring.

MARKETING AND COMMUNICATIONS – Terry Fisher

The 2011 – 2012 Institutional Advancement’s goals are supported by Marketing & Communications through the following action plans, which additionally support the university’s goals of Loyola 2012.

The major objectives of the Office of Marketing & Communications are to:

ENHANCE OUR NATIONAL REPUTATION

• Execute strategic plan targeting US News peer rankers in support of Loyola 2012.
  o Design, produce and execute compelling communications across external mediums promoting service learning, brand identity and overall university achievements to enhance our national reputation with US peer rankers.

UPDATE:

Publications and Creative Services
During the fall semester, the Office of Publications and Creative Services has worked closely with faculty and staff, specifically in the Office of Service Learning, Center for International Education, and Academic Affairs, to write, direct photo shoots, design, and produce several pieces, which were mailed to the peer rankers on schedule and within budget. These pieces highlight the achievements of the university, which in turn enhances Loyola’s reputation and stature, and are infused with language and descriptions that emphasize our Jesuit values. Below are the pieces that were produced in December:
• Service Learning Booklet (Theme: Cura Personalis)
• Newsweek "Best of Colleges & Universities" (Louisiana edition; Theme: community service abroad)

Upcoming publications targeting US News peer rankers:

• President’s Annual Report
• Chronicle of Higher Ed Ads
• Study Abroad mailer
• Provost’s Report
• Service Learning Booklet
• LOYNO Magazine
• Centennial Kick-off Weekend Invite
• USN&WR Best Grad Guide Ad

Public Affairs
• Top Loyola news recap email to rankers – Emails recapping major news of the university sent on Nov. 5 and Feb. 1 to all rankers.
• PR Web news releases are distributed to hundreds of news agencies across the country. Recent releases that supported our US News Strategy include “Loyola recognized nationally for study abroad program,” “Loyola extends community engagement to Crescent City Café,” and “Study abroad program in Italy offers students a unique perspective.”

Web Communications
• December 2011 – Our annual Christmas e-mail, coupled with a video, was sent to the entire university audience (including rankers); the focus was cura personalis, which underscored the importance of our Catholic, Jesuit background to the university’s identity.
• Study abroad and service learning themes have been promoted on Loyola’s homepage at least twice per month in December and January (using feature story sliders, blog posts, and video spotlights).
**ENGAGE ALUMNI**

- Develop awareness strategy to support efforts in Alumni Relations and Development to build a wide-reaching base of engaged alumni and friends in order to generate new prospective benefactors for the Leadership Phase, later Leadership Phase, and Public Phase of the *Faith in the Future* campaign.

**UPDATE:**

**Publications and Creative Services**

1. The Office of Publications and Creative Services has worked with Development on the mailing of our signature pieces (*US News* publications) to prospects. Thus far, the Economic Impact Report (November) and the Service Learning Booklet (December) have been mailed. Additional mailings will be sent in the spring semester, including the President’s Annual Report.
2. We have mailed/plan to mail the below pieces to alumni in the six (6) target cities:
   a. What’s New Postcard (December)
   b. Letter from the President regarding university happenings (February)
   c. Service Learning Booklet (March)
3. We continue to mail alumni event invites, and mailed an invite promoting Alumni Weekend/Centennial kick-off to alumni in January.
4. The spring Loyola University New Orleans magazine, renamed *LOYNO*, is being redesigned to coincide with the centennial and will mail on March 5. The spring *Loyola Executive* is in production and will be mailed on March 26. The spring *Loyola Lawyer* is in production and will be mailed on May 21.
5. We included ads for Alumni College and Alumni Weekend in fall 2011 magazine; new ads for both to be included in spring 2012 *LOYNO*.
6. Designed congratulatory ads for *CityBusiness* “Women of the Year” and “Money Makers” issues.
7. Collaborating with Peg, LTD on the next alumni survey to be distributed via email in the beginning of 2012.
Public Affairs

- **Loyola Athletics Hall of Fame – January 28, 2012, Danna Student Center**
  
  Public Affairs worked in conjunction with Alumni Relations to produce this annual event which targets alumni and family members. Approximately 120 guests attended the induction ceremony, which was preceded by a presentation of the 2012 inductees during the half-time of the Wolfpack men’s basketball game in the University Sports Complex. The four inductees, Jerry Brady (baseball 1959-1962); Stephanie Legleu Crews (cross-country 1998-2002); David Lindsey (baseball 1997-2000); and the late Clark Shaughnessy (football coach 1926-1932) were lauded for their accomplishments both on and off the field of play. In addition, Loyola trustee S. Derby Gisclair ’73 was presented the St. Sebastian Award for his outstanding efforts on behalf of Loyola student-athletes.

  The Athletics Hall of Fame event and Clark Shaughnessy's induction were highlighted on several local news stations and received a full length feature in the Times-Picayune. Athletic Director Michael Giorlando appeared on several radio and TV newscasts, including WVUE-TV Morning News and WVUE-TV at 4p.m. WGNO TV covered the event, which was hosted by alumnus and sports caster Ed Daniels. Larry Holder from CBS Sportsline .com is interested in doing a feature after the Super Bowl and Loyola alumnus and ESPN commentator Michael Smith tweeted about the event on his Twitter page.

Web Communications

- The printed LOYNO Magazine will soon be complemented by an online presence: the website (magazine.loyno.edu) has been completed and will be launched publicly February 23, 2012. It features online-exclusive stories posted on a monthly basis.
COORDINATE AND PROMOTE CENTENNIAL ACTIVITIES

UPDATE:

Publications and Creative Services

The Office of Publications and Creative Services is well underway with the planning and implementation of Centennial-related action items:

- Developed a comprehensive list which includes all Centennial action items. This list is used to help guide weekly status meetings.
- Developed Centennial brand standards. Vendors that will be producing any Centennial merchandise have received this document.
- *Founded on Faith: The History of Loyola University New Orleans*, a 100-year history book, has been printed.
- Centennial video in production
- The spring Loyola University New Orleans magazine, renamed *LOYNO*, is being redesigned to coincide with centennial and will mail on March 5.
- Included a Centennial ad on the back cover of fall 2011 magazine. Our team continues to solicit memories from alumni and faculty/staff.
- “Centennializing” commencement materials.
- Designed a Centennial ad that ran on October 17th in the *Times-Picayune* in the 175 anniversary section (year: 1912) as well as the *Times-Picayune*’s special anniversary edition.
- Rolling out campus signage, as well as signage that will be posted on St. Charles Avenue.
- Collaborating with the Loyola bookstore to determine appropriate Centennial merchandise.
- In the process of designing and printing promotional material, invites, etc.
Public Affairs

- **Centennial Campus Carnival – February 16, 2012, Peace Quad**
  Plans for the upcoming centennial year were revealed to the Loyola community in a uniquely New Orleans way – with a Mardi Gras parade party and lots of lagniappe! All students, faculty and staff were invited. The Centennial Campus Carnival started things off with a second line led by Mardi Gras Indians and a brass band, and included parade floats complete with riders and throws. Additionally, a special king cake given to all comers as well as centennial giveaways which included a centennial bead bag, cups, beads and information about upcoming centennial events. The carnival acted as an internal centennial send off, preceding the public launch of the centennial celebration on April 14.

- **Centennial Alumni Reunion/Founder’s Day Weekend – April 13 – 15**
  Public Affairs continues to work with the Centennial Committee and Alumni Relations to develop these events which include a centennial welcome reception, alumni class reunion dinners, academic programming, concerts, centennial Mass, Founder’s Day Picnic, alumni reunion jazz brunch.

Web Communications

- Centennial website has been completed and is set for a public launch February 13, 2012.

**ENSURE A SUCCESSFUL 5-YEAR SACS ACCREDITATION REVIEW**

UPDATE:

Web Communications

- Created and/or updated new web pages/sites as necessary to support SACS compliance:
• Development of new QEP website
• Assisted in the development of Enrollment Management and Academic Advising sites
• Completed numerous requested updates to university’s bulletin site, A-Z index, and college and institute sites

• Enforced consistency throughout websites to ensure SACS compliance by:
  o Adding footers/footer intranet links to sites as needed
  o Creating intranets for sites that didn’t have them
  o We continue to work with the university’s SACS/AST team to make certain all campus web editors are educated in the SACS process and how that process affects the editing of their websites during the SACS review

• Worked with SACS/AST team to guarantee narratives on the SACS website will meet both this year’s accreditation needs and the needs of future years
  o Rebuilt 300+ broken webpages referenced in 2005 accreditation narratives (which are then referenced in 2012 narratives)
  o Implemented archiving process for all pages and documents linked to the 17 new 2012 narratives (this involved the digital archiving of over 700 documents and web pages)
  o We will continue to work with the SACS/AST team to fulfill any technical needs they have until the external review (begins March 25th)

**ENGAGE COMMUNITY NEIGHBORS TO ENSURE PHASE II CONSTRUCTION IS IMPLEMENTED AS SMOOTHLY AS POSSIBLE**

**PUBLIC AFFAIRS**

• Since the spring of 2010, Public Affairs has created two printed color newsletters annually informing neighbors of news of the university, current and upcoming construction projects on campus, and events and offerings at Loyola that are open to the public. The newsletter targets neighbors who are homeowners within a 1-mile radius of both the main campus and Broadway campus. The objectives of publishing “Neighborhood News” are to position Loyola University New Orleans as a responsible and engaged neighbor, facilitate communication with neighbors, forge new relationships, and strengthen existing ones.

• The spring ‘12 newsletter focuses on centennial activities and the alumni college.

Additional neighborhood outreach included hosting a neighborhood town hall for the Monroe Hall construction project, open houses for completed renovation of Thomas Hall and the College of Law Broadway Building. Upcoming outreach includes plans for Cabra Hall renovations on the Broadway Campus.
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<td>45.12%</td>
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<td>Total Gift Income</td>
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<td>New Gifts and Pledges</td>
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<tr>
<td>New Gifts and Pledges Goal</td>
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<td>Total Gifts and Pledges</td>
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<td>$9,938,656</td>
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<td>Faith in the Future</td>
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<td>Campaign Goal</td>
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<tr>
<td>Percent of Goal</td>
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<td>15.21%</td>
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* includes $34,493 annuity proceeds for Ganucheau Trust
LOYOLA UNIVERSITY NEW ORLEANS
GIFT INCOME COMPARISON, FISCAL YEARS 2008-2012

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<tr>
<td><strong>Outright Gifts for Capital Purposes</strong></td>
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<tr>
<td>Endowment</td>
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<td>$1,310,551</td>
<td>$519,191</td>
<td>$346,068</td>
<td>$309,855</td>
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<td>Property, Building &amp; Equipment</td>
<td>$228,500</td>
<td>$50,000</td>
<td>$314,551</td>
<td>$875,360</td>
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<td>Non-Endowed Programs &amp; Grants</td>
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<td>Gifts in Kind</td>
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<td><strong>Total</strong></td>
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<td><strong>$1,379,738</strong></td>
<td><strong>$909,988</strong></td>
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|                      |         |         |         |         |         |
| **Outright Gifts for Current Operations** |         |         |         |         |         |
| Restricted           | $1,392,418| $1,065,427| $1,102,172| $1,065,094| $1,361,403|
| Unrestricted         | $560,059| $458,739| $559,683| $486,220| $418,666|
| **Total**            | **$1,952,477**| **$1,524,166**| **$1,661,855**| **$1,551,314**| **$1,780,069**|

| **TOTAL PRIVATE GIFTS** | **$3,057,906**| **$3,176,456**| **$3,136,257**| **$2,931,052**| **$2,690,057** |
TOTAL GIFTS & PLEDGES FISCAL 09 TO 12

FISCAL YEARS

DOLLARS RECEIVED

$12,000,000
$11,000,000
$10,000,000
$9,000,000
$8,000,000
$7,000,000
$6,000,000
$5,000,000
$4,000,000
$3,000,000
$2,000,000
$1,000,000

8/1/2008 TO 1/31/2009 $3,191,893
8/1/2009 TO 1/31/2010 $3,173,932
8/1/2010 TO 1/31/2011 $9,938,656
8/1/2011 TO 1/31/2012 $4,256,929

TOTAL GIFTS & PLEDGES FISCAL 09 TO 12

$3,191,893
$3,173,932
$9,938,656
$4,256,929

FISCAL YEARS

8/1/2008 TO 1/31/2009
8/1/2009 TO 1/31/2010
8/1/2010 TO 1/31/2011
8/1/2011 TO 1/31/2012
TOTAL OUTRIGHT* GIFTS FISCAL 09 TO 12

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<th>Dollars Received</th>
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<td>8/1/2009 TO 1/31/2010</td>
<td>$3,136,257</td>
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<td>8/1/2010 TO 1/31/2011</td>
<td>$2,931,052</td>
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<tr>
<td>8/1/2011 TO 1/31/2012</td>
<td>$2,690,057</td>
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NUMBER OF TOTAL DONORS FISCAL 09 TO 12

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<th>Fiscal Year</th>
<th>Number of Donors</th>
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<tr>
<td>8/1/2009 TO 1/31/10</td>
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<tr>
<td>8/1/2010 TO 1/31/11</td>
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<tr>
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<td>Overall Alumni Total</td>
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<tr>
<td>2010</td>
<td>Overall Alumni Total</td>
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LOYOLA UNIVERSITY NEW ORLEANS
NAMING POLICY

Adopted by the Board of Trustees on ______________

I. Statement of Policy

Loyola University New Orleans, through the Office of the President and in consultation with the President’s Cabinet, establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document.

The gift levels are intended as minimum amounts necessary to name physical and academic entities at Loyola University New Orleans. Such minimums are important in order to ensure that the physical or academic entity has sufficient funds available to accomplish the mission of the program or function named by the donor.

This policy also establishes the Named Gifts Program Committee. (See Section V, B)

Loyola University New Orleans, through the Office of the President and, when appropriate, the Board of Trustees, reserves the right of final approval for the name(s) recommended for any of the opportunities in the sections that follow. University approval cannot be granted until the donor’s name or the name(s) of the person(s) being memorialized are known. In all cases, initial approval must be received prior to any formal solicitation in which any naming opportunity is contemplated, following the procedures outlined in this document.

Additionally, any gift that includes the naming of an endowment or physical space or academic entity or collection must be documented in a formal Gift Agreement. Policies and procedures related to gift agreements are contained in a separate policy document.

The selection process for holders of all endowed faculty positions is coordinated by the Office of the Provost and Vice President for Academic Affairs through specific faculty appointment policies which must, in all cases, be followed for such appointments.

The University may name physical and/or academic entities to recognize exceptional contributions, philanthropic or meritorious [honorific], which honor the University’s heritage and legacy. Naming must be consistent with the overall mission, vision and values of the University.

II. Purpose

It is the policy of Loyola University New Orleans to apply these guidelines for named gift opportunities in order to recognize

- those individuals, businesses, or organizations that have made exemplary or meritorious service contributions or enduring financial contributions to the
University;

- those individuals, businesses, or organizations whose extraordinary accomplishments advance the University’s educational mission, its standing in the community, and/or its aesthetic quality.

This policy is intended to encourage private support through naming opportunities. In some circumstances, this policy allows structures, facilities, collections and academic entities to be named without a gift. This policy is consistent with the University’s strategic goal of maintaining fiscal responsibility in all operations, programs, and facilities.

III. Applicability

This policy applies to all situations in which a charitable gift is given with the intention of creating a named endowment or named physical entity (facilities including buildings and structures, interior spaces, landscapes, roads, etc.), academic entity (programs, endowed funds, academic positions, scholarships, schools and colleges on the various campuses of the University), or collection.

IV. Definitions

**Academic Entities**: All non-physical entities, to include: colleges, schools, academic departments, and academic centers, institutes, programs, public information presentations, laboratories, clinics, and equipment, as well as divisions, research centers, chairs, professorships, lectureships, fellowships, teaching awards and prizes.

**Collections**: Libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value.

**Endowments**: An endowment is a fund that can be established through gifts from private individuals, corporations, foundations, associations, and other organizations, so long as those gifts meet university guidelines on endowment minimums by type (below) and are accompanied by a signed Gift Agreement.

Endowments are invested to allow for the principal to remain intact (nonexpendable) in perpetuity, while a portion of endowment earnings are distributed annually to support the purpose designated by the donor(s) through a formal gift agreement with the University.

Endowments may be designated to benefit academic or non-academic positions, students, programs, physical space (buildings, facilities, and grounds, or portions thereof), or specific academic or non-academic departments and units. They are typically named after their donor(s) or a person(s) the donor wishes to honor.
Endowments may be established by a one-time gift, a series of gifts, a pledge paid over a period of a specific number of years, wills, trusts, gifts of appreciated assets, or by a combination of these. Gifts can be added to an established endowment at any time.

In certain instances, which must be outlined in a gift agreement, a specific amount of the gift commitment must be received prior to the actual naming of the position, program, building, space, or project.

Certain terms are commonly used with endowments. The National Association of College and University Business Officers (NACUBO) provides the following definitions:

**Permanent Endowment:** "Endowment funds are funds received from a donor with the restriction that the principal not be expendable." These endowments are only subject to modification as may be allowed by law and Loyola University New Orleans regulations. Establishment of any endowed fund requires a minimum gift of $25,000.

**Quasi-Endowment:** "A quasi-endowment fund is a fund that functions like an endowment fund but which may be totally expended at any time at the discretion of the governing board." This may be gift funds that the donor did not specifically direct for use as an endowment, or funds available to the institution from other sources that can be designated for an endowment. The funds are invested in the same manner as a true endowment and have the same payout provisions. Establishment of a quasi-endowment requires a minimum gift of $10,000.

**Honorific:** Conferring or implying honor or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.

**Philanthropic:** The act of philanthropy; generally defined as gifts to the University that have real or in-kind monetary value.

**Physical Entities:** All physical facilities and buildings, to include:

–Buildings or portions thereof – For example - laboratories, classrooms, seminar rooms, meeting rooms, lounges, wings, halls, floors, galleries; structures, including, but not limited to, athletic fields, athletic facilities, and other facilities such as wings of buildings or substantial parts of buildings, residence halls, large auditoria, concert halls, plazas, parks, fountains, gardens, natural landmarks, lawns, courtyards, walkways, pathways, parking facilities, roadways.

V. **Procedures**

A. **Proposals for Naming:** Proposals for naming of new physical and academic entities and collections, changing the name of an existing physical or academic entity or collection, or naming a previously undesignated physical or academic entity or collection, shall be considered by the Named Gifts Program Committee only upon submission of a written
request by a Trustee, the President, or the appropriate Vice President, Dean or Department Chair of the respective academic area, to the committee. Recommendations of the general public may be considered when they are transmitted through one of the above named officials.

B. **Named Gifts Program Committee:** The Committee shall consist of the Provost, (or his/her designee), the Vice President for Finance and Administration (or his/her designee), the Vice President for Institutional Advancement, the Vice President for Mission and Ministry (or his/her designee), the Vice President of Student Affairs (or his/her designee), the Vice President of Enrollment Management (or his/her designee), a representative of the Office of General Counsel, in consultation with the appropriate Dean or Director for the structure or facility to be named. The Committee shall be chaired by the Vice President for Institutional Advancement.

C. **Named Gifts Program Committee Guidelines:** The Named Gifts Program Committee shall judge each proposal on its own merits. The Committee is empowered to establish guidelines that can include, but not be limited to the following factors: financial contributions made over a period of time or one-time gifts to the University, timeframes for payment of financial contributions, in-kind gifts to the University, the ability of a gift to stimulate gifts by other donors, duration of naming, dignity and significance to the University, honor to the donor, national and international reputation and achievement of the donor, exceptional contributions of an individual while employed at the University, distinction of the donor, whether the gift advances the reputation of the University, whether the gift increases the understanding and public support for the University program, expiration periods on naming, de-naming when an entity no longer meets acceptable University standards, de-naming upon demolishing and/or replacement of a facility, maintenance of records, background reviews on donors, valuation of physical space, marketing space, and timeframes for honorific naming.

D. **Administration:** For administration of this policy, the Named Gifts Program Committee shall review all proposals to name physical and academic entities and collections. The committee then forwards its recommendations to the President for his review. The President will forward to the Board when appropriate.

E. **Honorific Naming:** Under appropriate circumstances, Physical and Academic Entities and Collections may be named for individuals who have made exemplary or meritorious contributions to the University or society. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the University, must have an established relationship with the University, and must have contributed measurably to the good of society. The recognition afforded the honoree may also include private financial contributions related to the naming opportunity. Honorees may not be in active service at the University or hold elected office in the United States or abroad at the time of the naming, unless the circumstances are exceptional. At its discretion, the University may choose to name something after a donor even if it is not stipulated in the donor agreement but only after consultation with the person to be honored. When an individual is considered for an honorific
naming, the proposal shall be reviewed and approved by the President. The Board of Trustees will be consulted if appropriate.

F. **Gift-Related Naming**: A gift-related naming occurs when a donor makes a tax-deductible contribution of a significant level to the University and is recognized with a naming opportunity. Decisions regarding such recognition are made on a case-by-case basis in accordance with the approval process contained in this policy and any other applicable University policies, including the *Gift and Pledge Policies and Procedures*, and shall also take into consideration the total cost of the project, the availability of other funds and the level of financial contribution. All gift-related naming must be documented by a written donor agreement.

G. **Naming Related to a Fund Raising Campaign**: When a Naming is contemplated as part of a fund raising campaign, that campaign, the proposed naming and the associated private-fund contributions to be sought shall have prior approval of the President and, when appropriate, the Board of Trustees.

H. **Corporate Naming**: Each Corporate Naming must be approved by the President. The President will consult with the Board of Trustees when appropriate. The Vice President for Institutional Advancement must complete a due diligence review of the corporation prior to any corporate naming. Each corporate naming must be analyzed by the Vice President for Institutional Advancement and the Named Gifts Program Committee to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a facility financed with the proceeds of tax-exempt bonds. Any agreements shall be reviewed and approved by the Office of General Counsel. The University President shall have authority to sign such gift agreements.

I. **Announcements**: No College or Department shall announce the naming of any physical or academic entity or collection prior to the final approval required by this policy.

J. **Permanence of Naming**: The naming of physical entities is intended to be in place for the life of the specific physical entity. If, in the determination of the President and, if appropriate, the Board of Trustees, circumstances change so that the purpose for which the physical entity was established is significantly altered or if the physical entity is no longer needed or habitable, the President and, if appropriate, the Board of Trustees, in consultation with appropriate academic and/or administrative leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor’s naming gift in perpetuity. If the University and the donor(s) previously established a Gift Agreement or contract that provides a practicable course of action, then that action shall be followed.

K. **Removing a Name**: Loyola University New Orleans naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character, and leadership consistent with the highest values of Loyola University New Orleans. If, in the determination of the President and, if appropriate, the Board of Trustees, those attributes are not
maintained, the President and the Board of Trustees reserve the right to remove the donor’s/honoree’s name from a physical entity at any time. The President, with authority as delegated by the Board of Trustees, may approve removing a name from other entities (e.g., facilities within buildings, academic programs, chairs, scholarships, etc.).

L. **Naming Considerations for a Pledge**: If a naming will be the result of a total gift pledged to be paid over a period of years, the tying of the official naming must be clearly articulated in a formal Gift Agreement. Two options are: (1) naming will go into effect only after the pledge is fulfilled and the required total amount has been received by Loyola University New Orleans, or the (2) naming will go into effect immediately with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame.

If the pledge is not fulfilled, but the naming has been authorized by the President and, if appropriate, the Board of Trustees then this change must be reported to the Board of Trustees – through the appropriate committee – so that it can be reflected in the official minutes. If only partial funding is received that is less than the required naming threshold, yet sufficient for an alternative naming opportunity, the above procedures govern any renegotiation for a suitable naming opportunity.

M. **Minimum Dollar Amounts Necessary for Naming – General Considerations**: Loyola University New Orleans establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document. The gift levels are intended as minimum amounts necessary to name the respective fund, program, unit or space. Such minimums are important in order to ensure that the academic unit or program has sufficient funds available to accomplish the mission of the program or function named by the donor. Giving opportunities are based on benchmarking studies and are determined in conjunction with academic leadership and, if appropriate, the Board of Trustees.

For naming opportunities associated with gifts of $5,000,000 or greater, the president will confer with the Board of Trustees before granting approval.

**Buildings and Other Facilities**: Naming of buildings and other facilities must be approved by the President. The criteria for a gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33 percent and 50 percent of the original construction, renovation, or current value of the property.

**Areas within Buildings and Other Facilities**: Naming of areas within buildings and other facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories and workshops must be approved by the President upon the recommendation of Named Gifts Program Committee.
Streets: The naming of all streets located on the campus of the University or on a property owned by the University must be approved by the President upon the recommendation of the Named Gifts Program Committee. The naming of a street is a rare occurrence for which there is not an established gift requirement.

Real Property: Naming of real property must be approved by the President upon the recommendation of the Named Gifts Program Committee. Real property given to the institution may be named in consideration of the gift of the donor’s entire interest in the property.

Programs, Institutes, Centers and Other Organizations: Naming of programs, institutes, centers and other entities must be approved by the President upon the recommendation of the Named Gifts Program Committee regardless of the cash value of the gift.

Colleges and Schools: Naming of colleges and schools will consider the value, visibility, improvements and marketability of the college or school and must be approved by the President, upon the recommendation of the Named Gifts Program Committee.

Academic Positions and Faculty Excellence Funds: Naming of academic positions and faculty excellence funds must be approved by the President.

Financial Aid Funds (Scholarships): Naming of financial aid funds must be approved by the President.

Grounds, Outdoor Renovations, Gardens, Trees and Benches: Naming of grounds, outdoor renovations, gardens, trees and benches must be approved by the President regardless of the cash value of the gift.

Miscellaneous Naming Opportunities: Naming opportunities that are not otherwise set forth in this policy must be approved by the President regardless of the cash value of the gift.
Appendix A
Proposed Guidelines for Adaptation by the Named Gifts Program Committee:

A. Naming of Physical Space (Buildings, Facilities, Outdoor Areas, and Portions Thereof)

As delineated in the Naming Policy above, the President and, if appropriate, the Board of Trustees will have final approval in any decision to name buildings or grounds. In consideration of such naming, the following guidelines will be followed:

1. When the naming opportunity concerns a new building or substantial renovation of an existing building, a donor will be required to provide not less than 33 percent to 50 percent of the total new construction, renovation or replacement cost, with 10 percent of the gift amount used to establish an endowment to support the overhead and maintenance of the facility. *(Example: A building with a construction cost of $100,000,000 would require a naming gift of between $33,333,333 - $50,000,000. Of that gift, $30,000,000-$45,000,000 would be used for construction and $3,333,333-$5,000,000 of that sum would be dedicated toward endowment.)*

2. For naming of improved outdoor areas (such as landscaping) the minimum required gift will be equal to the cost of the initial improvement project, with an appropriate portion of the gift dedicated to an endowment whose income would provide for the upkeep of the space.

3. If donated funds are for new construction or renovation/refurbishment, they will be directed to the actual cost. If, however, the donated funds are to establish naming for an existing building or space, their specific designation will be determined by the Dean in consultation with the Provost and President. These funds will typically support the unit or department supported by the building or space.

4. Naming of a building or an area requires a completed gift agreement and receipt of cash or assets that can be converted to cash immediately. Generally, buildings will not be named in honor of a donor in return for an estate commitment.

Naming of Colleges, Schools, Departments, Institutes, and University-Wide Centers

The President and, when appropriate, the Board of Trustees will have final approval in any decision to name a college, school, department, institute, and university-wide center. In considering the naming of one of these important, socially valuable areas, it is critical that Loyola University New Orleans proceed with extreme sensitivity considering a number of factors in addition to the level of gift. Therefore, in consideration of such naming the following conditions must be satisfied:
1. Naming is already a well-accepted practice among the leaders nationally in the domain of the unit under consideration, or naming is so obviously compatible with the mission of the unit that Loyola New Orleans can be comfortable in taking the lead in setting a new pattern.

2. Any particular proposal for naming is clearly and broadly supported as being consonant with the reputation and aspirations of the unit. Critical voices, of course, include the dean; director or unit head; the faculty leadership; the alumni leadership of the unit; the administrative leadership of the University; and the Board of Trustees.

3. If naming is in recognition of a gift, the scale and nature of the gift should be such that the unit is enabled by the gift itself to improve its competitiveness materially. This criterion implies that the gift will allow the unit to undertake a well-defined series of program improvements that will elevate the unit into a more distinguished group of national peers.

4. The present value of any proposed gift should be used as the basis for testing the potential for material improvement through a well-defined program.

5. The background, character, reputation, and other qualities of the person for whom the unit is to be named are consistent with the reputation of Loyola University New Orleans.

Minimum Funding Guidelines for Naming Academic Entities

Listed below are minimum dollar amounts for naming opportunities. The donor shall give at least 50 percent of the gift prior to the official naming opportunity taking effect.

One of the colleges within the University $20,000,000-$50,000,000
A department or school within a college $5,000,000-$15,000,000
An institute, program, or center within a college $3,000,000-$10,000,000

B. Endowment Funding Minimums by Type

The dollar amounts listed below represent the minimum funds needed for various sized programs. Depending on program needs and the donor’s objectives, higher amounts may be necessary to achieve the desired outcome.

Note on philanthropic funds matched by governmental funds:

The Board of Regents for the state of Louisiana encourages philanthropic support of scholarship and teaching through a matching gifts program for endowed chairs and professorships.
For endowed chairs, the minimum philanthropic investment at Loyola is $2 million.

For endowed professorships, the minimum philanthropic investment at Loyola is $100,000.

The Board of Regents encourages requests for matching funds at a 40:60 ratio of state matching funds to private donations. Upon receipt of a gift for an endowed chair or professorship, Loyola will apply to the Board of Regents for matching funds. As the matching gift process is competitive, there is no guarantee that Loyola will receive the matching funds.

**Endowed Leadership Positions:**
$5 million minimum gift—or more, depending upon the size and scale of the unit—is necessary.

Purpose: To provide discretionary funds to support the strategic vision of the academic or non-academic unit, as determined by the Dean, Director, or Vice President. In such cases, the position—not the person—is supported by the endowment.

**Endowed Unit Director or Department Chairperson Positions:**
$2 million minimum philanthropic gift—or more, depending upon the size and scale of the unit—is necessary.

Purpose: To provide discretionary funds to support the strategic vision of the unit, as determined by the Unit Director or Department Chairperson. In such cases, the position—not the person—is supported by the endowment.

**Endowed Faculty Chair:**
$2 million minimum philanthropic gift is necessary (to be combined potentially/possibly with a prospective $800,000 match from the Board of Regents).

Purpose: To recruit, retain, and reward superior faculty members. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplementation.

**Endowed Faculty Professorship:**
$100,000 minimum gift is necessary (to be combined with a prospective $40,000 match from the Board of Regents).

Purpose: To recruit, retain, and reward outstanding faculty members. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplementation.
**Endowed Visiting Professorship:**
$3,000,000 minimum philanthropic gift is necessary.

Purpose: To support outstanding, visiting faculty members. Intended to rotate to new visiting faculty on a pre-determined time frame. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplementation.

**Endowed Faculty Fellowship:**
$100,000 minimum gift is necessary.

Purpose: For any rank of faculty member. For research and teaching efforts, and for visiting scholars while in residence. May also provide salary supplementation.

**Endowed Lectureship:**
$50,000 minimum gift is necessary.

Purpose: To be used to support expenses associated with planning and implementing lectures in specific areas and/or on specific topics. Can pay administrative costs, publications, advertising, travel, and honoraria.

**Endowed Scholarships:**
$25,000 is necessary for a scholarship

Purpose: To support an undergraduate, law, or graduate student. Academic merit may be a consideration. Financial need may be a consideration. The donor may suggest other preferential criteria.

**Endowed Book Fund:**
$25,000 minimum gift is necessary.

Purpose: To purchase books, library technology, or other materials in a specified field. May also be used for preservation of books. May also be used for repair, cataloging, and other expenses of the library.

**Program Support Endowments:**
$25,000 minimum gift is necessary.

Purpose: To support specific or general programs of Loyola University New Orleans or of a particular unit/department. Can support areas such as faculty, staff, students, operations, research, etc. May be at the discretion of a Dean, Director, Unit Director, or Department Chairperson.
Endowed Laboratory:
$100,000 minimum gift is necessary, depending on the discipline and size and scope of the program.

Purpose: To be used for equipment, research, and general laboratory support.

Naming Through Non-Endowed Funds

Non-endowed funding commitments can, in certain circumstances, qualify for a naming opportunity. In such cases, it is critical that funding streams be committed to—in writing—for a period of no less than five years and that the annual funding amount is equivalent to the approximate payout of the corresponding established endowment minimum.

It is also necessary that the donor and Loyola University New Orleans establish—in writing—that the naming is to last no longer than one year after the end of the fiscal year in which the last payment was received.

Non-Endowed Professorship: To establish a term professorship without any provision for endowment requires a minimum gift commitment of $25,000, payable at a minimum rate of $5,000 a year for not less than five years.

Non-Endowed Lectureship: To establish a term lectureship without any provision for endowment requires a minimum gift commitment of $10,000, payable at the rate of $2,500 a year for a period of not less than four years.

Non-Endowed Scholarship: To establish a term scholarship without any provision for endowment requires a minimum gift commitment of $5,000, payable at the rate of $1,250 a year for a period of not less than four years.

Other Named Funds

The endowed funds and other funding requirements described above are listed because of their broad appeal to the donors of most colleges, schools, departments, and other units of the University. A variety of other purposes requires funding and offers numerous gift opportunities. Each college, school or department can establish named funds to support the particular activities of its programs so long as the endowment funding minimums stated above are observed and the approval procedures defined in this document are followed.
Loyola University New Orleans
Naming Opportunity Approval Form
(To be used to obtain approval for naming Opportunities in accordance with policy and Procedure as outlined in the University Naming Policy)

Submitted by: __________________________ Date: __________________________

Description of what is to be named: __________________________________________

Proposed name: __________________________________________________________

Justification for naming (select as appropriate):  _____ Gift  _____ In-Honor-Of

Gift Amount: $____________________

Schedule of Payments: ______________________________________________________

Additional Information (attach supporting documentation):
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Approval Signatures and Date:

Dean of requesting unit (if applicable) __________________________ Date __________________

Vice President of requesting office (if applicable) __________________________ Date __________________

Vice President for Institutional Advancement __________________________ Date __________________

President __________________________ Date __________________

Designee of University Board of Trustees (if appropriate) __________________________ Date __________________