VICE PRESIDENT’S OVERVIEW

Since the December 2012 board meeting, the Office of Institutional Advancement has been focused on supporting the overarching strategies of the university’s strategic plan, Loyola 2012; the execution of the Leadership Phase of the university’s comprehensive Faith in the Future fundraising campaign and its remaining Centennial celebratory activities; and in providing communications and marketing support to the other university offices.

Key accomplishments and challenges since the December 2012 meeting of the Institutional Advancement Committee of the Board of Trustees for each of the functional areas within the Office of Institutional Advancement follow:

DEVELOPMENT – Chris Wiseman

- Fundraising results for the fiscal year 2013 are up in many major categories over recent years. Overall, we have raised approximately $32,000,000 (an increase of well over $6,000,000 since the last report) toward the Faith in the Future goal of $100,000,000. We are already at 56 percent of our goal of $20M in scholarship support for the campaign.

- The generosity of current, emeriti, and former trustees has become apparent, as members of this group have begun to make firm campaign commitments that we can officially book. Any fundraising commitments in the coming few months will help tremendously in getting us to a total that allows Loyola to launch the public phase of the Faith in the Future campaign.

- Trustee members of the Institutional Advancement Committee have responded very positively and energetically to our request that they engage in personal solicitations of Loyola alumni for high-level annual gifts. Every lay member of the committee has committed to helping in this effort, and most have already begun soliciting, with some gifts already coming in. We are deeply grateful for trustees who are leading by example as volunteer fundraisers.

- The Office of Annual Giving has been very active and continues to work effectively with the Office of Alumni Relations to make our campaign for volunteers an effective effort. (See Monique Gardner’s Alumni Relations report.) The office ran a successful Faculty/Staff campaign and is preparing a Senior Class Gift campaign that will feature several new initiatives this year.
**Alumni Relations – Monique Gardner**

- Two new websites to promote and enhance online giving were created.

- An Assistant Director for Campaign was hired to develop and execute a three year strategic plan for increasing Reunion Giving. Reunion committees have been selected for each class, with a chair leading each committee. Several reunion planning events have been held, including Race to Reunion (October 18th, 2012), a reunion committee phonathon and meeting.

- We continue to grow the monthly volunteer group, the Golden Stars, who have already met four times this year to volunteer for Institutional Advancement.

- The 2013 Hall of Fame was held on January 19, 2013. Peter Finney, Sr. ‘49, Kelly Fridge ’06, and Michael Gulotta ’04 were inducted, and Erwin Caswell ’56 received the St. Sebastian Award. The event had 108 people in attendance. Travers Mackel ‘98 emceed the event. Additionally, an All-Alumni-Athletic Reunion has been scheduled for April 11, 2013.

- A Valentine’s Day event for our alumni couples and a Student Government Presidents Reunion were held February 14, 2013.

- “Wolves on the Prowl,” our national day of service, was held on October 20, 2012, and the Alumni Memorial Mass was held on November 2, 2012. We are also working with Mission & Ministry to offer an Ignatian Pilgrimage to Spain in June 2013 and Loyola University New Orleans’ Jesuit Center and the Alumni Association will present the 2013 Lenten Series.

- We are working with the Office of Development to plan for the public phase of the campaign. Working within the volunteer structure of the Alumni Association, we have developed a plan for a Loyola Loyal Committee that will be responsible for increasing alumni participation. Alumna Elly Hanks, ’99 accepted the post of Campaign Committee Chair for the Loyola Loyal committee. We have plans to introduce Elly Hanks in the spring through a mailing that will reach all alumni.

- The Office of Alumni Relations continues to work with the Office of Development to maximize alumni events for greater impact. Since last report, we hosted a College of Business Alumni networking event to celebrate Twelfth Night, a Young Alumni Christmas Cocktail, and one reception preceding a Montage performance. We assisted Dean Maria Calzada with an alumni event in Panama. Five chapters are hosting Mardi Gras events, and the Atlanta Chapter is hosting an Evening of Jazz in February. Dean Mike Olson will be attending the event in Atlanta.

- Facebook and Linked In - We have been posting St. Ignatius quotes, discussion questions, and “Pack Facts Quiz” questions in the mornings on Facebook as well alumni success stories, event photos, giving information, and upcoming event information in the afternoons. We currently have 1,837 followers. We currently have 2,892 of our FY 13 goal of 3200 followers on linked in, which is used mostly for networking and employment opportunities.
• The Enrichment Committee continues to plan the 2013 Alumni College: Experience Loyola Again! The volunteer committee is made up of faculty, staff, and alumni who plan a three-day weekend in June where alumni, spouses, family, and friends are invited to attend classes taught by Loyola’s outstanding faculty. This year’s event will take place on June 7-9, 2013. More detailed information will be forthcoming.

• Our first Regional Centennial Celebration was held in Washington D.C. on The Cherry Blossom, a recreation of a 19th century riverboat which travelled down the Potomac River. It was well attended by 100 participants and was well received. The Celebration in Chicago took place on November 17, 2013, and was attended by 66 individuals. The rescheduled New York Centennial Celebration took place at The Lotos Club on January 19, 2013, and 106 people attended. We will host three more centennial celebrations in Houston, Los Angeles, and Miami.

ADVEMENT RECORDS – MARTHA BODKER

• We migrated to Blackbaud’s Netcommunity Spark software thereby expediting our ability to directly import donations, biographic updates, and event registrations, and which will result in a significant decrease in workload for those who previously had to maintain this data manually. Additionally, each constituent will have a record of their online alumni web activity within the Raiser’s Edge.

• We continue to focus on the further development and refinement of the Faith in the Future campaign gift reporting structure.

MARKETING AND COMMUNICATIONS – TERRY FISHER

• We supported Loyola 2012’s overarching strategy of enhancing Loyola’s national reputation and brand awareness through external promotion of the university’s achievements and awards through local, regional, and national campaigns utilizing publicity, social media, videography, and paid advertising.

• The Marketing and Communications team won multiple awards from the Public Relations Society of America New Orleans chapter; three for Centennial promotions and one for the Montage calendar.

• Created and launched new websites for Giving, Alumni, Internal Audit, and Emergency Management departments. Upgraded site for CMFA with design refresh and in progress for 2013-2014 Bulletin. The creation and launch of the new Alumni and Giving websites, released on January 31, 2013, was a five month project. All transactional functions simplify the process of gift-giving for potential donors and allow alumni to easily register for events, volunteer for alumni positions, update information, and find classmates through the alumni directory.

• Public Affairs worked with Loyola President Wildes to produce and publish a December 2012 op-ed column on Loyola’s academic and community efforts to combat New Orleans’ crime problem in the national news publication, The Huffington Post; secured national media
coverage for Loyola’s ground-breaking Biology research on joint regeneration in national science and health news websites in December; as well as national coverage for Loyola’s School of Nursing in the news of a student’s anti-childhood obesity efforts, which was published by the Associated Press in January.

- Published and mailed 12,000 copies of *Loyola Lawyer* in November; in progress currently for spring LOYNO, *Loyola Executive* (COB), and *Loyola Lawyer*.

- Produced video short for website on Scholarships to complement fall LOYNO feature article. Content focused on current scholarship students “thanks”. Additionally, through Social Media, a large giving promotion focused on “Thanks” was launched in November. We sent 31 non-ask messages thanking various donors for their donation, accompanied with photos and links to programs that benefitted from the donations. *Engagement saw the largest increase for giving content it has seen since Loyola began executing on social media with 1,108 total interactions.*

- We continued to support the university’s Centennial activities by producing a Centennial Donor Honor Roll for Annual Giving and various promotional materials for Centennial on the Road spring events, Hall of Fame event, and Tucks parade for Alumni Relations. We also produced and marketed material for the remaining Presidential Centennial Guest Lecture Series: The Rev. Michael Garanzini; S.J., Cokie Roberts, political commentator; and Nicholas Carr, NY Times bestselling author; and planned and executed the Fr. Heft, S.J. lecture in January which was well attended.

- We produced two video shorts with Dr. Cook- history of Roussel and Monroe Halls as well as two neighborhood newsletters which provided updates on all construction projects and campus events: Fall *Neighborhood News* mailed November 2012, and Spring *Neighborhood News* mailed January 2013.

- Web Communications continues to support the university’s recruiting effort by developing websites that ultimately serve to promote the university’s offerings. Notable projects in the November-January time period included completion and launch of the following websites for Undergraduate Research, the redevelopment of the College of Music and Fine Arts website, and Lindy Boggs Center for Community Literacy.

- Publications and Creative Services has been soliciting stories from faculty, staff, and students to support philanthropy by developing content with an eye to the comprehensive campaign, featuring content consistent with campaign priorities for the Provost’s Report as well as other communications.