AGENDA

1. Welcoming Remarks
   Derby Gisclair

2. Approval of Minutes
   Derby Gisclair

ACTION ITEM 3. Approval of endowed professorship and scholarship:
   Bill Bishop
   • The Clifton A. Morvant Distinguished Professorship in Business
   • The Coach James “Big Jim” McCafferty Endowed Scholarship for First Generation Students

ACTION ITEM 4. Approval of new policy:
   Loyola University Naming Policy
   Bill Bishop

ACTION ITEM 5. Approval of revised policy:
   Loyola University Gift and Pledge Policies and Procedures
   Bill Bishop

6. Advancement Report
   Bill Bishop
   b. Campaign Update
      i. Comments about campaign messaging and priorities
      ii. Comments about campaign reporting -- charts
   c. Centennial – Alumni College

7. Recommendations for Revised Endowed Professorships Program
   Bill Bishop

8. Old Business
   Bill Bishop

9. Executive Session
   Derby Gisclair

10. Adjournment
    Derby Gisclair
LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT FOR THE BOARD OF TRUSTEES

MINUTES

March 8, 2012

Present:  S. Derby Gisclair, Chair
          John J. Finan, Jr.
          Anne Gauthier, Vice Chair
          Robert Gerlich, S.J.
          Sean O’Keefe
          Robert A. “Bobby” Savoie – via telephone
          N. John Simmons, Jr.
          J. Kevin Poorman, Chair (ex officio)

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

Guest:    Dr. Sonya Duhe representing Dr. J. Cathy Rogers, Faculty Senate (ex officio)

Absent:   Virginia Angelico-Tatum
          Carolyn Callahan
          David M. Ferris
          Kevin Quinn, S.J.
          Kevin Wm. Wildes, S.J., President (ex officio)
          Ralph A. Litolff, Jr., Alumni Association (ex officio)

1.    Welcome

Derby Gisclair opened the meeting at 1:14 p.m. and invited Fr. Gerlich to open with a prayer.

2.    Approval of Minutes

Mr. Gisclair asked if there was a motion to approve the minutes of the December 1, 2011, meeting. MOTION was made by Sean O’Keefe and seconded by John Finan. Motion carried.
3. **Advancement Report**

Mr. Bishop proceeded with an update on the Office of Institutional Advancement. (A copy of the presentation is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.) Some highlights from the presentation:

- **SACs Accreditation Review** – The Web Development Team worked closely with Lydia Voigt and has had to focus all its efforts to support the SACs operations.

- **Fundraising update (through February 29, 2012)** – additional notes:
  - Gift income does not include the $800,000 Benson gift which was received prior to the meeting.
  - There are currently several outstanding proposals.
  - We are in discussion with trustees regarding their campaign gift.
  - Fr. Wildes has two meetings within the next week to request 8-figure gifts.

- **Campaign update** – additional notes:
  - BOT Gift Committee Chairs are Donna Fraiche and Ted Frois. For the most part, they will work with former trustees.
  - Honorary Campaign Chairs are Fr. James Carter, Mrs. Anne Milling, and LTG (Ret) Russel L. Honoré. The Office of Institutional Advancement (OIA) is working to coordinate a meeting at the end of March with the Honorary Campaign Chairs and Fr. Wildes.
  - The second draft of the *Campaign Messages and Priorities* was distributed to the committee. OIA has been working with kor/Libretto, a communications firm in Boston, to draft this case statement. The purpose of the statement is to help Loyola University express the strategic goals associated with the campaign and how the campaign will transform the University.

**Take-away:**
Committee members were asked to review the draft document and provide Mr. Bishop with feedback by the end of March.

- Campaign Priority – Unrestricted – OIA is looking at how we can engage alumni, through the Alumni Association, to take ownership of raising unrestricted dollars.

- Draft campaign reports were distributed to the committee:
  - **Dashboard** – includes: breakdown of the five campaign priorities into sub-priorities; reflects outstanding proposals; and tracks the number of donors needed by gift level for a successful campaign.
  - **Priorities** – bar graph depicts overall status of each of the campaigns five priorities and the campaign goal.
  - **Constituencies** – reflects where the dollars are coming from.
Take-away:
Committee members were asked to review the charts with the following questions in mind: Is there anything you would like to see? Is there additional information that might be helpful? The draft reports will be discussed further at the May meeting.
  o Faculty – A question was asked if faculty have been approached regarding the campaign. Mr. Bishop responded:
    ▪ He plans to meet with the Faculty Senate.
    ▪ Currently, he provides updates to the deans who, in turn, update their faculty and staff. Over the next few months, the OIA plans to establish an “internal” Campaign Counsel which would include the deans and representatives from faculty and staff.
    ▪ Before approaching faculty and staff for their campaign gift, we want to ensure the campaign priorities are solidified and the campaign is on its way to being successful.
    ▪ We need to determine what goal we want to establish for faculty and staff participation.
  
  Question was also discussed regarding how to utilize faculty in fundraising efforts. The OIA relies on the deans to refer us to faculty who would be good representatives for the university.
  o New Alumni – Question was asked if we are involving our new alums (and building a culture of philanthropy). Mr. Bishop responded yes, through various venues:
    ▪ Alumni Relations has recently established a Young Alumni Program.
    ▪ Development and Annual Giving are working on various ways to engage alums.
    ▪ Terry Fisher and Chris Wiseman have met with Robert LeBlanc to discuss his ideas for a microfinance program which engages younger alums through social media. OIA expects to have a firm plan by this summer.

Suggestion was made to invite the student speaker from the Scholarship Dinner, Anthony Sedlak, to assist in engaging young alumni. He did an excellent job with his speech and in representing Loyola.

Mr. Gisclair recommended using a QR Code (barcode) to capture the senior class. He will provide Ms. Fisher with information on a company that offers a free service to track alumni.

Sean O’Keefe added that it would be a tangible benefit if we include the alumni pool to this campaign and start a culture of giving. We need to not only figure out how to contact them but also, what’s going to motivate their interest. Alumni Chapters are perfect for targeting young alumni who look for networking opportunities. Chapter outreach provides the motivation – living where they live. He suggested an informal “get together” where they can share their common experience of being a student of Loyola. This will also build our fundraising capacity for the future.
• Centennial update – additional notes:
  o Centennial Kick-Off - Mr. Bishop stated that the Centennial Kick-Off will take place in April and highlighted key events. He further stated that there will be significant Centennial events throughout the year which he will point out to the committee. John Simmons highly commended the Centennial Kick-Off/Alumni Reunion foldout invitation and added that it should “generate excitement”. Mr. Bishop added that Terry Fisher’s team was responsible for the piece and had recently won five Case awards.
  o Centennial Alumni College – A copy of the 2012 Alumni College handbook was distributed to the committee. The College allows alumni the opportunity to come back and re-experience their time with Loyola. Monique Gardner’s team took the initiative and has done an excellent job. She has received great support from the faculty. Attendees have the option to stay in a dorm. The College also provides us an opportunity to re-engage alumni.

4. Loyola University Naming Policy

Currently the University has no specific policy in place for naming opportunities. As we enter the campaign, a naming policy is crucial. The OIA has drafted a naming policy – a copy of which is included in the Board Book under Tab 11. This policy establishes:
- A “Named Gifts Program Committee”.
- Prior approval is required before establishing a name.
- Minimum funding guidelines for naming opportunities.

Pending approval from the IA Committee, the Naming Policy will be presented to the full board at the May 2012 meeting for its approval.

Take-away:
Committee members were asked to review the draft Naming Policy and provide comments to Mr. Bishop or Mr. Gisclair before the end of March. (Note: Date was extended to April 15th.) Mr. Gisclair will request approval from the Committee at the May meeting in order to bring before the full board.

Loyola University Gift and Pledge Policies and Procedures – Mr. Bishop advised the Committee that the OIA is working on revisions to the current board approved Gift and Pledge Policies and Procedures. Once finalized, he will forward the revised policies and procedures to the IA Committee members for review and input prior to the May IA Committee meeting. Pending approval from the IA Committee, the revised Gift and Pledge Policies and Procedures will be presented to the full board at the May 2012 meeting for its approval.

8. Old Business

• Follow-up from joint meeting of Trusteeship and IA Committees in March 2012 - Survey of other AJCU institutions regarding trustee recruitment and board giving expectations:
Survey results were distributed to the committee. Mr. Bishop stated that fifteen institutions responded to the six survey questions. Only a few institutions have a policy in place for giving expectations or who makes the ask. Several of the institutions have requested a copy of the survey results. Mr. Gisclair will provide Dennis Cuneo (chair of the Trusteeship Committee) with a copy of the survey results. Loyola's goal is to work for something a little more transparent regarding board giving expectations when speaking with potential trustees.

- **Comparison of 2010-11 Loyola Gifts to National/AJCU/and Aspirant Groups** – a handout was distributed to the committee. Mr. Bishop summarized:
  - The comparison was made with three groups under which Loyola falls:
    2. Association of Jesuit Colleges and Universities.
    3. Six Aspirant Universities (Rollins College, Santa Clara University, Trinity University (TX), Villanova University, Xavier University (OH), and University of Richmond).
  - Overall, Loyola's alumni participation rate is in the 25th Percentile. Loyola’s participation rate for FY 2011 was 7.40%. The goal for FY 2012 is 10%. We are working to achieve a participation rate of 20% by July 31, 2017.

Before the meeting closed, Mr. Bishop once again commended the Marketing and Communications team for their impressive work. He added that we focus so much on fundraising that sometimes we forget about the work others are doing in the Office of Institutional Advancement.

9. **Executive Session**

There was no executive session.

10. **Adjournment**

The meeting was adjourned at 2:18 p.m.
Vice President’s Overview

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

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

Included in your board book are reports from the leaders of the major offices within the Office of Institutional Advancement. Their reports highlight and provide the basis for the update I will provide to the Committee on the office’s activities during the 3d quarter of FY 2012.

Several action items will be on the agenda for the forthcoming meeting of the Committee: approval of an endowed professorship and an endowed scholarship; approval of a proposed university’s naming policy; and approval of proposed changes to the university’s Gift and Pledge Policies and Procedures. These items, if approved by the committee, will be forwarded to the full board for its approval.

I’ll also provide you with an update on the status of our comprehensive fundraising campaign and activities associated with the university’s Centennial celebrations. And, finally, I’ll bring you up to date on recent developments affecting the Board of Regents Support Fund’s Endowed Professorships program.

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

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

1. Work has begun on migration of public file share data to a secure site within Information Technology. Testing is in progress with anticipated completion by end of May, 2012.

2. Work with Law School staff resulted in the development and enhancement of processes for handling of fundraising efforts by student organizations. This will ensure proper recording, reporting and donor acknowledgement for activities within the Law School.

3. Meetings with staff of the Athletics Department resulted in fine tuning of preparations for its annual golf tournament and improved awareness of the University’s gift acceptance and audit guidelines as well as improved data flow between Institutional Advancement and Athletics.

4. Work with Financial Affairs resulted in improvements to procedures for submission and acceptance of grants from non-government entities.

5. Work continues on developing metrics to track the health and efficacy of the database. These metrics may include gathering statistical data on mail return rates, phone number accuracy and increasing the number of email addresses.

ALUMNI RELATIONS – Monique Gardner

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

Goal 1: Continue to work to support the overarching strategies of Loyola 2012.

Annual Giving Message at Alumni Events
Since February the Annual Giving message has been presented at each of the following events and followed by an email “Thank you” which included a short survey and a link to the annual giving web page:

- **Evening of Jazz Event (Atlanta), March 3, 2012**
  - Event Purpose: Chapter Enrichment
  - Total Attendees: 30 (first ever chapter enrichment event in Atlanta)
  - Special University Guest: Tony Decuir
  - 1 gift made with online registration
  - 2 gifts made by attendee post event

- **Bay St. Louis 2nd Saturday Art Walk, March 10, 2012**
  - Event Purpose: Chapter Social
  - Total Attendees: 14 (first event in the last 4 years)
  - Special University Guest: None
  - 1 gift made with online registration
  - 1 gift made by attendees post event

- **Young Alumni Pack Event at Starlight Racing, March 16, 2012**
  - Event Purpose: Chapter Social—Spring Sporting Event
  - Total Attendees: 63 (in 2011: 26)
  - Special University Guest: None
  - 2 gifts made with online registration (in 2011: 1)
  - 6 gifts made by attendees post event (in 2011: 4)

- **Evening of Jazz (New York), March 29, 2012**
  - Event Purpose: Chapter Enrichment
  - Total Attendees: 44
  - Special University Guest: Don Boomgaarden
  - 3 gifts made with online registration (in 2011: 1)
  - 7 gifts made by attendees post event (in 2011: 6)

- **Miami Chapter Crawfish Boil, March 31, 2012**
  - Event Purpose: Chapter Social
  - Total Attendees: 40 (last crawfish boil in 2008: 53)
In addition to the scripted remarks by Institutional Advancement staff at various events, we have also organized raffles using Loyola branded merchandise at casual chapter social events to encourage attendees to make a gift by using BREs which are then entered for a chance to win. We have received a total of 20 additional gifts to the Loyola Fund at four (4) different events: Dallas Chapter Mardi Gras Happy Hour on 2/16/12, Las Vegas Chapter Mardi Gras Happy Hour on 2/18/12, Miami Chapter Crawfish Boil on 3/31/12, and Denver Chapter Crawfish Boil on 4/5/12.

We are working with Development to release a solicitation letter from alumnus Darrin Blystad ‘95 to all alumni who have never given to the Annual Fund. Blystad recently made his first gift to Loyola when he applied for an Alumni Association Board position.

Volunteer Training
The Alumni Association Board Executive Committee was tasked with soliciting fellow board members to ensure 100% board participation in the Loyola Fund. The members of all three Boards - the Alumni Association Board (including the Chapter Presidents), the College of Business Alumni Board, and the Young Alumni Pack- totaling 91 volunteers, reached their goal of 100% participation in the Loyola Fund, and the President, Ralph Litolff, Jr. was able to announce this achievement at the Annual Jazz Brunch on April 15. This was the first year that we included the Chapter Presidents in this goal.
A webinar has been scheduled for April 17, 2012 to introduce and educate chapter leadership about the *Faith in the Future* campaign. Chapter leadership will be asked to confirm their commitment and involvement as campaign volunteers and identify potential volunteers in their cities.

The Young Alumni Pack is sponsoring the 100 Days of Giving Social Media Campaign. Each Young Alumni Pack board members will be responsible for actively recruiting ten (10) of their friends to make a contribution to the Loyola Fund. In addition, each Young Alumni Pack board member has agreed to actively promote the daily “reason to give” during each of the 100 days of the campaign.

**Visits and Donor Pipeline**

We are visiting with alumni while traveling and bringing back names for further research using our new Engagement Folders which showcase the Alumni Association and volunteer opportunities. The folders include information about the Loyola Fund. We are also working with Development on the Share Your Memories Project.

**Reunion Giving**

Reunion gift messaging was added to all Alumni Weekend promotional emails encouraging reunion class giving. Formal invitations were sent to the Class of 1962, future Golden Wolves, to encourage attendance at the upcoming Induction Ceremony (May 12) and encourage reunion class giving. Reply cards with gift opportunities were included, along with return envelopes.

**Online Giving with Event Registration**

We have enhanced giving opportunities on event registration pages offering additional giving options on all event registration pages on the alumni website, from $1 to $1,000. Through online registrations for events from February to April 9 we received a total of 41 gifts to the Loyola Fund totaling over $2,000.00.

**Jesuit Mission**

Loyola University New Orleans’ Jesuit Center and the Alumni Association presented the 2012 Lenten Series: “The Spiritual Exercises: The Heart of Ignatian Spirituality,” a series of lectures on Wednesdays in February and March to observe the season of Lent. Each of these free events took place on Loyola’s main campus at 7 p.m. To encourage and increase attendance, we mailed printed invitations locally to all alumni, parents, and friends and nationally, to those concerned about our Catholic identity. Besides the printed invitations, we promoted the events on social media, on the alumni website, in the monthly Pack Press, and the *Weekly Calendar of Events*.

A total of 210 people attended one or more of the lecture series and 100 people attended the Gregorian Chant Laetare Mass on Sunday, March 18, 2012, in Holy Name of Jesus Church.
We improved communications to alumni and friends to build attendance at other open Jesuit events using the alumni website, email newsletters, and social media to inform alumni about retreats, readings, and Sacramental events. Each Pack Press has featured a reading, Sacramental event, or information, including an Easter message from Fr. Dziak.

We have also promoted other Jesuit events to alumni in major cities: NYC Catholic Alumni Networking Reception and the National Jesuit Alumni Event in July hosted in conjunction with the JAA Conference. Both have been promoted extensively through email blasts.

We are also working with Mission & Ministry to offer an Ignatian Pilgrimage to Spain in June, 2013. It will be a joint trip offered to Loyola and Spring Hill graduates.

We have already identified and begun meeting with the 2012 Wolves on the Prowl National Service Day (“WOTP”) committee chairs. The date for 2012 WOTP has been confirmed and planning will begin in late April. The Committee chairs have established the goal of DOUBLING alumni participation in WOTP in 2012 from approximately 130 to 260 participants.

The Northshore Chapter is currently planning a lecture with a Jesuit priest for Sunday, July 29 which will promote Ignatius Feast Day on July 31.

**Goal 2:** Assist in the initiation of the Leadership Phase of the *Faith in the Future* campaign.

**Upcoming Events in our Target Cities**

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

- **Atlanta Chapter,** “An Evening of Jazz” took place on Saturday, March 3, 2012, at the Lincoln Center Orchestra with Wynton Marsalis. The special university guest was Anthony A. Decuir, Ph.D., Associate Dean, College of Music and Fine Arts.
- **Miami Alumni Chapter** Crawfish Boil took place on March 31 at the home of board member Ed Clauthton ’94 and was attended by 31 people and a Freshman Send-Off is tentatively scheduled for August 4, 2012.
- **Northshore Chapter** is planning an Alumni Mass & Dinner to promote Ignatius’ Feast Day in July.
- **Houston Alumni Chapter** Crawfish Boil will take place on May 12 at the Houston Heights Women’s Club.
- **Atlanta Alumni Chapter** Crawfish Boil will take place on Saturday, May 12, 2012, at the home of Mike Blackstock ’98, Atlanta Chapter President and a Freshman Send-off event is tentatively scheduled for July 28.
• Tampa Chapter Crawfish Boil is tentatively set for May 20.

**Coach Louis “Rags” Scheuermann Baseball Scholarship and Coach James “Big Jim” McCafferty Scholarship**

• The Second Annual Coach Rags Scheuermann Scholarship Fundraiser will take place on May 3, 2012, at Walk On’s Bar and Bistreaux. Walk On’s has been very generous to donate the space, food, wine and beer, and valet parking. The scholarship committee has met four (4) times this year. With the committee’s help, letters and invitations have been mailed. The invitations were mailed on April 9 and the printing was donated by Floor de Lis, a Pel Hughes Company. Donations and replies are starting to be received.

• We worked with Development to raise $12,500 to receive matching funds from the Louisiana Independent College Foundation for the Coach “Big Jim” McCafferty Fund. Upon reaching this goal, a request was sent to the Louisiana Board of Regents asking that the fund receive a $40,000 match. This will allow the fund to be endowed at $100,000 and will aid student-athletes in basketball, track, and cross-country.

**Goal 3:** Continue to improve the return on the resources invested into the Office of Advancement.

**Maximize Alumni Events**

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

**Alumni Events for Constituent Group Engagement**

We are working with former voice students of Professor Mary Tortorich to plan a reunion in June. She taught at Loyola from 1942 to 1975. The event will include a Mass at Holy Name of Jesus and a concert in Roussel Hall on June 9, 2012. Alumni will perform at both.

**Social Media**

Facebook- We continue to post St. Ignatius quotes in the morning and alumni success stories, event photos, and information about upcoming events in the afternoon. Since the last Quarterly Report, we have raised the number of Facebook followers from 1679 to 1707. Facebook has changed their reporting. They are now reporting on reach. There is currently a reach of 1,901, up .98% from 4/3/12. The new goal is to have a reach of over 2000. We will also begin reporting on the number of engaged users – number of unique people who have clicked on a post to like, share, or comment. Since 3/1/12, we have had 170 engaged users. Since 4/1/12, there have been 42 engaged users. The goal is to have 60 engaged users per month.
Twitter-Working with the Marketing and Communications, a decision was made to close the Alumni Twitter page and incorporate it into the main Loyola Twitter page.

LinkedIn- This is used mostly for networking and employment opportunities. We have raised the numbers of followers from 2155 members to 2368 since last report. Our new goal is to raise the number of followers from 2300 to 2600.

Career Services and Networking
The College of Business (“CoB”) Alumni Board hosted its fifth Evening of Networking downtown at the Bar Uncommon on Thursday, April 5. The event was promoted via the alumni website and email blasts. New names were given to the Development team for further research.

The Young Alumni Pack has hosted four (4) events this year- Bouché (12/8/12); Greenville Parlor (2/7/12); Starlight Racing (3/16/12); The Rusty Nail (4/12/12).

CareerShift: The Career Development Center and the Office of Alumni Relations joined together to offer alumni the best resources available to assist them in their job search. CareerShift is a comprehensive online resource, designed to support the #1 request of job seekers: an easy to use web site to conduct and organize their job search. The service was launched on the alumni website on November 1, and an email was sent out to announce the launch of the new service. Since launching, 74 Loyola alumni have used the online service.

DinewOrleans, our mentoring program, is scheduled to take place on April 26. A total of 8 alumni have confirmed attendance. The event will be geared towards students in the College of Humanities and Natural Sciences who have interest in staying in the New Orleans area and working in the restaurant/hospitality industry.

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

Affinity Programs
Liberty Mutual Insurance: A royalty surplus was generated for the second contract year of the Alumni Insurance Program. As a result, the Alumni Association will be receiving a surplus check in the amount of $5,308.57. In the second contract year, the annual royalty guarantee was $5,000. Our efforts combined with the execution of Marsh’s marketing plan more than doubled the program's results.
Alumni Travel: We are planning to offer three new trips to alumni in 2013: Cruises to Alaska and Italy through GoNext Travel, and a travel excursion to Holland through Gohagan Travel. We have also planned two family trips, the Canadian Rockies by Train and the Yellowstone Family Adventure, through Collette Travel. We are also working with Mission & Ministry to offer an Ignatian Pilgrimage to Spain in June, 2013. It will be a joint trip offered to Loyola and Spring Hill graduates.

**Goal 4:** Continue to work with the Offices of Public Affairs and M & C and volunteers to plan and execute a successful Centennial Kick-Off, Alumni Weekend 2012, and the first annual Alumni College.

**CENTENNIAL KICK-OFF/ALUMNI WEEKEND, APRIL 13-15**

**All Alumni Welcome Reception and Reunion Class Dinners, April 13, 2012**
In collaboration with the Offices of Marketing and Communications and Development, the Office of Alumni Relations planned the All Alumni Welcome Reception that took place on Friday, April 13, in Monroe Library. Three hundred (300) members of the Loyola community, including faculty, staff, students, alumni, trustees, dignitaries, and community leaders gathered to celebrate the kick-off of a year-long celebration of Loyola's Centennial. On exhibit in the library was a fascinating look of Loyola’s first one hundred years through photographs, documents and artifacts from the Special Collections and Archives of the Monroe Library, the New Orleans Province of the Society of Jesus and personal collections of Loyola alumni and friends. A second exhibit, the Graphic Design Senior Exhibit, was viewed by guests in the Collins C. Diboll Art Gallery on the 4th floor. Dr. Bernard Cook, author of *Founded on Faith: A History of Loyola University New Orleans*, signed books on the 3rd floor.


**Founder’s Day, April 14**
The Office of Alumni Relations, again in collaboration with the other Offices in Institutional Advancement, participated in the Founder’s Day Celebration. Alumni were invited to Dr. Bernie Cook’s, *Founded on Faith* book signing, toured the campus, listened to Col. Bourgeois’ “Centennial Fanfare” concert, participated in the Celebratory Mass, enjoyed the Founder’s Day Picnic, and marveled at an amazing fireworks show off of Marquette Hall. During the picnic, Alumni Relations had a tent set up in front of Thomas Hall for alumni to pick up information about getting involved and upcoming events.

**Alumni Association Jazz Brunch, St. Charles Room, April 15, 2012**
Two hundred and twenty-five alumni and friends attended the Annual Brunch, the final event of Alumni Weekend 2012 which also serves as the annual meeting of the Alumni
Association. John “Jack” Dardis ’63 was recognized as the 2011 Adjutior Hominum Award recipient. Other award recipients were Eric Eckholdt ’89, College of Business Alumnus of the Year; Jean Gaul ’55, College of Humanities and Natural Sciences Alumna of the Year; John Deveney ’88, College of Social Sciences Alumnus of the Year; Georgia McBride ’06, MBA ’11 College of Music and Fine Arts Alumna of the Year; and Michelle Clarke ’06, Young Alumna of the Year. Alumni Board President, Ralph Litolff, Jr., passed the gavel to Amy Sins who recognized the 2012-2013 Alumni Association Board of Directors.

ALUMNI COLLEGE, JUNE 22-24, 2012

Invitations to the Inaugural Alumni College: Experience Loyola Again! Have been mailed. A volunteer committee made up of faculty, staff, and alumni planned a three-day weekend in June where alumni, spouses, family, and friends are invited to attend classes taught by Loyola’s outstanding faculty. Other features include faculty led tours to the Sculpture Garden at NOMA and the National WWII Museum, a special Friday Night Dinner at Arnaud’s Restaurant, and a Faculty Concert on Saturday.

When participants are not in class, they will have a chance to mingle at meals and social events with fellow participants, Loyola faculty and administrators. The classes offered are grouped into tracks or themes that will help identify topics of particular interest. There will be four tracks, six classes per track, and a joint session on Sunday, following Mass. For those wishing to experience dorm life once again, a small number of rooms in one of Loyola’s residence halls will be available.

CENTENNIAL ON THE ROAD

The Office of Alumni Relations is planning a series of events in our major chapter cities to capitalize on the excitement of the Centennial to inspire alumni, donors and prospective donors with a desire to engage with and support Loyola University New Orleans as we enter a second century with the Faith in the Future campaign. At these events, university leadership, faculty, and staff will celebrate Loyola’s past and a stirring vision of Loyola as it stands today looking to the future—unified around strategic priorities and projects that will make possible our further success in Jesuit higher education in the 21st century. A successful slate of events will result in new campaign volunteers and donors, as well as well-informed and excited donors who have already given to the campaign.

The event outline for each event will be nearly identical. The events will be approximately two hours long and will consist of a social mingling period providing guests the opportunity to walk through and explore the Monroe Library traveling Centennial exhibit featuring highlights in Loyola’s history over the last century. The program portion of the event will include a screening of the Centennial video and a short performance by a prominent College of Music and Fine Arts alumna or alumnus from the area. Dean Don Boomgaarden has offered to assist the Office of Alumni Relations in identifying performers in each location.
Dr. Bernie Cook will be the featured speaker at these events. The program portion of the event will end with remarks from either Fr. Wildes, Fr. Carter, or another senior university leader as we toast Loyola’s future.

In Fall 2012 there will be three Regional Centennial Celebrations: Chicago, New York, and Washington, D.C. If well received, we will have Regional Centennial Celebrations in Dallas, Los Angeles, Miami, and Atlanta. The locations of these celebrations have been carefully chosen. We have a large number of alumni and prospective donors in each of these cities. We also have successful Alumni Chapters in these cities and will utilize existing resources in each city to build successful events. A Regional Centennial Host Committee made up of chapter leadership will be recruited to help boost attendance and who may later serve as campaign volunteers.

**Goal 5: Measures of Success**

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

**Goal 6: GG&A Evaluation**

The Office of Alumni Relations received its evaluation from GG & A in September. We are evaluating the recommendations and will move forward appropriately.

**DEVELOPMENT – Chris Wiseman**

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

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

**Key Accomplishments and Challenges since the March 2012 meeting of the Institutional Advancement Committee of the Board of Trustees:**

- Fundraising results continue to be mixed at this point in the year. As of April 5, 2012, donors have contributed $16,300,384 toward the working campaign goal of $100 million. New gifts and pledges for FY 2012 stand at $3,593,604, toward a goal this year of $20,000,000. Unrestricted gifts toward current operations total $574,562, toward a goal of $1,000,000. Toward our goal of an undergraduate alumni giving participation rate of 10
percent, for the current fiscal year we have gifts from 2,118 alumni, or 7.4 percent, as of March 31, 2012.

- With our support, the president hosted the inaugural meeting of the Faith in the Future leadership (Fr. Kevin Wildes, Fr. James Carter, Mr. Derby Gisclair, and Mrs. Anne Milling). LTG (ret.) Russel Honoré was unable to attend, but Fr. Wildes will meet with him in the coming weeks. Bill Bishop, Terry Fisher, and Chris Wiseman from IA attended as well.

- Several current, emeriti, and former trustees are in the final stages of discussions regarding their initial campaign gifts. All are considering 6- or 7-figure gifts. The president and Development staff recently solicited a $10 million gift; the discussion went well, and we are in ongoing communication with the prospective donor regarding the potential gift. Another 8-figure solicitation is on the president’s agenda in the coming weeks.

- In response to annual giving results for this fiscal year that are relatively flat, we have changed our annual giving strategy to a more carefully segmented solicitation strategy. We are pursuing an aggressive mail, phone, and social media approach to contacting the over 30 percent of Loyola alumni who have never made a gift to the university. Darrin Blystad, a new Alumni Board member and 1995 graduate who this year made his first-ever gift to Loyola, has signed a letter to his 16,000 fellow alumni who have never made a gift, asking them to join him in “making history” during this Centennial year. The Alumni Board also is assisting us in seeking support from these donors. Related to the Centennial, we are initiating “100 Days of Giving” to close out the fiscal year, using social media and the Young Alumni Board to solicit support for the university.

- Annual Giving and Alumni Relations staff members continue to use our “Share Your Memories” interview questions as a way of using the Centennial to engage alumni during individual meetings. Among the Development staff, we will consider the massive effort to stage a successful Centennial kickoff weekend to be a success only if we are able to increase alumni and donor engagement (including philanthropy) as a result of our efforts. We are devising systematic follow-up strategies and tactics in order to leverage the excellent work staff members did during the initial Centennial celebrations.

- As of April 10, 2012, Development staff had submitted 117 formal proposals for major gifts, asking for a total of $24,625,744, during the current fiscal year. This is substantially up from 2010-2011’s full-year totals of 97 proposals and $14,888,939. We still have work to do to meet our goal of 250 major gift proposals for the fiscal year, but over the past two years, our drastic increase in serious gift discussions at a high level is cause for optimism that our fundraising totals (as measured by new gifts and pledges) will continue to improve. In short, because we have been asking more people and institutions for more and larger gifts over the past two years, we expect to receive more gifts totaling a greater number of dollars.

- We continue contact with peer institutions, especially in the areas of stewardship, annual giving and alumni giving participation rate, and major gift portfolios. The AVP for
Development is in close contact with his peer at Santa Clara University, where alumni giving participation has increased drastically over the past five years.

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

**Marketing and Communications – Terry Fisher**

**Recent Industry Awards:**
The Office of Marketing and Communications placed in several award competitions in 2012. The winning entries for the Office of Marketing and Communications are as follows:

*Higher Education Marketing Report’s 27th Annual Educational Advertising Awards*
The Educational Advertising Awards is the largest educational advertising awards competition in the country. This year, over 2,900 entries were received from more than one-thousand colleges, universities and secondary schools from all fifty states and several foreign countries.

*GOLD Magazine Advertising Series: US News Ad Series (3)*
*SILVER Imprinted Materials: Class of 2015 Beads*
*BRONZE Printed Newsletter: Neighborhood News*
*MERIT Newspaper Advertisement/Single Ad: Centennial Promotion - Loyola 1912*

**CASE District III Awards**
The [Office of Marketing and Communications](#) was recently recognized for its outstanding work by the Council for the Advancement and Support of Education with five Awards of Excellence, the highest category of awards CASE offers.

- Division - World Wide Web; Electronic Communication Social Media (web) “Pack Places” = Facebook page
- Division - Printed Publications; Tabloids and Newsletters (Public Affairs and Publications) "Neighborhood News"
• Division - Total Programs; Graphic ID Programs (Publications) Student Affairs Branding Campaign – “Lead The Pack”
• Division - Printed Publications; Annual Reports I (Publications) 2010 President’s Report- “Loyola at a Glance”
• Division - Electronic Communication; (Public Affairs) Chagas Disease Video Press Release

**Ad Club of New Orleans Award**
• Received a Gold ADDY Award in the Mobile Website category [http://m.loyno.edu](http://m.loyno.edu)

**LOYOLA 2012 UPDATE:**

**ENHANCE OUR NATIONAL REPUTATION**

**U.S. News and World Report’s Rankers’/National Reputation Campaign**
• As of January, OMC sent the following targeted communications to 363 peers at the 121 ranking institutions:
  • President’s Annual Report Mailed late January
  • *Chronicle of Higher Ed* Ads Study Abroad emphasis - January and March
  • Provost’s Report Mailed Late February
  • *LOYNO* Magazine Mailed Early March
  • Centennial VIP Invite Mailed Early March
  • Study Abroad mailer Mailed Late March
  • *US News & World Report* Best Grad Schools Ad April
  • Monthly e-newsletter/Highlights Sent March, April
  • Study abroad and service learning themes have been promoted on Loyola’s homepage at least twice per month in December and January (using feature story sliders, blog posts, and video spotlights).

**DEPARTMENTAL FY12 GOALS UPDATE:**

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

**Alumni magazine redesign and new website**

- After several months of research and planning, the *Loyola University New Orleans Magazine* was redesigned and renamed *LOYNO*, beginning with the spring 2012 issue (mailed March 6), in honor of our centennial.
- In addition, a new magazine website ([http://magazine.loyno.edu/](http://magazine.loyno.edu/)) was launched as a companion piece to *LOYNO*, featuring content from the print issue, new online-exclusive content posted monthly, and more avenues for alumni interaction and engagement (comments section, polls, Wolftracks).

- We mailed 2,750 pieces to alumni in the six target cities (Baton Rouge, Northshore, Houston, Atlanta, Miami, Tampa):
  - Letter from the President regarding university happenings (March)
- Developed waterfall inserts for Alumni Relations Engagement Folder.
- Designed and produced invites for events such as the Hall of Fame and the Rags Scheuermann
- Ad for the Alumni College was included in spring 2012 *LOYNO*.
- Created and produced for Alumni Relations a piece promoting the Alumni College, sent to 27,000 alumni. An electronic version of the Alumni College brochure lives online, and is linked to when emailing alumni.
- Executed an alumni e-survey in Late March 2012 which was sent to more than 16,000 alumni to solicit information on alumni giving, participation in events, communications, and social media. Results to be published in May 2012.

**SOCIAL MEDIA METRICS UPDATE:**

**Growth – (Measures Loyola Facebook page growth during Aug 1, 2011 – Mar 31, 2012)**

- New Facebook Fans: 1,116
- Total Lifetime Facebook Fans: 6,317 as of March 31, 2012
- New Twitter Followers: 870
- Total Lifetime Twitter Followers: 2,688
Reach - (Measures how many people have seen Loyola Facebook page and posts during Aug 1, 2011 – Mar 31, 2012)

- Page Views: 1,994,825 Facebook users
- Weekly Average Post Views: 10,096 Facebook users
- Average Total Replies & Retweets Reach: 358,032 Twitter users

Demographics -

- Primary Fan Demographic: Female (62%), Age 18–34
- Secondary Fan Demographic: Male (38%), Age 18-34
- Primary Location: Greater New Orleans area
- Secondary Locations: Baton Rouge, Houston, Chicago, New York City, NY, and Los Angeles

Engagement – (Measures total Likes, Comments and Fan Posts to Loyola Facebook page and total Replies, Retweets and Mentions to Loyola’s Twitter during Aug 1, 2011 – Mar 31, 2012)

- TOTAL FACEBOOK INTERACTIONS: 7,429
- TOTAL TWITTER INTERACTIONS: 2,228

2. **COORDINATE AND PROMOTE CENTENNIAL ACTIVITIES**

Centennial Week Recap

Kick-off of the year-long celebration in honor of Loyola’s centennial began with a campus-wide event for all faculty, students, and staff on February 16. Public celebration of centennial activities began the week of April 9. The Centennial Week events coordinated and/or promoted by Marketing + Communications included the following:

- Centennial Lecture Series - Leading the Way: Loyola and the Desegregation of New Orleans Panel Discussion
- Loyola’s Photographic Treasures with Harold Baquet
- Graphic Design Senior Exhibit Gallery Opening and Reception
- Jesuit Education and Social Change in Latin America Presentation, Fr. Alberto Munera, S.J.
- Loyola University Centennial Exhibit
- Centennial Celebrations Kick-Off and Alumni Welcome Cocktail Reception
- *Founded on Faith* Loyola history lecture and book signing by Dr. Bernard Cook
- Loyola Concert Band premiering the Centennial Fanfare by Col. John Bourgeois ’90, H’05
- 100th Anniversary Celebratory Mass with Sacred Music
- Founder’s Day Picnic Dinner Celebration with Live Music, video premier and fireworks
To date, response as to the success of the centennial activities, especially the Founders Day Picnic following the Celebratory mass, has been overwhelmingly positive. Attendance at all events exceeded expectations with over 325 attending the kick off reception, 700 to the Celebratory mass and over 600 to the picnic. Angela Turnbull, special events coordinator for the university, was key in the success of these very high profile events.

Marketing and Promotion

- In support of centennial, promotional ads were run in area publications including the Times Picayune, CityBusiness, Louisiana Weekly, Jewish News, Gambit, and The Maroon.
- New Orleans airport signage was updated with centennial graphics; an outdoor billboard “Celebrating 100 Years” is up on I-10, 30 double-sided centennial banners decorate both St Charles Avenue and Broadway.
- Produced a 10-minute definitive history of Loyola video, Founded on Faith, and three short historic video clips and one promotional video short
- The centennial website launched February 13, 2012.
- Produced and facilitated the publication and printing of Founded on Faith: A History of Loyola University New Orleans written by Dr. Bernard Cook
- Updated signage across both campuses with new centennial graphics- more than 188 placements
- Hosted two media lunches with key media leaders and Fr. Wildes to promote and inform them about our centennial’s significance; created and distributed 70 media kits
- Obtained five corporate sponsors
- Designed and executed the centennial logo and university brand standards
- Produced centennial ad specialties (backpacks, pens, pencils, notepads, cups, and wristbands) given out during the Centennial celebration.

Centennial Social Media

A Centennial photo posted to Facebook after the picnic garnered over 117 “likes” overnight. In support of Centennial, the following social media strategy was implemented:

  Facebook
  – Dedicated Centennial Landing Page
  – Create FB events for all Centennial celebration events
– Targeted Centennial messaging
– Continued Alumni outreach – Share Your Memories initiative, Populate University Milestones to Facebook Timeline

**Twitter**
– Official Centennial hashtag to use in Centennial messaging
– Targeted Centennial messaging

**Media Coverage of Centennial Events**
- WRBH Radio aired an interview with Centennial Committee chair Bill Bishop on April 1.
- LA Weekly ran an article on April 2.
- Harold Baquet on WWL-TV morning show on Thursday, April 5 to promote Loyola’s Photographic Treasures.
- WGNO aired a centennial story on News With a Twist Friday, April 6 at 5 p.m.
- Desegregation lectures in the Ad Reporter (Martin Covert) section of the Times-Picayune on Thursday, April 5.
- The Clarion Herald’s April 7 issue featured an article.
- The Times-Picayune ran a large front-page centennial feature on Sunday, April 8.
- Harold and Fr. Carter on Fox 8 WVUE-TV morning show on April 11 promoting centennial and Photographic Treasures.
- The Sun Herald ran an article on Thursday, April 12.
- I4U News ran an online article on Thursday, April 12.
- WWL Radio – Tommy Tucker interview with Meredith Hartley on Friday, April 13.
- La Fete News spotlighted Loyola’s centennial in its online newsletter April 13.
- WWNO promoted the centennial on its website.
- The Shreveport Times added centennial event information to its regional calendar.
- PR Web release was published online on WCCO-TV, WBBM-TV, WLS-TV, NewsOK.com.
- WGNO sent photographer/reporter to picnic celebration.
- WWL-TV attended the picnic with a photog/reporter.
- The Times-Picayune ran an editorial on the centennial on April 14.

**3. Ensure a successful Five year SACS accreditation review**

**SACs Web Assistance**
- Web Communications worked for four months (December to March) exclusively on initiatives related to the university’s SACS compliance.
- Work included creating a new website for the SACS Fifth Year Interim Report; ensuring all intranet sites for academic and non-academic areas were created and intranet information that existed for the report submitted in 2005 was restored; ensuring that links to the university’s intranet pages were displayed in a consistent way in the footer of Loyola’s 146 websites; restoring 1,000 broken links in the SACS Compliance Certification submitted in 2005; confirming that permissions for all intranet sites worked and that a login allows faculty/staff and SACS reviewers to access all intranet sites across
the university; creating, posting, and archiving pdf versions of Loyola web pages used in the Compliance Certification submitted in 2012; and creating a CD version of the SACS Fifth Year Interim Report website.

- Web Communications contributed 2,500+ staff hours to SACS web assistance.

4. **Engage Community Neighbors to Ensure Phase II Construction is Smoothly Implemented**

- The spring 2012 *Neighborhood Newsletter* was mailed in March to 1,800 neighbors who are homeowners within a one mile radius of both the main campus and Broadway campus and focused on centennial activities and promoting the Alumni College in June.

5. **In Support of Advancement Projects**

- Assisted Annual Giving with creation of four direct mail solicitation pieces,
- Worked with our vendor in creation of key messages for the upcoming campaign, and
- Initiated a “100 Days of Giving” social media campaign geared to increase alumni participation.
- The spring alumni magazine *LOYNO*, included an Annual Giving BRE
<table>
<thead>
<tr>
<th></th>
<th>8/1 to 3/31 FY 2008</th>
<th>8/1 to 3/31 FY 2009</th>
<th>8/1 to 3/31 FY 2010</th>
<th>8/1 to 3/31 FY 2011</th>
<th>8/1 to 3/31 FY 2012</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted Income for Current Operations</td>
<td>$611,248</td>
<td>$512,146</td>
<td>$603,654</td>
<td>$572,124</td>
<td>$525,084*</td>
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<td>Unrestricted Goal</td>
<td>$1,000,000</td>
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<td>$451,159</td>
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<td>Percent of Goal Achieved</td>
<td>52.51%</td>
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<td>University Unrestricted &amp; Budget Relief Gifts</td>
<td>$1,444,071</td>
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<td>University Unrestricted &amp; Budget Relief Goal</td>
<td>$1,845,000</td>
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<tr>
<td>Percent of Goal Achieved</td>
<td>78.27%</td>
<td></td>
<td></td>
<td></td>
<td>74.21%</td>
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<tr>
<td>Total Gift Income</td>
<td>$3,641,515</td>
<td>$4,397,548</td>
<td>$3,390,173</td>
<td>$3,656,950</td>
<td>$4,200,673</td>
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<tr>
<td>New Gifts and Pledges</td>
<td>$3,361,162</td>
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<td></td>
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<td>$2,941,270</td>
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<td>New Gifts and Pledges Goal</td>
<td>$20,000,000</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Percent of Goal Achieved</td>
<td>16.81%</td>
<td></td>
<td></td>
<td></td>
<td>14.71%</td>
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<td>Total Gifts and Pledges</td>
<td>$3,675,591</td>
<td>$4,421,677</td>
<td>$3,699,311</td>
<td>$10,064,115</td>
<td>$5,874,255</td>
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<td>Faith in the Future Campaign</td>
<td>$16,058,262</td>
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<td>$15,209,803</td>
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<td>Faith in the Future Campaign Goal</td>
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<td></td>
<td></td>
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<tr>
<td>Percent of Goal Achieved</td>
<td>16.06%</td>
<td></td>
<td></td>
<td></td>
<td>15.21%</td>
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* includes $34,493 annuity proceeds for Gancheau Trust and other unrestricted income
### Loyola University New Orleans

**Gift Income Comparison, Fiscal Years 2008-2012**

<table>
<thead>
<tr>
<th></th>
<th>8/1 to 3/31</th>
<th>8/1 to 3/31</th>
<th>8/1 to 3/31</th>
<th>8/1 to 3/31</th>
<th>8/1 to 3/31</th>
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<tr>
<td><strong>Outright Gift Income for Capital Purposes</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Endowment</td>
<td>$642,655</td>
<td>$1,565,914</td>
<td>$351,884</td>
<td>$377,850</td>
<td>$860,512</td>
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<tr>
<td>Property, Building &amp; Equipment</td>
<td>$228,500</td>
<td>$100,000</td>
<td>$314,551</td>
<td>$932,686</td>
<td>$1,119,574</td>
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<tr>
<td>Non-Endowed Programs &amp; Grants</td>
<td>$331,465</td>
<td>$249,100</td>
<td>$37,334</td>
<td>$175,115</td>
<td>$51,170</td>
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<td>Gifts in Kind</td>
<td>$20,119</td>
<td>$153,486</td>
<td>$598,573</td>
<td>$48,340</td>
<td>$66,556</td>
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<td>Annuities (Deferred Gifts)</td>
<td>$2,615</td>
<td>$446,814</td>
<td>$6,733</td>
<td>$266,630</td>
<td>$56,342</td>
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<td>Total</td>
<td>$1,225,354</td>
<td>$2,515,114</td>
<td>$1,308,074</td>
<td>$1,800,620</td>
<td>$2,154,154</td>
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<tr>
<td><strong>Outright Gift Income for Current Operations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Restricted</td>
<td>$1,804,914</td>
<td>$1,370,288</td>
<td>$1,478,445</td>
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<td>Unrestricted</td>
<td>$611,248</td>
<td>$512,146</td>
<td>$603,654</td>
<td>$572,124</td>
<td>$490,909</td>
</tr>
<tr>
<td>Total</td>
<td>$2,416,161</td>
<td>$1,882,434</td>
<td>$2,082,099</td>
<td>$1,856,329</td>
<td>$2,046,518</td>
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</tbody>
</table>

**Total Outright Gifts**

|                                |            |            |            |            |            |
|                                | $3,641,515 | $4,397,548 | $3,390,173 | $3,656,950 | $4,200,673 |
ALUMNI GIFTS FISCAL 09 TO 12

FISCAL YEARS

8/1/2008 TO 3/31/09: $1,690,426
8/1/2009 TO 3/31/10: $915,365
8/1/2010 TO 3/31/2011: $987,671
8/1/2011 TO 3/31/2012: $989,447
<table>
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<tr>
<th></th>
<th>Of Record</th>
<th># Donors</th>
<th>Part. Rate</th>
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</thead>
<tbody>
<tr>
<td><strong>Fiscal Year 2012</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undergrad (to March 31, 2012)</td>
<td>28,676</td>
<td>1,840</td>
<td>6.42%</td>
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<tr>
<td>Graduate</td>
<td>14,677</td>
<td>582</td>
<td>3.97%</td>
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<tr>
<td>Alumni Total</td>
<td>45,122</td>
<td>2,659</td>
<td>5.89%</td>
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</table>
ACTION ITEMS

ACTION ITEM  Approval of endowed professorship:
The Clifton A. Morvant Distinguished Professorship in Business

ACTION ITEM  Approval of endowed scholarship:
The Coach James “Big Jim” McCafferty Endowed Scholarship for First Generation Students

ACTION ITEM  Approval of new policy:
Loyola University Naming Policy

ACTION ITEM  Approval of revised policy:
Loyola University Gift and Pledge Policies and Procedures
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

THE CLIFTON A. MORVANT DISTINGUISHED PROFESSORSHIP IN BUSINESS

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish THE CLIFTON A. MORVANT DISTINGUISHED PROFESSORSHIP IN BUSINESS.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of THE CLIFTON A. MORVANT DISTINGUISHED PROFESSORSHIP IN BUSINESS.

Loyola University New Orleans has established the Loyola University New Orleans Endowed Professorship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed professorship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of THE CLIFTON A. MORVANT DISTINGUISHED PROFESSORSHIP IN BUSINESS.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the ____ day of May 2012.

__________________________________
JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

__________________________________
__________________________________
__________________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this
_____ Day of ________________ 20__

__________________________________
Monique G. Gardner
Notary Public in and for Orleans Parish, LA
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

COACH JAMES “BIG JIM” MC CAFFERTY ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS

RESOLVED: that the Loyola University New Orleans Endowed 1st Generation Scholarship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the COACH JAMES “BIG JIM” MC CAFFERTY ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the COACH JAMES “BIG JIM” MC CAFFERTY ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

Loyola University New Orleans has established the Loyola University New Orleans Endowed First Generation Scholarship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed first-generation scholarship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed 1st Generation Trust Fund were dedicated to the purposes of the COACH JAMES “BIG JIM” MC CAFFERTY ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the ____ day of May 2012.

JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

_____________________________

_____________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this
____ Day of _______________ 2012

Monique G. Gardner
Notary Public
LOYOLA UNIVERSITY NEW ORLEANS
NAMING POLICY

Adopted by the Board of Trustees on ______________

I. Statement of Policy

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

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

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

Loyola University New Orleans, through the Office of the President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], reserves the right of final approval for the name(s) recommended for any of the opportunities in the sections that follow. University approval cannot be granted until the donor’s name or the name(s) of the person(s) being memorialized are known. In all cases, initial approval must be received prior to any formal solicitation in which any naming opportunity is contemplated, following the procedures outlined in this document.

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

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

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

II. Purpose

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

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

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

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

III. Applicability

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

IV. Definitions

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

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

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

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

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

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

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

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

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

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

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

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

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

V. Procedures

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

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

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

D. **Administration**: For administration of this policy, the Named Gifts Program Committee shall review all proposals to name physical and academic entities and collections. The committee then forwards its recommendations to the President for his review. The President will forward to the Board when appropriate [see 2d paragraph of Section V.M.].

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

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

G. Naming Related to a Fund Raising Campaign: When a Naming is contemplated as part of a fund raising campaign, that campaign, the proposed naming and the associated private-fund contributions to be sought shall have prior approval of the President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.].

H. Corporate Naming: Each Corporate Naming must be approved by the President. The President will consult with the Board of Trustees when appropriate [see 2d paragraph of Section V.M.]. The Vice President for Institutional Advancement must complete a due diligence review of the corporation prior to any corporate naming. [See Loyola University New Orleans Gift and Pledge Policies and Procedures, May 18, 2012.] Each corporate naming must be analyzed by the Vice President for Institutional Advancement and the Named Gifts Program Committee to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a facility financed with the proceeds of tax-exempt bonds. Any agreements shall be reviewed and approved by the Office of General Counsel. The University President shall have authority to sign such gift agreements.

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

J. Permanence of Naming: The naming of physical entities is intended to be in place for the life of the specific physical entity. If, in the determination of the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], circumstances change so that the purpose for which the physical entity was established is significantly altered or if the physical entity is no longer needed or habitable, the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], in consultation with appropriate academic and/or administrative leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor’s naming gift in perpetuity. If the University and the donor(s) previously established a Gift Agreement or contract that provides a practicable course of action, then that action shall be followed.

K. Removing a Name: Loyola University New Orleans naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character, and leadership consistent with the highest values of Loyola University New Orleans. If, in the
determination of the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], those attributes are not maintained, the President and the Board of Trustees reserve the right to remove the donor’s/honoree’s name from a physical entity at any time. The President, with authority as delegated by the Board of Trustees, may approve removing a name from other entities (e.g., facilities within buildings, academic programs, chairs, scholarships, etc.).

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

If the pledge is not fulfilled, but the naming has been authorized by the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], then this change must be reported to the Board of Trustees – through the appropriate committee – so that it can be reflected in the official minutes. If only partial funding is received that is less than the required naming threshold, yet sufficient for an alternative naming opportunity, the above procedures govern any renegotiation for a suitable naming opportunity.

M. **Minimum Dollar Amounts Necessary for Naming – General Considerations**: Loyola University New Orleans establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document. The gift levels are intended as minimum amounts necessary to name the respective fund, program, unit or space. Such minimums are important in order to ensure that the academic unit or program has sufficient funds available to accomplish the mission of the program or function named by the donor. Giving opportunities are based on benchmarking studies and are determined in conjunction with academic leadership and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.].

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

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

**Areas within Buildings and Other Facilities**: Naming of areas within buildings and other facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories and workshops must be approved by the President upon the recommendation of Named Gifts Program Committee.

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*Loyola University New Orleans*

*May 17, 2012*

*ACTION ITEMS*

*Institutional Advancement*

*Loyola University New Orleans 05-17-2012*

*Naming Policy*

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Streets: The naming of all streets located on the campus of the University or on a property owned by the University must be approved by the President upon the recommendation of the Named Gifts Program Committee. The naming of a street is a rare occurrence for which there is not an established gift requirement.

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

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

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

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

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

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

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

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

As delineated in the Naming Policy above, the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], will have final approval in any decision to name buildings or grounds. In consideration of such naming, the following guidelines will be followed:

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

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

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

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

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

The President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.] will have final approval in any decision to name a college, school, department, institute, and university-wide center. In considering the naming of one of these important, socially valuable areas, it is critical that Loyola University New Orleans proceed with extreme sensitivity considering a number of factors in addition to the level
of gift. Therefore, in consideration of such naming the following conditions must be satisfied:

1. Naming is already a well-accepted practice among the leaders nationally in the domain of the unit under consideration, or naming is so obviously compatible with the mission of the unit that Loyola New Orleans can be comfortable in taking the lead in setting a new pattern.

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

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

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

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

**Minimum Funding Guidelines for Naming Academic Entities**

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

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

**B. Endowment Funding Minimums by Type**

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

Note on philanthropic funds matched by governmental funds:
The Board of Regents for the state of Louisiana encourages philanthropic support of scholarship and teaching through a matching gifts program for endowed chairs and professorships.

For endowed chairs, the **minimum philanthropic investment** at Loyola is $2 million.

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

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

**Endowed Leadership Positions:**

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

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

**Endowed Unit Director or Department Chairperson Positions:**

$2 million minimum philanthropic gift—or more, depending upon the size and scale of the unit—is necessary.

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

**Endowed Faculty Chair:**

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

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

**Endowed Faculty Professorship:**

$100,000 minimum gift is necessary (to be combined with a prospective $40,000 match from the Board of Regents).
Purpose: To recruit, retain, and reward outstanding faculty members. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplementation.

**Endowed Visiting Professorship:**

$3,000,000 minimum philanthropic gift is necessary.

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

**Endowed Faculty Fellowship:**

$100,000 minimum gift is necessary.

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

**Endowed Lectureship:**

$50,000 minimum gift is necessary.

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

**Endowed Scholarships:**

$25,000 is necessary for a scholarship

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

**Endowed Book Fund:**

$25,000 minimum gift is necessary.

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

**Program Support Endowments:**

$25,000 minimum gift is necessary.

Purpose: To support specific or general programs of Loyola University New Orleans or of a particular unit/department. Can support areas such as faculty,
staff, students, operations, research, etc. May be at the discretion of a Dean, Director, Unit Director, or Department Chairperson.

Endowed Laboratory:
$100,000 minimum gift is necessary, depending on the discipline and size and scope of the program.

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

Naming Through Non-Endowed Funds

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

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

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

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

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

Other Named Funds

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

Submitted by: _______________________________ Date: __________________________

Description of what is to be named: _____________________________________________

Proposed name: ________________________________________________________________

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

Gift Amount: $____________________

Schedule of Payments: __________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Additional Information (attach supporting documentation): ____________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Approval Signatures and Date:

Dean of requesting unit (if applicable) _______________________________ Date

Vice President of requesting office (if applicable) _______________________________ Date

Vice President for Institutional Advancement _______________________________ Date

President ____________________________________________________________ Date

Designee of University Board of Trustees (if appropriate) ________________________ Date
Gift and Pledge Policies and Procedures

Approved by Board of Trustees March 18, 2011
Revised Draft 04-27-2012

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 philanthropic 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 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.

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.

B. Gifts to the university should be made in the name of Loyola University New Orleans. All gifts to the university are to 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 the vice president for institutional advancement’s 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:
E. Pledges of outright gifts should be written and should commit to a specific dollar amount that will be paid according to a preferred time schedule.

<table>
<thead>
<tr>
<th>Preferred Schedule for Pledges</th>
<th>Pledge Amount</th>
<th>Maximum Pledge Period</th>
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</thead>
<tbody>
<tr>
<td>Less than $5,000</td>
<td>One (1) year</td>
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</tr>
<tr>
<td>$5,000 to $24,999</td>
<td>Three (3) years</td>
<td></td>
</tr>
<tr>
<td>$25,000 and above</td>
<td>Five (5) years*</td>
<td></td>
</tr>
</tbody>
</table>

* Exceptions can be made for pledges of $1 million and larger.

F. The president of the university, vice president for institutional advancement, or vice president for finance shall have authority to sign planned giving agreements on behalf of the university. Any agreement that does not meet the requirements of the current guidelines shall require the approval of the vice president for institutional advancement, the president, and, if appropriate, the Board of Trustees.

G. 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. (See K for discussion of unacceptable gifts.) 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.

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.

I. Conflicts of Interest. (See Loyola University’s Conflict of Interest Policy, approved by the president, June 7, 2011.) Note that acts or allegations of self-
dealing are covered by, and should be addressed in accordance with, Loyola’s Conflict of Interest of Policy.

J. Due to the potential conflict of interest and scope of duties required, Loyola and its representatives shall be prohibited from serving as an executor of any estate in which Loyola University is named as a beneficiary.

K. Unacceptable Gifts. Loyola reserves the right to refuse any gift that is not consistent with its mission. In addition to and without limiting the generality of, the following are examples of gifts that will not be accepted by Loyola:

(1) Gifts that create scholarships, fellowships, professorships, chairs, or lecture series with restrictive clauses that:
   • Give the donor or his/her representative the right to designate the recipient.
   • Do not meet the academic priorities of the university.
(2) Gifts that compromise the university’s academic integrity or interfere with the university’s academic freedom.
(3) Gifts that require an arrangement to do business with a specified person or company or future employment at the university.
(4) Gifts that are financially unsound or could expose the university to liability or embarrassment.
(5) Gifts that rely on a third party appraisal provided to the donor that is perceived to be inaccurate or unreliable.
(6) The size or benefit of gifts is perceived to be disproportionate to the work or cost required to sustain the gifts.
(7) Gifts that violate any federal, state, or local statute or ordinance.
(8) Gifts that contain unreasonable conditions (e.g., a lien or other encumbrance) or gifts of partial interest in property.

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

M. Loyola expresses its gratitude for certain gifts by naming buildings, rooms, programs, scholarships, or other endowments in honor of donors. This practice is governed by the Naming Policy of Loyola University New Orleans, which was approved by the Board of Trustees on May 18, 2012.
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 recorded 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 brokerage account or business office for immediate sale, consistent with the established policies of the university.

B. Gifts of closely held stock will be recorded 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, a gift of closely held stock may be recorded 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 recorded at fair market value at the time such gifts are 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 federal, state, and local laws governing the university’s acquisition of real property. The Board of Trustees will consider gifts of real property, both improved and unimproved, including gifts subject to a retained life estate, only after a thorough review of the criteria for acceptance set forth in (1) below under the direction and supervision of the assistant vice president for administration, physical plant.

Loyola University shall use extreme caution in accepting gifts of real property that are not in the immediate vicinity of the university since management and oversight of remote properties could impose unacceptable risks and liabilities on the university.
Outright gifts of hard-to-value assets such as mineral rights or limited partnerships will be recorded at $1, and additional credit will be given as the proceeds are received.

(1) Criteria for acceptance of gifts of real estate:

(a) Market Value and Marketability. The assistant vice president for administration, physical plant, must receive a reasonably current appraisal of the fair market value of the property and interest in the property the university would receive if the proposed gift were approved. Development officers will inform the donor that, if the gift is completed, the IRS will require an appraisal made within 60 days of the date of gift. Development officers will communicate to donors that it is the university’s policy to dispose of all gifts of real estate (other than property which the university wishes to retain) as expeditiously as possible. Thus, regardless of the value placed on the property by the donor’s appraisal, the university will attempt to sell at a reasonable price in light of current market conditions, and the development officer will inform the donor of any such sale occurring within two years of the date of gift and that such sale will be reported to the IRS on Form 8282.

(b) Potential Environmental Risks. All proposed gifts of real property, including gifts from estates, must be accompanied by a Phase I environmental audit performed at the donor’s expense. The only permitted exception to this requirement is for residential property which has been used solely for residential purposes for a significant (at least 20 years) period of time. In cases where this exception applies and no environmental audit is undertaken, the donor/executor must have outside parties complete an Environmental Checklist prepared by the assistant vice president for administration, physical plant, and may be required to execute an environmental indemnity agreement. Even in cases where a Phase I audit is submitted, the general counsel may require that the donor sign a letter indemnifying and holding the university harmless from any and all liability arising from acts occurring prior to the university’s ownership of the property.

(c) Limitations and Encumbrances. The existence of any and all mortgages, deeds of trust, restrictions, reservations, easements,
mechanic liens, and other limitations of record must be disclosed. No gift of real estate will be accepted until all mortgages, deeds of trust, liens, and other encumbrances have been discharged, except in very unusual cases where the fair market value of the university’s interest in the property net of all encumbrances is substantial.

(d) Carrying Costs. The existence and amount of any carrying costs, including but not limited to property owners’ association dues, country club membership dues, and transfer charges, taxes, and insurance, must be disclosed.

(e) Title Information. A copy of any title information in the possession of the donor, such as the most recent survey of the property, a title insurance policy, and/or an attorney’s title opinion, must be furnished.

(f) The information required in (a) through (e) above should not be considered as all inclusive. The offices of the general counsel, institutional advancement, the assistant vice president for administration, and the vice president for finance and administration, may request additional information be submitted to ensure that due diligence is executed prior to the acceptance of any gift of real estate.

(2) Approval/acceptance process for gifts of real estate:

(a) The assistant vice president for administration, physical plant, with the assistance of the development officer will prepare a written summary of the gift proposal and submit that summary to the general counsel through the director of planned giving. At a minimum, the summary shall include the following information:

(i) description of real property;

(ii) the purpose of the gift (e.g., an unrestricted gift, a gift to fund an endowed chair, a deferred gift) and the department(s), program(s), or endowment(s) to benefit from the gift;
(iii) an appraisal of the property’s and, if different, the university’s interest in the property’s fair market value and marketability;

(iv) any potential for income and expenses, encumbrances, and carry costs prior to disposition;

(v) any environmental risks or problems revealed by audit or survey;

(vi) any potential university use; and

(vii) any special arrangements requested by the donor concerning disposition (e.g., price considerations, time duration prior to disposition, potential buyers, realtors, or brokers with whom the donor would like the university to list the property, etc.).

(b) The general counsel will provide legal advice to the president regarding the proposed property. The president shall communicate the final determination to the vice president for institutional advancement. The vice president for institutional advancement shall communicate the university’s decision to the donor in writing, including any conditions imposed by the president and/or general counsel prior to acceptance.

(c) If a proposed gift of real property is approved by the president, the director of advancement records will record the gift on behalf of the university upon notice by the general counsel that the property has been properly recorded in the local Conveyance Office or Registry of Deeds. The university will not appraise or assign a value to the gift property. It is the donor’s responsibility to establish a value for the gift and to provide, at the donor’s expense, a qualified appraisal required by the IRS.

(d) The execution and delivery of a deed of gift or other appropriate conveyance will complete the gift. The costs associated with the conveyance and delivery of the gift, including but not limited to recording fees and, if deemed necessary by the general counsel, a current survey, title insurance and/or an attorney’s title opinion, will be either paid by the donor or charged to the fund code of the
D. Outright gifts of tangible personal property for which donors qualify for a charitable gift deduction under current IRS rules will be recorded at the appraised value of the property at the time it is transferred to Loyola University, less any encumbrances. Unless otherwise authorized by the president, and where appropriate, 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 preceding sentence shall not apply to gifts of tangible personal property intended by both the donor and Loyola University New Orleans to be retained for the use 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 recorded 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 less than or equal to $5,000 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 recorded 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 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 older, and at the replacement value for donors younger than 65. See Section III, D below for administrative procedures related to gifts of life insurance.

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. The preceding will not apply to commemoration of planned gifts through membership in any planned giving recognition society; the Heritage Society, as an example.

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

G. Bequests and other deferred gifts will be recorded as received, if not reported in a previous campaign. Such gifts will be recorded 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).

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, 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 annuities, 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 recorded 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 older at the time of their first life income payment.

2. At the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code, in the case of charitable remainder unitrusts, annuity trusts, and charitable gift annuities for life beneficiary or beneficiaries below age 60 at the time of their first life income payment.

3. 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 $10,000 consisting 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 trusts 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.

(3) 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. All gifts of life insurance must comply with applicable state insurance regulations, including insurable interest clauses.

IV. Policies Pertaining to Endowment Funds and Restricted Gifts

A. Unrestricted gifts shall be encouraged unless the donor indicates that he or she is only willing to make a restricted gift.

In drafting instruments for the gift of restricted funds to Loyola, donors and their advisors shall be encouraged to use language that would permit application of the gift to a more general purpose if, in the determination of the Board, the designated purpose is no longer feasible or practicable.

B. 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.

C. Endowment gifts may be used to establish a special endowment fund or may be added to an existing endowment fund.
D. Persons interested in establishing an endowment fund are encouraged to consult with the vice president for institutional advancement or his/her designated representative prior to making the gift so that the donor’s intentions are appropriately established in writing through a gift agreement. Negotiation of any endowment agreement on behalf of the university shall be done over the signature, and with the full knowledge, of the president of the university and in compliance with university policy.

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 or impracticable to apply the endowment proceeds to the purpose for which it was originally designated.

E. Gifts to establish 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 an endowment fund shall not apply to any endowment fund(s) already established at the time these policies are adopted.

Loyola University reserves the right to review the minimum amounts required for 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 endowment fund, such action shall not be retroactive to funds already established.

See Naming Policy of Loyola University New Orleans, which was approved by the Board of Trustees on May 18, 2012.

F. Endowment Levels:

(1) A minimum of $25,000 is required for a fund to be endowed.
(2) The minimum endowment level for a professorship is $100,000 in private funds. 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 sufficient non-state monies have been raised, Loyola may apply to the Board of Regents for matching funds. (See note in Section V, C and D (12) on matching government funds.)

(3) The minimum endowment level for a chair is $2,000,000 in private funds. 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 sufficient non-state monies have been raised, Loyola may apply to the Board of Regents for matching funds. (See note in Section V on matching government funds.)

G. Funds that have not reached the minimum endowment level after a period of five years from the initial gift will be released from the endowment fund after the university has made an attempt to notify the donor(s). The funds raised will immediately be available for the purposes that closely approximate the donor’s original intent, if not possible or practicable, shall immediately be made available for current use.

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

V. Policies Specific to Comprehensive Fundraising Campaigns

A. Introduction: The purpose of this section is to summarize the guidelines that will be used to count gifts to comprehensive fundraising campaigns for Loyola University New Orleans. These guidelines comply with standard practices for reports on campaign fundraising progress in institutions of higher education. Furthermore, it is intended that these guidelines be consistent with existing Loyola University New Orleans gifts and pledge policies and procedures.

B. Certain planned gifts, like charitable remainder trusts or gift annuities, will be recognized toward the achievement of the campaign goal in a separate category of “future commitments” using either of two values: the face value of the gift and the discounted present value of the gift. While the face value indicates the importance of planned gifts in reaching the goal, the discounted present value distinguishes them from outright gifts available for immediate use. Note that
these gifts will not be included in the calculation of the achievement of the campaign’s goal until they are realized.

C. Matching government funds (i.e., Board of Regents) will not be counted in campaign attainment figures, though they will be reported as other funds raised as a direct result of private campaign gifts.

D. All other philanthropic gifts to Loyola University during the campaign period will be counted toward the achievement of the campaign goal, in accordance with the following guidelines:

(1) Cash Payments: All outright gifts by cash or check made during the campaign will be credited to the campaign at face value, provided these gifts are not payments on pledges that were counted in previous campaigns.

(2) Pledges: All pledges of five years or less will be counted toward the campaign goal provided that they are initiated during the campaign, and are documented in writing, including pledge amount, designation, payment schedule, donor signature, matching gift information if applicable, and date.

For promises to give greater than $1M, and on a case-by-case basis, the pledge payment period may be extended to longer than five years.

(3) Securities: Securities will be accepted and counted toward the campaign according to the following:

a) Marketable Securities: Such gifts will be valued at the mean market value on the date the donor relinquishes control to the institution, consistent with existing Loyola University New Orleans gifts and pledge policies and procedures.

b) Closely Held Securities: Gifts of closely held stock exceeding $10,000 in value will be reported at the fair market value placed on them by a qualified independent appraiser as required by Loyola University New Orleans gifts and pledge policies and procedures for valuing gifts of non-publicly traded stock. Gifts of $10,000 or less may be valued at the per-share cash purchase price of the most recent transaction.
c) S-Corporation Stock: Because of significant tax and legal implications for Loyola, proposed gifts of stock in S-Corporations must be authorized in advance by the university’s Board of Trustees and/or appropriate university officers as authorized by the president of the university. For income tax purposes (including substantiation), the donor will need to follow the guidelines for valuation of closely-held stock outlined in paragraph 3b above. For campaign counting and naming opportunity purposes, the donor will be apprised that the gift will be credited at its after-tax value to Loyola.

(4) Property: Gifts of real estate, tangible personal property (e.g. artwork, books, cars, boats, animals, jewelry) and intellectual property valued in excess of $5,000 require an independent appraisal of fair market value paid for by the prospective donor before being credited to the campaign goal.

(5) Charitable Remainder Trusts: Charitable remainder trusts (including charitable remainder trusts administered outside the institution) will be credited to the “future commitments” section of campaign totals at the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code, provided Loyola is named irrevocable beneficiary.

(6) Charitable Gift Annuities: Gift annuities will be credited to the “future commitments” section of the campaign totals at the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code.

(7) Remainder Interest in a Residence or Farm: A gift of a remainder interest in a personal residence or farm will be credited in the “future commitments” section of campaign totals at the face value of the asset transferred.

(8) Charitable Lead Trusts: For lead trusts whose terms extend within the campaign period, the face value of the income stream may be reported under the current “gifts and pledges” section of campaign totals.

(9) Wholly Charitable Trusts Administered By Others: The fair-market value of the assets, or a portion of the assets, of such a trust administered by an outside fiduciary should be counted in the “gifts and pledges” section of campaign totals for the year in which the trust is established, provided
that Loyola has an irrevocable right to all or a predetermined portion of the income of the trust.

(10) Limited Partnerships, Mortgages and Notes, Patents and Copyrights: Acceptance of these types of gifts requires prior approval by the university’s Board of Trustees and/or appropriate university officers as authorized by the president of the university, and will be determined on a case-by-case basis. Those that can be assigned a fair market value will be counted toward the campaign.

(11) Non-Government Grants and Contracts: Grant income from private, non-government (domestic) sources, or foreign governments should be reported; contract revenue should be excluded.

(12) Matching Funds: Gifts received in cash from organizations or corporations to match gifts of cash or securities by individuals associated with that organization or corporation will be credited to the corporate donor’s gift record for the campaign. The individual donor whose gift is matched will receive associate and recognition credit for the matching amount. Matching government funds (i.e., Board of Regents) will not be counted in campaign attainment figures, though they will be reported as other funds raised as a direct result of private campaign gifts.

(13) Trust and Estate Distributions: All distributions from estates or trusts received during the campaign period will be counted at face value to the extent that no gift amount has been counted in a previous campaign.

(14) Bequest Intentions and Other Revocable Deferred Gifts: Bequest Intentions and other revocable deferred gifts accompanied by appropriate documentation within which a defined gift commitment is specified to be fulfilled by the gift, and adequately documented will be counted to the future commitments section of the campaign totals as follows, subject to the limitation below:

a) The donor must be age 60 or older. On a limited case-by-case basis, properly verified bequest intentions may be recognized and counted in the campaign future commitments totals for donors who are not yet 60 but will attain the actuarial age of 60 on or before the end of the campaign.
b) The commitment is for a single life only or all other beneficiaries are also over 60.

c) There is a specified amount or percentage specified in the will based on a credible estimate of the future value of the estate at the time the commitment is made.

d) The gift amount will be reported at face value in the deferred/future commitment portion of campaign reports.

e) Verification should be provided in one of the following forms:

1) A letter from the donor or the donor’s attorney; or

2) 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.

(15) Life Insurance: Life insurance policies will be counted in the future commitments section of the campaign totals only if Loyola is the owner and irrevocable beneficiary of the policy and the policy is fully paid-up.

a) Life insurance policies will be counted in one of two ways:

1) If the donor is less than 60 years of age, the policy will be counted at the interpolated terminal reserve (approximately the cash surrender value), in the future commitments section;

2) If the donor is 60 years of age or older, the policy will be counted at the death benefit value, counted at the face value in the future commitment totals.

b) Realized Death Benefits: The insurance company’s settlement amount for an insurance policy whose death benefit is realized during the campaign period, regardless of whether the policy is owned by Loyola, will be counted in campaign totals, to the extent that no gift amount was counted in a previous campaign.