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

Thursday, October 15, 2009
1:00 p.m.
Danna Center, 1st Floor – Claiborne Room

AGENDA

1. Welcoming Remarks
   Derby Gisclair

2. Approval of Minutes
   Derby Gisclair

3. Report on Campaign Feasibility Study
   Bob Alsobrook*

4. Advancement Report
   Vicki Frank

5. Staff Reports
   • Major Gifts
     Chris Wiseman
   • Annual Fund
     Marcel McGee
   • Alumni
     Monique Gardner
   • Marketing
     Terry Fisher

6. New Business

7. Old Business

8. Executive Session

9. Adjournment

* Consultant with Grenzebach, Glier & Associates.
Present: Pamela R. Ryan, Chair
Carolyn Callahan, Vice Chair
John Finan
Rita Benson LeBlanc
Joseph E. Mahoney

Staff: Victoria A. Frank, Vice President
Terry F. Fisher
Monique Gardner
Alison L. Mehr
Dr. Christopher Wiseman
Rhonda E. Brehm, Recording Secretary

Absent: Jim Caillier
S. Derby Gisclair
Michael Graham, S.J.
Robert A. Savoie
Ashley Schaffer
Suzanne Mestayer (ex officio)
Kevin Wm. Wildes, S.J., President (ex officio)
Georgia Gresham, University Faculty Senate (ex officio)
Frank Oliveri, Alumni Association (ex officio)

1. Welcome

Pam Ryan opened the meeting at 1:35 p.m.

2. Approval of Minutes

Ms. Ryan asked if there were any corrections or revisions to the minutes of the December 11, 2008 meeting. There were none. She called for a motion to approve. MOTION was made by John Finan and seconded by Rita Benson LeBlanc. Motion carried.
3. **Gift Acceptance Policy**

Vicki Frank stated that the Policy has gone to the attorney for review. Biggest changes:
- Pg. 4 – Donor needs to pay for appraisal of art, jewelry, etc.
- Pg. 9 – E. If Endowed funds have not reached the minimum after five years, the fund will be released for use as the per the donors original designation. Endowed funds will be kept in a holding account until they reach the minimum level.

Question from Ms. Ryan: If donors give stock do we have to immediately sell? Ms. Frank responded, mostly yes, but it is up to the Endowment and Finance Committees who will discuss with the university’s financial advisor.
- Pg. 9 – V.C. Raise minimum level for endowed funds to $25,000 (from $10,000).
- Raise minimum level for chairs to $2 million - $1.2 from donors/$800,000 from state funds (was $1 million - $600,000 from donors/$400,000 from state funds)

Loyola has two requests for professorships this year. We will hear from the state in July what they will match. One is a “first generation” college scholarship. Ms. Ryan added that 30% of the freshman class is first generation.

Corrections to Gift Acceptance Policy:
- Pg. 1 – 1st paragraph, “rules for the fundraising” should read “rules for fundraising”.
- Pg. 10 – (2) 1,200,000,000 should be 1,200,000.
- Pg. 11 – K. should be Section II.G.

Ms. Frank asked if Committee was ready to endorse the Gift Acceptance Policy (with corrections as stated above) and send it to the Board at the October 2009 meeting. Ms. Ryan called for a motion to approve. **MOTION** was made by Mr. Finan and seconded by Ms. LeBlanc. Motion carried.

4. **Campaign Issues**

Ms. Frank stated that the Feasibility Study (conducted by Grenzebach, Glier + Assoc. “GG+A”) will take place this summer.
- Study will begin with Leadership Briefing Dinners. Prior to the dinner, attendees will receive for review a copy of the draft Case Statement and questions that will be discussed (copies of the both documents were distributed to the Committee).
- Next, 50 one-on-one interviews and 300 phone interviews will take place throughout the summer. Interviewee will receive for review a copy of the draft Case Statement prior to their interview.
- GG+A will present the results to the Committee at the October meeting which will include:
  - Our prospects’ view of Case Statement.
  - If the University is ready for a campaign.
  - Recommendation on how much money we can raise. (Amount we are testing is $100,000,000 over the next 5-6 years.)

The Committee was asked to review the “Top 100” interview list (Pg. 27 of Board Book) and offer any suggestions for names to add to the list.
Ms. Ryan directed the discussion to the Leadership Briefing Dinners. She stated that they would be held at the homes of Board members. Ms. Frank added that there will be four dinners held in Louisiana. Three have been scheduled with John and Patty Finan, Derby and Claire Gisclair, and Bill and Pam Ryan. Six or seven couples will attend each meeting, along with Fr. Wildes, Dr. Wiseman, and herself. Discussion will include a critique of the Case Statement with honest opinions regarding the vision of the University.

Following the October Board Meeting:
- The Committee will begin to develop a Volunteer Committee.
- The IA Committee will be the core of the Campaign Committee with an addition of other volunteers.
- Further discussion will take place at the October meeting.

Mr. Finan asked if any other major organizations are in a campaign now. Ms. Frank responded the Greater New Orleans Foundation is thinking about starting one; Tulane just ended a campaign (which was very successful); and Dominican just received their big lead gift. Ms. Ryan added that many foundations in the city are really hurting due to the city and state cutting back on funding due to the economy. Ms. Frank continued, because of this we need to be more national in our approach. Ms. Ryan stated that the University is in a good position because it’s cost for a student to attend is competitive. She also added that the University has just added a new degree for the Nursing Department. We will be one of the only schools that has this degree and need to get this publicized.

Ms. Frank asked that everyone review the Case Statement and call or email her with notes or questions. Dr. Wiseman added that we want the Committee’s input.

5. **Advancement Report**

Ms. Frank stated that the wrong charts are in the Board Book. (Corrected charts were distributed to the Committee and correct copies will be given to the Board).

- Numbers are down in unrestricted funds.
- Major Gifts Officers are currently soliciting for unrestricted annual gifts along with cultivation for restricted funds.
- MGO’s have been instructed to make 20 calls each asking for unrestricted funds.
- Annual Fund has a couple of special mailings upcoming. A mail campaign is going out this summer: “Donate what you would spend on a lunch.”

Ms. Frank has asked Ms. Ryan to request from those Board members who have not yet made their annual donation to give an unrestricted gift.

Ed Kvet asked IA to do a presentation to the Committee on the two areas that it is responsible for in the Strategic Plan (Pg. 8):
- External reputation - Ranking in US News and World Report
Alumni Giving  
Presentation was given by Terry Fisher and Alison Mehr.

Ms. LeBlanc asked what is the average gift through Phonathon. Ms. Mehr responded $125. Even though the number of Alumni donors is down, Alumni donors are giving larger gifts. Ms. LeBlanc asked if we looking at continuing with printed materials as a reminder to stay engaged, or if someone joins the society, do we give them a sticker. Ms. Mehr responded that they are going to give stickers. Ms. Ryan added that class challenges work well.

Monique Gardner was requested to speak about iModules. She responded that it is an online community. One feature is that alumni can go in and update their own contact information. Joe Mahoney added that, living in Dallas, one of the things he would like to receive is team scores. This is very important to most alums.

The cost for iModules is $40,000 for the next three years. The money is coming from Alumni credit card royalties because at this time, IA does not have the budget for this.

Ms. Mehr continued that one of the things they are looking to do for next year’s senior class gift is posting it on twitter so that they can text back easily – using the technology they are familiar with.

2009 Senior Class Gift “Katrina Class” – A Katrina Bench
- Bench will be located in the Sculpture Garden.
- Designed by a local artist.
- Recognizes the 650+ nationwide schools who took in our students following Katrina.
- Working on national coverage.

6. Staff Reports

Major Gifts Report:

Thank you to Committee members for connecting us to potential donors:
- Rita LeBlanc hosted a party in her Superdome suite for prospects.
- Joe Mahoney hosted a breakfast with alumni in Dallas.
- Pam Ryan, John Finan, Derby Gisclair, and Barry and Teresa LeBlanc for hosting dinners.

Department report:
- Scheduling visits is a challenge. We have lost our post-Katrina support. For example, on a recent visit to Atlanta, it took 60 calls to get 6 visits (used to be 3 calls for 1 visit).
- Major Gifts is working with Alumni (Monique Gardner) to plan more strategically by targeting new areas: Lafayette/Acadiana, the Northshore, Atlanta, Tampa, and the Mississippi Gulf Coast. New Northshore chapter is starting to take off – St. Tammany is the wealthiest parish in the state.
• Dr. Wiseman has requested from the MGO’s more accountability, written proposals prior to a visit, and defined portfolios. Ms. Frank added that the Strategic Plan is an important part that has been missing in Major Gifts – we have not had university-wide and specific goals. Once approved, the Strategic Plan is going to give Major Gift Officers focus and an exciting vision to share with prospects.

Alumni Report

The Loyola University New Orleans Alumni Association has a new logo and is working on a new website which will include an online community. We have a new Constitution and By-Laws which were approved by the Board of Directors on May 6th. The Chapter Presidents came to New Orleans for a Leadership Conference and drafted a Chapter Handbook which will be used as a reference for all new chapter leaders.

Alumni Weekend was held in conjunction with Commencement Weekend this year for the first time. The Alumni Association welcomed the Class of 2009 into the organization at the Senior Crawfish Boil. Loyola’s 50-year graduates, the Golden Wolves participated in Commencement and were inducted into the Golden Wolves Society. Milestone reunion classes attended a dinner and gala, and the Adjutor Hominum Award was presented during the Annual Alumni Association Jazz Brunch.

Marketing Report:

• In the process of re-doing the Loyola website. Goal is to have the four remaining Colleges online by June.
• This will give them the ability to blog (Admissions, Student Affairs, and Library are already blogging.)
• Working on getting IT to budget for webcasting.

6. New Business

There were no items for discussion.

7. Old Business

There were no items for discussion.

8. Executive Session

There was no executive session.

There being no further business, the meeting was adjourned at 3:05 p.m.
Overview:

Last year’s results were disappointing. I attribute the decrease in major gift pledges to the reluctance of individuals to make multi-year commitments because of the economy. Even many in a position to make a major gift were hesitant and postponed their decision. We also had a few individuals slow down their pledge payments.

With a strong vision and strategic plan in place, development officers have a stronger case for individuals to commit resources to the university. I believe we are now in a position to see great improvement this year.

An area of strength was the continuing growth of alumni gifts to the university. Increased gifts from alumni are an excellent long term indicator. The annual fund did not meet its goal. After careful evaluation I felt this was less because of the economy and more because of staff failure. I have replaced the Director of the Annual Fund and look forward to a very successful year under new leadership.

During a retreat this summer the staff dedicated themselves to achieving the following goals during 2009-2010:

**IA Goal #1: Increase total giving and total number of donors to Loyola University.**
A. Increase number of alumni donors by 32 percent; in FY 2009 at least 4,200 alumni will donate (cash in hand) to Loyola.
B. Raise $17 million in gifts and pledges; this figure represents a 249 percent increase over FY08; Raise $1.1 million (cash in hand) in unrestricted funds; Raise 150 gifts of at least $10,000, a 34 percent increase over the 112 gifts of this size in FY08--; Raise $10 million (cash in hand) in FY09--this figure is a 164 percent increase over FY08.
C. Solicit 3 Lead and 10 Principal Gifts (for a total of $20M) for the Campaign.
D. Ensure progress toward these specific numerical objectives through consistent review and communication with development staff.

**IA Goal #2: Create and roll out a compelling Loyola brand and concise marketing message that support fundraising and alumni, the upcoming campaign, and the recruitment of students.**

**IA Goal #3: Develop and implement a volunteer program that recognizes quality volunteers as extensions of University staff, advocates of the University, and critical resources for achieving the goals of the University.**
A. Create clearly defined job descriptions that are thoughtfully prepared using volunteer input to obtain buy-in.
B. Recruit quality volunteers who are living the mission of Jesuit education and Ignatian Spirituality.
C. Empower volunteers by providing an orientation, training, supervision, and evaluation.
D. Recognize outstanding volunteers.

**IA Goal #4:** Build and communicate a distinctive Jesuit culture of philanthropy.
A. Build a culture of voluntarism within Institutional Advancement.
B. Develop improved methods of tracking volunteer efforts both internally and externally.
C. Increase exposure to Jesuit Philosophy.
D. Increase spirit of cooperation.
E. Increase Jesuit presence in activities.

**IA Goal #5:** Provide IA staff with the technology, training and support needed to achieve a successful campaign.

**IA Goal #6:** Prepare to begin a comprehensive campaign in 2010.
A. Develop a detailed, segmented campaign communications plan.
B. Create a volunteer structure for the campaign and begin recruitment of volunteers.
C. Develop a multi-year campaign budget.
D. Maximize use of Raiser's Edge.
E. Prepare and implement Stewardship Plan for Campaign.
F. Continue to identify prospects for the Campaign.
G. Complete internal IA "housekeeping" chores to facilitate optimum efficiency.
H. Inspire IA Staff to become more effective.

**IA Goal #7:** Develop top professional staff who work together as a team.
A. Provide opportunities for professional growth.
B. Provide opportunities for personal development and community service.
C. Provide opportunities for staff to develop strong working relationships.
D. Improve communication between IA teams.

I will be meeting monthly with my team leaders to insure that we remain on track to accomplish these goals. I look forward to reporting our results to you.

**Major Gifts, Stewardship, Grants, and Research:**

Recent significant gifts include those from the Ford Foundation (Center for Equity in Education); the estate of Mrs. Solange Woods (French language study); Stuart Smith & Barry Cooper (technology for the College of Law, Law scholarship); Mr. Moise Steeg (visiting professor in Judaic Studies); John Burton Harter Foundation Charitable Trust (funding for exhibit in the Diboll Gallery); the estate of Judge John Wessel (College of Law); Rosemarie Kaskell (Loyola Fund); Mr. Kerry Clayton and Ms. Paige Royer (College of Music & Fine Arts); Mr. Robert
Irmas (College of Music & Fine Arts); Lettie Pate Whitehead Foundation (scholarships for undergraduate women); Kevin Bennett (technology for the College of Law)

Since the last Board meeting, our group successfully assembled the data necessary for Grenzebach Glier & Associates, our consultants, to implement a campaign feasibility study. Research staff and gift officers compiled and analyzed Loyola’s relationships with over 1,200 benefactors and prospective benefactors. This data was submitted to the vice president’s office and the consultants so that in-person and telephone interviews could be scheduled.

Loyola benefactors and prospective benefactors are proving to be somewhat more willing to meet with administrators and gift officers than they were a few months ago. In the spring, I reported a 10:1 ratio between calls requesting visits and visits. That ratio seems to have fallen to something more like 5:1.

Deans and gift officers are working on case statements for Loyola’s constituent colleges. These case statements will proceed from the framework established by the university case statement developed in draft form last year. A presentation of the overall case for a campaign is tentatively slated for presentation to a joint meeting of all Loyola visiting committees (trustees will be invited as well) in January.

For the first time since Katrina and the levee failures, we have a full team of permanent administrators (president, vice presidents, deans) and gift officers. We believe this will be key to improving lasting relationships with benefactors, which is the key to a successful major gifts program. In addition, our new leadership has developed and continues to develop visionary projects that inspire giving.

**Annual Fund:**

**Annual Giving Summary**

In FY09, overall dollars raised from individuals totaled $3,495,823 up from $2,838,968 in FY08. However, specific Annual Fund appeals raised a total of $329,593 in FY09 down from $410,980 in FY08 (a decrease of 20%)

Areas of opportunity in FY10:
- Segment & communicate to renewals differently than we do acquisitions
- Give clear examples of the need for increased support (upgrade gifts)
- Base segmentation on age and target penetration goals by age group
- Separate old majors/schools (currently general alumni) into new & proper colleges
- Segment and communicate to non-donors (acquisitions) differently

In FY09 4,181 individuals gave to Loyola down from 4,891 in FY08. 3,176 alumni gave in FY09 down from 3,691 in FY08 (a decrease of 14%)

Areas of opportunity in FY10:
Develop messaging directed to alumni base on where they are in the giving cycle i.e. non-givers, recaptures, and renewals

Create giving calendar that allows direct mail and Phonathon solicitations to compliment one another as opposed to competing with one another

Utilize more solicitation pieces that are written and/or signed by recognizable alumnus

Continue to promote the importance our alumni giving rate in comparison to other universities.

Loyola Society donors ($1000 +) totaled 426 in FY09; FY08 529.

Areas of opportunity in FY10:

- Clearly define, promote and invite members to the Loyola Society
- Enhance benefits & awareness of Loyola Society membership through various methods
- Design materials specifically for Loyola Society solicitations & members
- Host event to celebrate Loyola Society members

Online giving raised $56,356 in FY09 down from $73,772 in FY08 (a decrease of 24%).

Areas of opportunity in FY10:

- With the addition of I-modules to our giving site we hope to first increase the number of emails we have on file.
- Track alumni activity
- Create better targeted solicitations to all constituencies.

Office of Marketing and Communications:

Publications

The Marketing & Communications team was a recipient of two Admissions Advertising Awards. The competition was sponsored by Higher Education Marketing Report, the oldest, largest and most prestigious advertising awards competition, with over three thousand-five hundred entries submitted from every state in the country and multiple foreign countries.

- **AWARDS**
  - Gold Award   Imprinted Materials Category: Class of 2012 Medallion
  - Merit Award   New Media Category: The World is Our Blackboard / Admissions email campaign (links below)

The Publications team completed 527 projects this past fiscal year (08-09), including the annual report, brochure and flyer templates, and print ads.

The Publications team is currently working on Marketing & Communications Branding and Procedures and a Graphic ID Guide.
Project highlights from May - October:
- *U.S. News & World Report* ad
- LUNO Magazine
- Montage pieces
- Recruitment material for Admissions
- Annual Fund Renewal and Acquisition pieces

**Web**

The Web Communications team recently added a new web programmer, Jonathan Booth, in August to bring the team's total size to six members. This will help us tremendously with our ongoing and upcoming projects.

Web Communications has completed 452 projects this past fiscal year (08-09), ranging from major projects like new websites and complex forms to smaller ones like content updates, banner ads, and html e-mails & e-newsletters.

We're currently working on websites for:
- Student Affairs
- Academic Affairs
- Mission and Ministry
- Numerous center websites

Project highlights from May-October:
- We've launched all five college sites, along with the 22 departments underneath them
- Launched the 12 interdisciplinary minor websites
- Launched the new giving site
- Will launch the new Alumni site by October

**Public Affairs and External Relations:**

**Special Events Update**

- **Class of 2009 Gift Dedication Ceremony** – Aug. 29, Loyola Sculpture Garden. The class dedicated a sculptural bench, made possible by the Annual Fund, to the university to honor the 637 schools that took them in following Hurricane Katrina. Approximately 100 people attended and WGNO covered the story. Event was also promoted on WGNO, Fox 8, KATC.com and in the Times-Picayune.


World War II, and was accompanied by a band featuring Dr. Michael White on clarinet and John Boutte on vocals. Approx. 450 people attended and event was promoted on WWOZ and in the TP’s Higher Ed Notes.

- Press conferences for the New Orleans Ethics Review Board and Inspector General – Sept. 3, 4, 10, Audubon Room and Marquette Hall. All local media agencies attended the press conferences.

Upcoming Events
- President’s Forum with former FDA Commissioner Andrew von Eschenbach – Oct. 12, Nunemaker Auditorium.

Yearly Publicity Report
- See attached for publicity comparisons of Academic Years 07-08 and 08-09 on page 22.

Media Coverage Highlights for SUMMER 2009
- See attached list for summer news highlights for the university and the colleges on page 23.

Crisis Communication Update
- H1N1(swine) Flu education/prevention efforts are well underway for the university. PA director sits on H1N1 committee and has launched an internal awareness campaign, including communications to students, parents, faculty and staff and the creation and distribution of flyers across campus. A website linked from the Loyola homepage was created to provide daily updates and information on H1N1. Several media stories have run as a result of proactive pitching of the university’s preparedness.
- An emergency preparedness communication was sent out via president’s email letterhead to all faculty, staff, students and parents on the first day of classes. It detailed the university’s preparation efforts for hurricanes and H1N1.
- PA director recently traveled to Dallas along with members of the Emergency Management Team to test the university’s offsite recovery center at Sungard.

Alumni Relations:

The Loyola University New Orleans Alumni Association will launch a new website on September 15, which will include an online social networking community. It will allow alumni to log in, stay in touch with friends and classmates, learn what is happening on campus, and meet and network with other alumni in their geographical area. Members can join and create groups based on graduation year, major, or other interests.

The Office of Alumni Relations is working closely with the Office of Admissions to assist the university in its admissions recruiting efforts. Alumni leaders are volunteering this year by writing letters to prospective students, telephoning admitted students, attending admissions fairs, and hosting receptions for admitted and prospective students. We hosted four Summer Send-Offs
in Atlanta, Lafayette, Chicago, and Washington D.C. attended by incoming freshman, their families, and alumni. Board of Trustee Kevin Poorman graciously hosted the Chicago Send-Off at his home in Chicago.

The Alumni Association Joint Career Networking Committee has been working with the Office of Career Development to launch a new program, DINEworleans, which will be a series of small, intimate mentoring dinners hosted and attending by local alumni. The dinners will provide Loyola students with networking opportunities. The purpose of this program is to:

- Demonstrate the marketability of a Loyola University New Orleans liberal arts education.
- Educate students on wide range of career options.
- Encourage students to become a part of the recovery and revitalization of the city.

The pilot program was held in June 2009 at alumna Janice Foulks’ home in the French Quarter. The targeted students came from the College of Humanities and Natural Sciences. The dinner was successful and two more dinners are scheduled for the spring 2010.

The Young Alumni Pack has been active over the summer. One hundred young alumni attended A Summer Cocktail Reception at Cure in early June 2009 and 40 attended the annual Young Alumni Night at Rock n’ Bowl on July 31. Each of these events is designed to welcome our new alumni – young alumni – “into the fold” and get them actively involved as soon as possible. The Young Alumni Night at Rock n’ Bowl also served as a philanthropic event. Each person brought school supplies, which was distributed to Loyola alumni who teach in the public school system.

In August, the Alumni Association hosted a hugely successful event following White Linen Night. Loyola in Linen was held at the Renaissance Arts Hotel and was well attended by over 200 alumni, family, and friends. This will be an annual event going forward.

In late August, the Office of Alumni Relations held a Joint Board of Directors Orientation meeting to introduce our initiatives for the year to members of our three boards. The initiatives are as follows:

- Train board members to be Loyola Fund Advocates
- Strengthen committees so they are more fulfilling to volunteers
- Launch and build online social community
- Alumni Leadership Presence at University Events, Athletic and Montage
- Establish a Student Alumni Association
- Faculty Programming “Loyola Alumni Enrichment Series ~ Growing in Knowledge and Deepening our Faith”

Another joint board meeting will be held in November. The College of Law Alumni Board will be included. Father Wildes has been asked to attend to discuss the Capital Campaign.

Upcoming events are as follows:

- Chicago Alumni Chapter Afternoon with the Cubs, Sep 11
- Joint Board Reception, Sep 12
• Second Annual Los Angeles Alumni Day at Dodger Stadium, Sep 19
• Wine and Cheese Reception preceding performance by Loyola Symphony Orchestra, Oct 3
• Volleyball Tailgate, Oct 6
• Dallas Alumni Chapter’s 2nd Annual Wine tasting and Social, Oct 8
• College of Music and Fine Arts Atlanta Alumni Reception with Dr. Tony DeCuir, Oct.10
• Northshore Chapter Fall for Art Event, Oct 10
• Miami Chapter Happy Hour, Oct. 17
• Alumni Memorial Mass, Nov. 1
• 8th Annual Wolves on the Prowl Community Service Day in New Orleans, Dallas, Austin, Las Vegas, Los Angeles, Washington, DC, St. Louis, Boston, Raleigh, and Orlando, Nov. 7
• Loyola vs. Tulane Basketball Pep Rally, Nov. 9
• School of Nursing 25th Anniversary Luncheon, Nov.14
• Reception for Dean Donald Boomgaarden, Ph.D., Nov. 14

Advancement Records:

Accomplishments for this quarter include:
• Completed preparation of data files and established basic import file layout in preparation for launch of on-line alumni community. Established credit card processing account in preparation for launch of online community event registrations and internet donor activity.
• Completed PCI compliance process review and disseminated recommendations to IA departments affected by new regulations.
• Completed year end gift reconciliation, audit review and reporting.
• Completed goals and objectives for the new fiscal year.
• Completed review and update of parent records post graduation.

Future goals/plans for the fall include:
• Launch of on-line alumni community.
• Submit bulk of alumni records for people locator services to obtain updated address, phone and email information. Review and update returned data.
• Complete annual Donor Honor Roll for FY 2009 donors.
• Complete annual Council for the Advancement of Education survey of Voluntary Support.
• Work with Alumni Relations to prepare files for launch of new insurance affinity group.
• Review proposals for database utilization consulting.
• Upgrade Raiser’s Edge database to become PCI compliant.
• Work with Annual Fund to prepare direct mail and Phonathon files for fall solicitations.
• Prepare import of new parent records for incoming freshman class.
TOTAL GIFTS & PLEDGES FISCAL 06 TO 09

DOLLARS RECEIVED

FISCAL YEARS


9809742 10504914 68719740 6840940
TOTAL CASH GIFTS FISCAL 06 TO 09

DOLLARS RECEIVED

8/1/2005 TO 7/31/2006 **
8/1/2006 TO 7/31/2007
8/1/2007 TO 7/31/2008
8/1/2008 TO 7/31/2009

FISCAL YEARS

9657543
10102846
6276284
6043561
ALUMNI GIFTS FISCAL 06 TO 09

** Katrina
NUMBER OF ALUMNI DONORS FISCAL 06 TO 09

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Alumni Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2005 TO 7/31/2006</td>
<td>4007</td>
</tr>
<tr>
<td>8/1/2006 TO 7/31/2007</td>
<td>3550</td>
</tr>
<tr>
<td>8/1/2007 TO 7/31/2008</td>
<td>3691</td>
</tr>
<tr>
<td>8/1/2008 TO 7/31/2009</td>
<td>3176</td>
</tr>
</tbody>
</table>
LOYOLA UNIVERSITY NEW ORLEANS
Gifts by Constituency 2008-2009
YTD thru July 31

<table>
<thead>
<tr>
<th></th>
<th>FY 2008 July</th>
<th>FY 2009 July</th>
<th>FY 2008 FYTD</th>
<th>FY 2009 FYTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>43,810</td>
<td>30,664</td>
<td>1,166,368</td>
<td>764,005</td>
</tr>
<tr>
<td>Capital</td>
<td>179,358</td>
<td>11,664</td>
<td>738,201</td>
<td>1,375,678</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>223,168</td>
<td>42,328</td>
<td>1,904,569</td>
<td>2,139,683</td>
</tr>
<tr>
<td><strong>Individuals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>42,881</td>
<td>71,977</td>
<td>662,959</td>
<td>606,809</td>
</tr>
<tr>
<td>Capital</td>
<td>133,077</td>
<td>1,390</td>
<td>587,919</td>
<td>345,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>175,958</td>
<td>73,367</td>
<td>1,250,878</td>
<td>952,309</td>
</tr>
<tr>
<td><strong>Corporations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>10,920</td>
<td>8,801</td>
<td>350,099</td>
<td>287,055</td>
</tr>
<tr>
<td>Capital</td>
<td>13,175</td>
<td>2,250</td>
<td>170,791</td>
<td>113,300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>24,095</td>
<td>11,051</td>
<td>520,890</td>
<td>400,355</td>
</tr>
<tr>
<td><strong>Foundations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>33,000</td>
<td>131,000</td>
<td>757,340</td>
<td>777,373</td>
</tr>
<tr>
<td>Capital</td>
<td>157,620</td>
<td>125,000</td>
<td>420,320</td>
<td>447,583</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>190,620</td>
<td>256,000</td>
<td>1,177,660</td>
<td>1,224,956</td>
</tr>
<tr>
<td><strong>Organizations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>539,995</td>
<td>0</td>
<td>1,015,456</td>
<td>379,685</td>
</tr>
<tr>
<td>Capital</td>
<td>133,000</td>
<td>160,000</td>
<td>337,016</td>
<td>282,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>672,995</td>
<td>160,000</td>
<td>1,352,472</td>
<td>661,685</td>
</tr>
<tr>
<td><strong>Subtotals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>670,606</td>
<td>242,442</td>
<td>3,952,222</td>
<td>2,814,927</td>
</tr>
<tr>
<td>Capital</td>
<td>616,230</td>
<td>300,304</td>
<td>2,254,247</td>
<td>2,564,061</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,286,836</td>
<td>542,746</td>
<td>6,206,469</td>
<td>5,378,988</td>
</tr>
<tr>
<td><strong>Gifts in Kind</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>13,547</td>
<td>55,373</td>
<td>49,701</td>
<td>209,894</td>
</tr>
<tr>
<td>Income Contracts</td>
<td>0</td>
<td>0</td>
<td>20,114</td>
<td>494,681</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>$1,300,383</td>
<td>$598,119</td>
<td>$6,276,284</td>
<td>$6,083,563</td>
</tr>
</tbody>
</table>
# Loyola University New Orleans

## Gift Income Comparison by College

<table>
<thead>
<tr>
<th>College of Business</th>
<th>08 Fiscal Year to Date Gifts Received to July 31, 2008</th>
<th>09 Fiscal Year to Date Gifts Received to July 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Gifts</td>
<td>$126,212</td>
<td>$213,039</td>
</tr>
<tr>
<td>Total Capital Gifts</td>
<td>$223,704</td>
<td>$44,228</td>
</tr>
<tr>
<td>Total Received</td>
<td>$349,916</td>
<td>$258,167</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Social Sciences</th>
<th>08 Fiscal Year to Date Gifts Received to July 31, 2008</th>
<th>09 Fiscal Year to Date Gifts Received to July 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Gifts</td>
<td>$210,972</td>
<td>$69,726</td>
</tr>
<tr>
<td>Total Capital Gifts</td>
<td>$408,733</td>
<td>$477,855</td>
</tr>
<tr>
<td>Total Received</td>
<td>$619,705</td>
<td>$547,581</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Law</th>
<th>08 Fiscal Year to Date Gifts Received to July 31, 2008</th>
<th>09 Fiscal Year to Date Gifts Received to July 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Gifts</td>
<td>$1,092,129</td>
<td>$623,718</td>
</tr>
<tr>
<td>Total Capital Gifts</td>
<td>$471,011</td>
<td>$920,424</td>
</tr>
<tr>
<td>Total Received</td>
<td>$1,563,140</td>
<td>$1,544,142</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Music &amp; Fine Arts</th>
<th>08 Fiscal Year to Date Gifts Received to July 31, 2008</th>
<th>09 Fiscal Year to Date Gifts Received to July 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Gifts</td>
<td>$234,234</td>
<td>$270,114</td>
</tr>
<tr>
<td>Total Capital Gifts</td>
<td>$201,567</td>
<td>$680,447</td>
</tr>
<tr>
<td>Total Received</td>
<td>$435,801</td>
<td>$950,561</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Library</th>
<th>08 Fiscal Year to Date Gifts Received to July 31, 2008</th>
<th>09 Fiscal Year to Date Gifts Received to July 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Gifts</td>
<td>$137,334</td>
<td>$49,619</td>
</tr>
<tr>
<td>Total Capital Gifts</td>
<td>$28,925</td>
<td>$66,689</td>
</tr>
<tr>
<td>Total Received</td>
<td>$166,259</td>
<td>$116,308</td>
</tr>
</tbody>
</table>

** Includes $75k Koch Foundation Grant; not available for general use.
*** Includes $35k Koch Foundation Grant; not available for general use.
Publicity Report Summary  
(2007-08 and 2008-09 Academic Years)

Secured Media Coverage/Press Mentions
The media coverage figures below represent online press mentions as reported by Meltwater News. Broadcast news coverage is represented in these figures only if the coverage was posted online.

- **2007–08:** **2,473 news stories and/or press mentions**
  - 873 – Louisiana media
  - 1,378 - U.S. media
  - 222 – International media

- **2008-09:** **5,036 news stories and/or press mentions**
  - 1,275 – Louisiana media (46% increase from previous academic year)
  - 3,429 - U.S. media (148% increase from previous academic year)
  - 332 – International media (50% increase from previous academic year)

(There has been a 103.5% increase in overall media coverage from 07-08 to 08-09.)

Publicity Requests by Loyola Community

- **2007–08:** 218 publicity requests
- **2008-09:** 183 publicity requests

(There has been a 16% decrease in publicity requests from 07-08 to 08-09. This decrease may be attributed to more proactive efforts of the PA Team in seeking out news stories within college beats.)

News Releases

- **2007-08:** **210 news releases distributed**
- **2008-09:** **252 news releases distributed**

(There has been a 20% increase in news releases distributed from 07-08 to 08-09.)

LoyNews weekly E-Newswire (External audience)

LoyNews is sent to 450 national, regional, and local media representatives on Mondays.

Total number of LoyNews e-newswires distributed to date:

- **56, containing a total of 299 press releases since its July 14, 2008 launch**

Loyola at a Glance weekly E-Newsletter (Internal audience)

Loyola at a Glance is sent to all faculty, staff and students on Fridays.

Total number of e-newsletters distributed -

- **2007-08:** **40, containing 331 news items, with 103,870 total emails viewed**
- **2008-09:** **47, containing 631 news items, with 140,095 total emails viewed**

(From 07-08 to 08-09, there has been a 17% increase in the number of e-newsletters distributed, a 91% increase in news items in the e-newsletters, and a 34% increase in the newsletters being viewed.)
Press Coverage Highlights  
May 1 – September 10, 2009

Loyola athletics thriving since addition of scholarships  
Times-Picayune – 7/24/09  
Seeing his basketball teams struggle to compete in NAIA, Loyola interim president the Rev. William J. Byron made a bold move in 2004 - he reinstated athletic scholarships. The plan was to award athletic scholarships only to the basketball teams among the Wolfpack's six sports programs - three per year, with a maximum of nine for the men's team and 10 for the women in one season.

A Full-Time Focus on Retention in New Orleans  
Chronicle of Higher Education – 8/09/09  
The Rev. Jim Caime has spent a lot of time on college campuses. Starting this month, Father Caime will play a large role in ensuring that more of them do. He has just begun a new job as Loyola's first retention coordinator.

Loyola alumna Lucy Bustamonte on Live with Regis and Kelly  
WABC-NY (ABC) and other national affiliates – 8/17/2009  
I graduated from Loyola University in broadcast journalism in 2002…I got the chance of a lifetime to report in my hometown of New Orleans at the legendary WWL TV.

Stop Selling Yourself Short When Applying for College  
U.S. News & World Report (AP) – 8/19/09  
But beyond the A's, B's, and C's, admissions staffs like to see academic risk takers. "Students ask us, 'Is it better to get an A in a regular class or a B in an AP class?'" says Keith Gramling, director of undergraduate admissions at Loyola University New Orleans. "Well, it's better to get an A in an AP class. But we are looking for students who have challenged themselves."

Photo Gallery: AC and James Carville tour New Orleans  
CNN – Anderson Cooper 360 – 08/27/2009  
Earlier today, Anderson met up with CNN Political Contributor and New Orleans native James Carville for a tour of the city. Check out this photo gallery of where they stopped. Inside Freret Street Gym, Anderson talks to the president of Loyola University New Orleans, Rev. Kevin Wildes.

Loyola seniors give stormy gift  
ABC 26 WGNO – 8/31/09  
Just one or two days before Hurricane Katrina flooded New Orleans, incoming freshmen at Loyola University were about to get a crash course on hurricane evacuations. The storm scattered students around the country. Universities did their best to accept the students who could not return to Loyola because the campus was closed for recovery work.

Loyola reports first case of H1N1 virus  
WDSU-NO (NBC) – 09/1/2009  
At Loyola University, leaders confirmed the first on campus case of the H1N1 virus. The student is not being identified but is being treated at his parents home here in New Orleans. Loyola has commissioned an H1N1 task force to keep students safe as they return to class.

Ethics Review Board votes on new inspector general  
WVUE-NO (FOX) – 09/3/2009  
New Orleans has a new inspector general. He's a Metairie businessman. Shelley Brown introduces us to Ed Quatrevaux. She's live with this developing story from Loyola University.
Critics say many jurors enter deliberations empty handed

WWLTV (AP) – 05/19/2009, 22:44 pm
NEW ORLEANS – If a person's life is on the line, should the jury deciding his or her fate have every tool imaginable to make that decision? “It’s among the most mind numbing parts of any trial,” said Dane Ciolino, Loyola law professor. “Some jury instructions are 30 to 40 pages long,” said New Orleans attorney Donald “Chic” Foret. “There's no juror that's going to be able to comprehend 30 to 40 pages of jury instructions.”

Hurricane Victims Still in Trailers Get Options

The New York Times – 06/03/2009, 22:44 pm
(AP) -- Thousands of Gulf Coast hurricane victims who have missed deadline after deadline to leave their federal housing are being offered additional help and the chance to buy trailers for as little as $1 as the government seeks to avoid mass evictions. State officials and residents' advocates sought a firmer understanding of the plan, its implications and how quickly the promised aid might reach the local level. Davida Finger, who works with low-income residents on housing issues as a staff attorney with the Loyola University law clinic, said her voice mail was full.

More lawmakers tackle rise of wage-theft complaints

USA Today – 08/16/2009, 21:58 pm
Agustin Gonzalez became a casualty of the real-estate bust in 2007 when he lost his construction job in the Florida Keys. Since then, he says, he's become another kind of casualty: a victim of wage theft. In New Orleans, wage theft is up partly because Hurricane Katrina sparked a building boom that attracted unscrupulous contractors, says Luz Molina, a professor at Loyola College of Law there. The school's Workplace Justice Project is one of the groups that runs a weekly workshop for laborers. It drew between five and 10 workers a week in early 2008 and gets 20 now, she says.

Neighbors weary from late night Uptown bars

New Orleans City Business – 08/24/2009, 04:12 am
Residents want more security to contain rowdy customers outside F and Ms, Grit’s. “Unfortunately, the legal odds are not necessarily with the neighbors in terms of remedies they may have;” Loyola University law professor Blaine LeCesne said. In Louisiana, alcohol servers, whether they are bar owners or party hosts, are exempt from liability for harm inflicted by the people they serve, LeCesne said.

NAACP official challenges rapper's conviction

The Advocate (AP) – 08/27/2009, 19:09 pm
NEW ORLEANS (AP) — The head of the Louisiana NAACP is calling on the state Supreme Court's chief justice to intervene in the case of rap artist Corey "C-Murder" Miller, who was sentenced earlier this month to life in prison for killing a youth in a nightclub. But Dane Ciolino, a law professor at Loyola University in New Orleans, said that although the Supreme Court has administrative authority over all Louisiana courts, Miller will have to go through the normal appeals process, including review by a state circuit court of appeal and then the Supreme Court.

Doc - I 'Got Rid of' Patient After Katrina

(AP) -- Loyola University law professor Dane Ciolino said a doctor's intent when administering the drug would be a key factor in determining whether the act was criminal. "It becomes murder if specific intent was to kill," Ciolino said. "If the drug was administered to ease pain and death is a side effect, it's is not murder."

College of Business

India's independence to be celebrated Sunday

The Times-Picayune (AP) – 08/13/2009
Eighteen students participated in the Loyola University business summer studies program in China last month. The business school teamed with the Beijing Center for Chinese Studies to conduct the summer program.

Entrepreneurs Take to 'Big Easy'

Four years after Hurricane Katrina's devastation, New Orleans is experiencing a rebirth of entrepreneurship.
Carmen Sunda, director of the Louisiana Small Business Development Center, says existing businesses have been reluctant to redo their business model and take advantage of new market opportunities, such as establishing a presence online.

**Ron Paul calls for reduced government spending in New Orleans speech**

Times-Picayune – 09/02/2009

Former presidential candidate Ron Paul hammered away at the importance of curtailing government spending in a wide-ranging speech in New Orleans this evening. "We need to know when to just stop," Paul told nearly 1,000 students and community members on Loyola University's campus. "We've bankrupted our country and we're dumping it on your laps."

**College of Music and Fine Arts**

**Thelonious Monk Institute of Jazz class graduates with a final show in New Orleans**

Nola.com – 05/08/2009, 16:24 pm

The curtain drops on "The Real World: Jazz" this weekend. For two years, seven strangers studied, rehearsed, traveled and gigged together as the 2007-09 class of the Thelonious Monk Institute of Jazz. Theirs was the first class of the prestigious graduate-level jazz education program to be based at Loyola University.

**Loyola film studies professor directs Spinal Tap video, publishes article**

Nola.com – 6/02/2009, 3:00 a.m.

Jim Gabour, professor of video technology in the College of Music and Fine Arts, was chosen to produce and direct the video of the final concert of Spinal Tap's 25th anniversary concert tour, "Unwigged & Unplugged."

**NOCCA students to take music lessons from Marsalis family at White House Monday**

Times Picayune – 6/13/2009

The White House will be turned into a school of jazz Monday, with the East Room, the State Dining Room and the Diplomatic Reception Room serving as classrooms where a passel of Marsalis will teach the "syntax of jazz" and a seminar in swing. Wedberg said the Thelonius Monk Institute at Loyola University, where NOCCA students also study, helped to make the students' trip to Washington possible.

**National Community Band to gather at Loyola**

AP – 07/08/09

Band musicians from around North America will gather at Loyola University New Orleans this weekend to form the 2009 National Community Band. The ensemble will perform on Sunday at Loyola. The concert will feature an assortment of wind band standards and favorites.

**Anthony Decuir and Thelonious Monk Institute of Jazz on morning show**

WGNO-NO (ABC) - 09/08/2009

Time now for some great music...The Thelonious Monk Institute of Jazz performs live in the studio.

**College of Social Sciences**

**Loyola to offer doctor of nursing practice program**

Newsday – 08/21/09

Officials at Loyola University in New Orleans say the university is positioned to be the first in Louisiana to offer a Doctor of Nursing Practice degree program. Loyola's board of trustees in May unanimously approved the addition of the D.N.P. degree program to the curriculum for the School of Nursing, which is housed within the College of Social Sciences.

**High marks for New Orleans' charter schools**

USA Today – 8/26/09 10:03 PM

The devastation of Hurricane Katrina four years ago brought with it many changes for this city, but perhaps its most enduring mark may be the new charter school system that came cascading in during the storm's aftermath. Luis Mirón, director of the Loyola Institute for Quality and Equity in Education at Loyola University, said the success of what he called the "charter surge" has been based on temporary measures — a recovery school district that will eventually return schools to the Orleans Parish School Board and millions in federal recovery dollars, he said.

**Four years after Katrina, who will lead New Orleans?**

Christian Science Monitor – 8/30/09

With the qualifying date for the mayoral election only three months away, who is the right man or woman to free New Orleans from its history of racial politics and lead the city out of hurricane Katrina's shadow? "I'm still skeptical that someone who is white can win," says Peter Burns, a political science professor at Loyola University. "It's a [tough] sell in a city with such a history of exclusion of blacks by whites [before the 1970s]."
Health care reform debate boils over among La. voters

WWLTV (AP) – 08/31/2009, 07:22 am
NEW ORLEANS – The debate on health care reform is boiling over at town hall meetings across the country, and Louisiana has seen its share of sparring in recent days. Dr. Peter Burns, a Loyola University political science professor, said the issue is one of the most polarizing political battles in recent memory.

Jason Berry reading to have a jazzy backdrop
Nola.com – 08/28/2009, 13:00 pm
Loyola University's Center for the Study of New Orleans hosts a reading from author Jason Berry's new edition of "Up from the Cradle of Jazz: New Orleans Music Since World War II" on Thursday, Sept.

Loyola Students May Soon Minor in New Orleans
ABC 26 WGNO – 09/04/2009, 21:43 pm
NEW ORLEANS - What is New Orleans? For Colleen Halley New Orleans is everything. "People are really fascinated with the culture down here." She just moved here from Pittsburgh, and is learning about the city. "I think it's the most fascinating city in the United States." Leslie Parr is the Director of Loyola's Center for the Study of New Orleans, a new research center focusing on New Orleans.

Obama live address to students criticized by some parents
WVUE-NO (FOX) - 09/7/2009
Some parents in the New Orleans area and around the country.. became upset.. when they realized the president would address students, live. Loyola political science professor Dr. Peter Burns says before the transcript was released, some parents worried their kids would get a pitch from the president to support his policies.

College of Humanities and Natural Sciences

Shotgun
Gambit Weekly – 05/04/09
COVER STORY: I had no idea how horrible a cold shower could be," John Biguenet says, "It was awful." It's roughly two weeks before the National New Play Network's rolling world premiere of Shotgun, and inside Southern Rep's Uptown rehearsal space the playwright is flashing back to the most trying period he can remember: fall 2005.

Radio Interview
WWNO NPR – 05/04/09
John Biguenet and director Valerie Curtis Newman talk about “Shotgun.”

Radio Interview - Rob Couhig with Dr. Behrooz Moazami-Iran
WWL Radio – 06/15/09
Dr. Behrooz Moazami, assistant professor of history at Loyola University New Orleans discuss Iranian election situation with Rob Couhig. 45 minute interview.

Writer Claire Keegan wins €25,000 Davy Byrnes award
The Irish Times – 6/22/09 7:37 PM
CLAIRE KEEGAN was last night announced the winner of the €25,000 Davy Byrnes Irish Writing Award 2009, at a presentation in the Dublin pub made famous ...(1999) and Walk the Blue Fields (2007). She studied at Loyola University in New Orleans, the University of Wales, and Trinity College Dublin.
- Action Item -

Gift and Pledge Policies and Procedures
Revision Date: 05/18/2009

Introduction

The following policies and procedures are set forth: (a) to define the working rules for fundraising at Loyola University New Orleans; (b) to protect the university, its Board of Trustees, staff, and volunteers; and (c) to inform the university’s advisers, donors, and prospective donors.

It is the general policy of Loyola University and its Board of Trustees: (1) to offer diverse opportunities for gift support of the university; (2) to communicate such opportunities to constituents on a regular basis; and (3) to provide the resources for a full and effective development program for the benefit of both donors and the university.

The Office of Institutional Advancement is the clearinghouse for all fundraising activities of the university. It shall be the responsibility of the Office of Institutional Advancement and its staff, under the direction of the president of the university:

A. To maintain and increase financial support for the university;

B. To develop and propose to the Board of Trustees plans for a comprehensive development program, including annual, capital, and planned gift efforts;

C. To advise the Board of Trustees, senior staff, and other volunteers on matters relating to the cultivation, solicitation, and acceptance of gifts and grants in support of the university;

D. To inform, serve, guide, and assist the university’s constituents in fulfilling their family, financial, and philanthropic objectives;

E. To coordinate all fundraising efforts as may involve the several constituencies (Trustees, staff, friends, alumni, corporations, foundations, etc.) of the university by matching donor interests with specific funding opportunities so that prospects and donors are not solicited by multiple individuals on behalf of the university;

F. To undertake research on prospects and donors so as to identify donor interests and to maintain confidentiality with regard to research findings and donor records; and
G. To report regularly to the Board of Trustees regarding gifts, grants, pledges, and planned gift commitments received by Loyola University.

I. **General Policies and Guidelines**

A. Loyola University welcomes expressions of interest and financial support, regardless of size or form, from any individual, family, business, corporation, foundation, or similar source. The development office staff and volunteers are available to meet with any prospective donor(s) and their financial advisers, without obligation, to discuss areas of interest, the plans of the university, types of gift commitments, options for payment, estate planning, and the tax planning consequences of a possible gift commitment so as to provide every possible assistance to a prospective donor.

B. Gifts to the university should be made in the name of Loyola University New Orleans. All gifts to the university should be directed in their entirety (including envelope, check, and written correspondence) to the Office of Institutional Advancement, where they will be accepted, acknowledged, and administered in accordance with the policies of the administration and the Board of Trustees.

C. No solicitation of donations or gifts of funds or real property for the benefit of the university shall be made by anyone without the approval of the president of the university, vice president for institutional advancement, or his/her designated representative.

D. Commitments to Loyola University and/or payment of same may take the form of one, or a combination, of the following:

- Cash;
- Multi-year pledges;
- Appreciated securities or other personal assets;
- Deferred or planned gifts including:
  - Trusts,
  - Annuities,
  - Insurance policies,
  - Gifts of residence with or without a retained life interest,
  - Bargain sales
  and/or
  - Bequest intentions

E. The president of the university, vice president for institutional advancement, or vice president for business and finance shall have authority to sign planned giving agreements on behalf of the university. Any agreement that does not follow the format of the specimen agreements or otherwise meet the requirements of the
current guidelines shall require the approval of the Institutional Advancement Committee of the Board of Trustees.

F. The Board of Trustees and/or appropriate university officers as authorized by the president of the university reserves the right to accept (or, in cases where absolutely necessary, to decline) any commitment that is offered to them. They also reserve the right to determine how any commitment will be credited and/or how such commitments will be recognized.

Requests by donors for anonymity will be honored.

G. Although representatives of Loyola University will provide all appropriate assistance, the ultimate responsibility regarding asset evaluations, tax deductibility, and/or similar federal, state, and/or local legal compliance issues rests with the donor(s) and/or with such financial advisers as the donor(s) shall secure.

All donors need competent financial advisers, and representatives of the university will always recommend potential donors obtain such assistance.

H. The university will not knowingly seek, nor accept, any commitment regardless of size, designation, or other condition, which it believes is not in the potential donor’s best interest.

II. Policies Pertaining to Certain Types of Commitments

Gifts shall be valued on the date the donor(s) relinquished control of the assets in favor of the University. In cases where gifts are made with assets other than cash, the following guidelines will be observed:

A. Gifts of publicly traded securities will be receipted at the average of the high- and low-market value on the date the donor relinquished control of the assets in favor of the university or other valuation techniques approved by the IRS; such securities will be conveyed to the university’s business office for sale, consistent with the established policies of the university.

B. Gifts of closely held stock will be receipted at the per-share cash purchase price of the most recent transaction. Normally, this will be the buyback transaction of the donor. If no buyback is consummated during the campaign period, a gift of closely held stock may be credited to campaign totals at the value determined by a qualified independent appraiser. All such gifts of closely held stock will be held until liquidated, at which time the funds will be used consistent with the gift intentions of the donor and the established policies of the university.

C. Outright gifts of real estate, bargain sales, and/or partnerships will be credited, recognized, and/or commemorated at fair market value at the time it is transferred
to Loyola University, less any encumbrances. The fair market value of the property shall be determined by an independent, qualified appraiser paid for by the donor. Appropriate environmental hazard appraisals are also required and are to be paid for by the donor.

Gifts of real estate must be accepted by Loyola University in accordance with statutory requirements governing the university’s acquisition of real property.

Outright gifts of hard-to-value assets such as mineral rights or limited partnerships will be credited at $1, and additional credit will be given as the proceeds are received.

D. Outright gifts of tangible personal property for which donors qualify for a charitable gift deduction under current IRS rules will be credited, recognized, and/or commemorated at the appraised value of the property at the time it is transferred to Loyola University, less any encumbrances. Unless otherwise authorized by the Board of Trustees, the university will seek to liquidate such assets in order to secure the cash needed to fund its programmatic and/or facility priorities and/or to invest such assets in ways consistent with the currently authorized investment strategies of the university.

The following are general guidelines or considerations in connection with gifts of tangible personal property:

(1) Generally, the university’s acceptance of such gifts cannot involve significant additional expense for their present or future use, insurance, maintenance, or administration.

(2) Generally, no burdensome financial or other obligations can be incurred, directly or indirectly, by Loyola University as a result of its acceptance of such gifts.

(3) Gifts of real and personal property (land, houses, jewelry, paintings, antiques, rare books, etc.) exceeding $5,000 in value shall be reported at the fair market value placed on them provided that the university receives a copy of the appraisal conducted by an independent, expert appraiser, paid for by the donor, at the time the donor relinquished control. Gifts of $5,000 and under may be reported at the value declared by the donor or a qualified on-campus expert (e.g., librarian, art professor, etc.).

(4) The university will not accept gifts of tangible personal property (such as books, paintings, etc.) if such gifts are to be made on the condition, understanding, or expectation that the gifted items will be loaned to the donor or to persons designated by the donor for life or for an extended period of time as determined by the donor.
(5) Any gifts-in-kind which could be liquidated will be credited on an item-for-item basis.

E. Fully paid up, or otherwise vested, insurance policies for which Loyola University is owner and sole beneficiary will be credited and recorded as "future" expectancies of the university at the unrealized death benefit (face value) of the policy in cases when the insured is age 65 or greater, and at the replacement value for donors younger than 65.

F. Bequest intentions, commitments of unpaid insurance policies, and other revocable deferred gifts will be recorded as "future" expectancies of the university at the value established in writing by the donor through a bequest intention form, a deferred pledge agreement, a contract to make a will, a letter, or a copy of appropriate sections of the will or of the insurance or trust document, etc.

(1) Such revocable gift commitments will be permanently commemorated, subject to the donor’s specific request and intent, only when the funds are irrevocably committed to the university or when the gift matures.

(2) Bequest intentions for which the donor does not indicate a specific gift value and/or does not provide an estimate of a residuary bequest will be credited as future expectancies at a minimum value level of $1,000.

G. Bequests will be credited to any university campaign attainment figures as received, if not reported in a previous campaign. Such bequests will be credited, recognized, and/or commemorated at the value established at the time of probate and/or at the fair market value on the date of the transfer of the asset(s). If any portion of the total amount was previously entered in prior campaign "future" expectancies as a testamentary pledge, this amount shall be subtracted from what is credited to the "future" reports of the new campaign. New bequest expectancies will be credited to the campaign attainment figures at the level designated by the donor if the donor is or will be age 60 or greater by the end date of the campaign. Bequest expectancies from donors younger than 60 years will be credited at the actuarial value.

H. All gifts that will, or may, require expenditure of funds either at the time of the gift or at some future date (e.g., non-performing assets gifted to fund a charitable trust or charitable gift annuity, bargain sales, or outright gifts such as real estate that may impose present obligations on the university) shall require the approval of the Endowment or Institutional Advancement Committees of the Board of Trustees.

I. Gift annuity, irrevocable charitable remainder trusts, and similar life income agreement commitments (whether administered by the university or by others on behalf of the university) will be credited, recognized, and/or commemorated as follows:
(1) At the fair market value of the asset (on the date of transfer, less any encumbrance) being used to "fund" the life income agreement in the case of charitable remainder unitrusts, annuity trusts, and charitable gift annuities for life beneficiary or beneficiaries age 60 and greater at the time of their first life income payment.

(2) In the case of charitable lead trusts, at the total anticipated payout over the pledge payment period plus (for commitments made during any campaign period) the present value of any remaining income interest.

For purposes of current income tax deductions, such gifts will be receipted at the charitable deduction value as established by law.

Generally speaking, the university does not encourage donors to place encumbered assets into a trust.

When a trust is to be funded with hard-to-value or non-income-producing property, a net income unitrust will generally be used. Such a trust obligates the trustee to pay only the lower of a specified percent of fair market value or actual income. When such a net income unitrust is used, a separate letter of agreement should be signed by the president of the university and the donor, indicating that the donor understands the income concept of the net income trust. A "catch-up" provision as allowed by a unitrust may also be acceptable.

III. Administrative Procedures Relating to Certain Planned Gifts

A. For Life Income Agreements

(1) Proposed charitable gift annuities should be funded initially with assets of at least $25,000 consent of cash or marketable securities.

(2) The interest rate used in preparing life income agreements will be as follows:

   a. For charitable gift annuities, no higher than the rate recommended by the American Council on Gift Annuities.

   b. For unitrusts and annuity trusts, a rate of at least five percent. Higher rates may be approved by the Endowment Committee of the Board, based on:

(1) The ages of the donor and any beneficiaries; and (2) income needs vs. tax relief. However, the director of planned giving will be given authority to negotiate rates on charitable gift annuities, charitable remainder unitrust, and charitable remainder annuity trusts, provided that such rates be within one
percentage point of the maximum rates recommended by the American Council on Gift Annuities effective at the time of the gift or the establishment of the trust. Charitable remainder trust will be marketed with a rate slightly lower than charitable gift annuities because of the higher administrative costs. In the event that the rate does not fall within the limitations above, the director of planned giving will obtain the approval of the vice president for institutional advancement. Any such deviation from this policy will be reported to the Endowment Committee at its next regularly scheduled meeting.

(2) Funds received for annuities and trust agreements are administered by the director of planned giving. Separate accounting is provided to the donor on each life income agreement. Annuity or trust payments shall be made at the donor’s choice: monthly, quarterly, semi-annually, or annually. In order to control the cost of trust and annuity administration, Loyola University prefers to make payments quarterly or semi-annually.

B. For Charitable Remainder Trusts

(1) Proposed charitable remainder trusts should be funded initially with assets of at least $50,000. Trusts may be established for lesser amounts if it can be determined that the charitable remainder portion of the gift is sufficient to handle the administrative costs and provide a substantial future gift to the university.

(2) Trusts should be limited to one or two income beneficiaries and to beneficiaries over 40 years of age (unless some generous outright gift is combined with the trust, in which case trusts can include younger beneficiaries).

C. For Retained Life Estates
The gift of a primary residence, a vacation home, or a farm with retained life interest on the part of the donor shall be arranged without a trust agreement. The donor deeds the property to Loyola University immediately. Calculation of the remainder interest, which is allowed for federal income tax deduction, is based on an IRS formula.

D. For Life Insurance
Gifts of life insurance may be accepted by the university after ownership is transferred to the university, the university is named beneficiary, and cost and/or replacement value has been established by the insurance company.
IV. **Policies Pertaining to Named Endowment Funds**

A. For the purposes of this policy statement, "endowment fund" shall refer to any fund, or any part thereof, not wholly expendable by the university on a current basis under the terms of the applicable gift instrument. Endowment funds are invested according to policies established by the Board of Trustees.

B. Endowment gifts may be used to establish a special endowment fund or may be added to an existing endowment fund.

C. Persons interested in establishing a named endowment fund are encouraged to consult with the vice president for institutional advancement prior to making the gift so that the donor’s intentions are appropriately established in writing through a gift agreement. Negotiation of any named endowment agreement on behalf of the university shall be done over the signature, and with the full knowledge, of the president of the university.

In designating an endowment gift for a specific purpose, the donor is encouraged: (a) to describe that purpose as broadly as possible; (b) to avoid detailed limitations and restrictions; and (c) to provide a clause granting the university maximum flexibility to make use of designated funds in a manner most consistent with the intent of the donor and with the interests of the university should programmatic or other developments make it impossible to apply the endowment proceeds to the purpose for which it was designated originally.

D. Gifts to established named endowment funds for specific purposes must meet the minimum dollar requirements set by the Board of Trustees. The principal amount of the original gift need not meet the minimum dollar requirement if the donor agrees to fully fund the endowment at the minimum dollar requirement within a specified and reasonable period of time. Minimum dollar requirements may be changed from time to time at the sole discretion of the Board.

The minimum dollar requirements established by the Board of Trustees for a named endowment fund shall not apply to any named endowment fund(s) already established at the time these policies are adopted.

Loyola University reserves the right to review the minimum amounts required for named endowments periodically and to amend the minimum amount required so as to ensure that endowment proceeds are sufficient to fund the intended purpose(s) of the endowment. If and when the university acts to increase the minimum amount required establishing a particular named endowment fund, such action shall not be retroactive to funds already established and named.
E. Endowed funds that have not reached the minimum level after a period of five years will be released from the endowment fund and the funds raised will immediately be available for the purposes of current use, to the designation originally agreed upon in the gift agreement.

Endowed funds will be held in a holding account until they reach the minimum level.

V. Policies Specific to Campaigns

A. Gift and pledge commitments made during a campaign will be counted toward campaign totals if such commitments have not been counted toward a previous campaign goal.

B. Pledges of outright gifts should be written and should commit to a specific dollar amount that will be paid according to a fixed time schedule. The normal pledge period for outright gifts is three years; pledges of $5,000 or more may be made over six years.

C. A minimum of $25,000 is required for a fund to be endowed. Some endowed purposes will require a larger minimum (i.e. professorships, and chairs).

   (1) The minimum endowment level for a professorship is $100,000. Some professorships are eligible to be matched by a grant from the Louisiana Education Quality Support Fund Endowed Professorship Program sponsored by the Endowed Professorship Program of the Louisiana Board of Regents. Once $60,000 in non-state monies has been raised, $40,000 may be matched by Support Fund dollars or supplemental state dollars.

   (2) The minimum endowment level for a chair is $2,000,000. Some chairs are eligible to be matched by a grant from the Louisiana Education Quality Support Fund Endowed Professorship Program sponsored by the Endowed Professorship Program of the Louisiana Board of Regents. Once $1,200,000 in non-state monies has been raised, $800,000 may be matched by the Support Fund dollars or supplemental state dollars.

D. During the multi-year campaign period, prospective donors may be asked to make an annual gift commitment and a capital gift commitment to the university, payments on which will be allocated to the annual and/or capital needs of the university according to policies established by the Board of Trustees. In some cases, the prospective donor(s) may also be asked to consider a deferred or planned gift to the university.

E. All gift and pledge commitments, regardless of size and designation, are welcomed, and Loyola University will provide all possible staff and volunteer
assistance to potential donors to discuss the university’s funding priorities, the
donor’s interests, etc. However, gifts of immediate cash or negotiable securities
are the forms of donor commitment that have the greatest impact on the university
and its plans for the immediate future.

The rationale and urgency surrounding facility and endowment priorities reflected
in the campaign commend timely funding to assure a strong future for Loyola
University. Cash, negotiable securities, and commitments of similar assets are
those that can most immediately be applied to the current funding priorities of the
university.

F. Campaign reports shall always present: (1) the total of outright gifts and pledges
received and payable within the campaign period and post-campaign accounting
period as specified above; (2) the total of deferred (future) commitments which
will be received at an undetermined time in the future; and (3) the grand total of
all commitments, outright and deferred, being credited to the campaign.

G. No verbal pledge commitments will be included in reported campaign totals.
Either a signed pledge card or letter of intent must be filed with the development
office before a pledge commitment is reflected on campaign reports.

H. Many contributions to the campaign will be "unrestricted" in nature. However,
any donor has the option to "restrict" some, or all, of his/her gift commitment to
any particular campaign component.

I. Commitments of term insurance naming the university as beneficiary will not be
counted in campaign attainment figures.

J. Irrevocable gift commitments which mature during the course of the campaign
will be credited immediately to outright campaign attainment figures.

K. Bequest intentions for which the donor does indicate a specific, or estimated,
value and for which the donor provides written confirmation will be recorded at
full value, consistent with limitations of age as described in Section II. G.

L. Campaign commitments are invested according to policies established by the
Board of Trustees.