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President’s Report

17 September 2010

We have begun what promises to be another exciting year for Loyola University New Orleans. In August, the U.S. News and World Report rankings of American colleges and universities was issued. Loyola was ranked as one of the top 10 regional universities in the South for the 20th year in a row. We were also listed as 8th on the report’s “Great Schools, Great Prices” and I am very happy that Loyola was recognized for our service learning programs. Also in August Loyola was included in The Princeton Review which selects 373 colleges and universities nationally. In addition to being included in the Princeton Review, Loyola was selected as “Best Southeastern College;” our library was included as one of the “Best College Library;” and Loyola was listed as fourth for “Lots of Race/Class Interaction” While these are all great things, they recognize what we have done in the past. Our work this year is to build a better Loyola for the future.

My report is an overview of what you will find in your committee reports and the material in this book. Let me highlight some key points.

1. Enrollment

We enrolled 784 new first year students and another 133 transfer students for a total of 917 students, thereby coming within 1% of our fall goal of 925 new students. As we have documented, undergraduate applications came up about 25% higher than the previous year, another record for Loyola, and we were able to slightly lower the first year student discount rate.

As we have said, we are taking a long term view on reducing discount for the entire university. As we have worked to grow back enrollment, increasing overall discount was a necessity. The three classes prior to this one were discounted heavily in an effort to enroll more students and we are now “carrying” those discounts with us as those students progress through to graduation. This is why this year’s efforts will take some time to be reflected in the overall budget picture. Nonetheless, we did make a significant start this year by reducing the discount 3% (on average, 1% of discount is about $250,000).

First year to second year retention is coming in at 80%, which marks the second year in a row we have achieved this milestone after posting a 73% rate in fall 2008. This year our goal was 79%.

Overall, undergraduate enrollment increased about 8% over last year with a fall 2010 headcount of 2776 compared to 2564 in fall 2009. Because of that, we remain on pace to fully restore our undergraduate enrollment as we graduate smaller classes, enroll larger ones, and retain students at higher rates.

Certainly, there are challenges in the marketplace which we are monitoring and which can have an impact on our enrollment. We have been able to overcome some of them, and have made adjustments because of others. These include: the price sensitivity of our families – even many wealthy families are making enrollment (both whether to come and whether to stay) decisions based on levels of scholarship; continued reductions in state and federal grant funding to needy students; our pricing relative to our competition, especially in the case of professional and graduate programs where costs tends to be a strong deciding factor. We are working on these issues this year as it relates to our growth opportunities, budgeting, pricing and market position.
Also this year we will begin to focus on upper-class retention as a means of improving our graduation rate and meeting our ambitious targets. We see many opportunities to improve persistence of students beyond just the second year and several key initiatives have been implemented toward that end with more on the way.

Graduate enrollment remains steady, with law accommodating, as planned, a slightly smaller first year class, and our other graduate programs decreasing slightly in headcount but rising by about 2% in total credit hours. We have said that we have several opportunities to grow enrollment and revenue in our graduate programs and plans are being implemented this year to make this a reality.

Overall, university enrollment headcount has grown about 2%, from 4910 in fall 2009 to a projected 5000 in fall 2010.

Fall 2011 recruitment is well underway; early admissions activity is promising and the admissions staff is working with what looks to be another large pool of applications.

2. Academic and Student Affairs

The areas Academic Affairs is focusing on this semester are:

- Honors Program (hire new director and having an outside review)
- Common Curriculum (review at the College level, approval by SCAP and begin implementation and progressive roll out starting in Fall 2011 with full implementation schedule for Fall 2012)
- Grants and Research (hire new grants director position and begin to re-staff the office)
- Retention and Graduation Task Force (Sal Liberto will chair to address assessment measures, advising, student success, academic resource center, Mission an Ministry initiatives)
- Five year review for Southern Association of Colleges and Schools (SACS) our accrediting association.
- The search for a new Dean of Law is continuing with the screening of applicants. It is being chaired by Mike Whipple and we have a consultant. They are planning to conduct "airport" interviews soon for somewhere between 8-12 candidates, after which, we will invite 3-5 candidates to campus for interviews. Planning to have the new dean in place for the 2011-2012 year.
- Library Search is being chaired by JoAnn Cruz and progressing. The job has been listed in various publications with a deadline of January 15. After that the Committee will review applicants and bring 3-5 applicants to campus for interviews. A new dean will be in place for the 2011-2012 year.

Student Affairs programs:

- Implementation of the strategic plan for SA
- Addition of Men's Tennis; begin laying ground work for Golf
- ILive programming- full array of leadSTRONG programs (strengthquest)
- The sophoMORE Initiative
- Continue renovation/refurbishment plans for residence hall
- New student center/res hall plan development) FYE residential cluster programming

All of these programs are aimed toward supporting persistence and graduation.

We were also able to complete some key facilities renovations by redoing four residence hall lobbies. And La Divina Gelato Shop opened in Carrollton Hall.

We are also studying plans to secure additional housing in Carrollton Hall (45 beds); and (10) in Buddig. Biever does not have the capacity to add a floor (Wind issues). As it has direct impact on securing upper-class housing, short and long term plans for Cabra Hall are being studied.

3. Mission and Ministry

In an effort to strengthen our work on faculty and staff development, the Office of Mission and Ministry has hired Dr. Ricardo J. Marquez, M.S.W, Ph.D. Ricardo was born in Caracas, Venezuela, and has a long relationship with the Jesuits. He studied philosophy at the Catholic University “Andres Bello” (Caracas). He studied theology at the Gregorian University (Rome) and he holds a Masters degree in Clinical Social Work at Boston College, and Organizational Development in The Fielding Institute, CA. He finished his doctorate in Human Development at the Fielding Institute, CA.

During the past 10 years as Director of Pastoral Studies at the “Andres Bello” Catholic University, he has developed training programs with faculty and staff in Ignatian leadership and pedagogy.

4. Finance

Financials 2009-10:

The University's financial operations for the fiscal year 2009-10 resulted in a deficit of $6.7 million which will be offset by Business Interruption Insurance. At the May 2010 Board meeting, the projected deficit was $7.1 million. This deficit is $429 thousand less than projected. The reasons for the variance were more revenue in summer graduate programs, less financial aid and utility expenses than projected.

Financials 2010-11:

At the time of this mailing we are unable to provide a financial projection, as official statistics are released on September 30, 2010. We will update the Board at the October 8 meeting. After the past years we are well aware of the relationship between our operating budget and enrollment. However, as in past years, we have initiatives built into the budget that, if necessary, we can hold so that we can control expenses.

5. Construction

It is evident around campus that we have begun the first phase of the implementation of the master plan (See: http://www.loyo.edu/provost/documents/LOYOLAMPDRAFTFINALBOTcomp.pdf) as you know, part of this first phase will address some serious deferred maintenance issues that have accumulated in the past years.
West Road Parking Garage:

The tower crane was installed over the Labor Day weekend. The concrete forming subcontractor has set some column forms and will pour these in the next few days. The contractor will pour a section of the first floor drive this week to recapture a portion of the drive lane adjacent to the tower crane. The project should be completed by the end of March 2011.

Thomas Hall:

Structurally, the pile caps and basement slab concrete were poured prior to the Labor Day Weekend. Drywall framing has begun on the 3rd. floor. HVAC ductwork and piping is being installed on floors 2 through 4. Electrical branch conduits are being installed on floors 2 through 3. At this time it is estimated that the project will be complete by the end of February 2011.

Phase II Planning:

1) Monroe Science:

The architects were on campus recently and had their initial meeting with the academic departments and other affected areas (IT, Twomey Printing, facilities). The deans and department chairs will be travelling to Grinnell College and St. Olaf College to view liberal arts science and arts facilities. The architects will be on campus every other week on Wednesdays and Thursdays. The architects plan to have a schematic design completed by Thanksgiving.

2) Residence Hall and Student Center:

Student Affairs Architectural Planning
* Developing plans to move the Student Affairs operation into the Old Library; will start abatement soon.
* Architects are meeting with all the constituents in the current Danna Center, and including the Academic Resource Center to confirm space needs from the Doug Lowe study.
* Architects are meeting with Faculty/Staff; SGA; Student Leaders; Music and Fine Arts Faculty to engage in the design process.
* At this point, meetings are every other week on Thursdays and Fridays.

6. Government Relations

Mr. Screen has represented the University in discussions with the city regarding two different pieces of property. The first has to do with Kennedy High School. Loyola is interested in the property for athletic fields as part of the implementation of the strategic plan. The school will not be brought back as a school. It is currently under control of the State.

Kennedy High Site

- Have made 2-3 presentations to Orleans Parish School Board
- 2 Red Tape Hurdles: 1) Control of property must be transferred from state to OPSB; 2) FEMA settlement for all damaged OPSB properties has been accomplished recently and OPSB is working through their internal decision process – this would conceivably help pay for the demolition of the property
• Met with Mayor Landrieu to keep him updated
• No need for city council action – already zoned correctly
• Working with neighborhood groups who may oppose
• Initial guess is it would cost close to $5 million
• 3 sources of funding 1) Private financing; 2) State funding; 3) university fundraising
• Working with Financial Affairs to come up with financing possibilities

_Loyola Avenue_

The university would like to have control over this street and Mr. Screen is working with city officials to make this happen. Two possibilities are being explored: 1) long-term lease with complete control; 2) outright purchase. It is our hope that an agreement may be reached within next couple of months.

7. **Institutional Advancement**

This year, Institutional Advancement will focus on the following: (1) improve the Office’s return on investment; (2) ensure the Office is ready to initiate the Leadership Phase of a comprehensive campaign and present the Advancement Committee with a formal recommendation no later than the May 2011 Board of Trustees meeting; (3) continue the Office’s work on enhancing the university’s external reputation by significantly improving Loyola’s ranking in _U.S. News & World Report’s_ Masters Universities in the South; and (4) in coordination with the Provost’s Office plan and coordinate university-wide Centennial celebration activities.

Of course we were delighted to announce, on 23 September, the gift by Mr. Tom Benson for the renovation of the old library as the new home for the Jesuit Center. Mr. Benson’s generosity is a great sign of confidence in the University and helps assure our future. We are most grateful! And I am very grateful to Trustee Rita Benson LeBlanc for her work and wisdom!

8. **Civic Involvement**

I continue to serve on the Ethics Review Board. Officers are elected annually. This year, after four years, I declined to be nominated as Chair. I will continue to serve on the ERB. I am also in conversation with the Mayor’s Office about other ways in which I may serve.