



12/01/2020, 4:30 PM

Zoom

Senate Minutes

I. Roll Call

A. Call to Order at 4:32 PM

B. All Present

1. Not Present: Senator Joe Walsh

II. Visitors & Guest Speakers

A. Karen Paciero, VP of Advancement & Brandon Pond, Phonathon Director

1. She stated that she is celebrating 12 months in the role. It is her first role in the fundraising industry. She is pleased to find herself at Loyola and at a university that has remarkable dedication to social justice. She started her career as a probation officer and found it to be a horrible experience with an enormous barrier in the system. She then found a way to help children and families in a Detroit shelter. She was struggling to find progress and feel like she was making a difference. After getting her master's degree, she knew she did not want to work like that anymore. She transitioned to grant writing and learned more about fundraising. After 15 years of serving in Detroit, she went to St. Jude's and then worked another 10 years working with food banks. St. Jude's is one of the best in regard to their fundraising programs. She also spent 10 years at University of Chicago Medicine where she got another degree. She is thrilled to be back with a University with a social justice mission at heart. She has had a remarkable 12 months and is glad to finally be here.
2. Director Pond stated that he was a former student from Loyola and graduated in the Class of 2014 with a degree of forensic science. He did not feel passion for his career when he graduated. He had a wonderful experience as a student caller at Phonathon where he realized he enjoyed fundraising. He was here at Loyola on a scholarship and he felt good being able to help in the small way he could. He used those skills to get a job at Marquette University because he wanted to stay with Jesuit education. He worked with Athletics to raise support for their basketball team. He got a call from his friend who told him that the Phonathon Director position was open, so he came back. Since then, he has expanded the role. He is also overseeing student philanthropy programs through the annual giving office and also supporting Athletic from his knowledge at Marquette.
3. VP Paciero stated that she wanted to share the guiding principles with any high performance fundraising operation. They are always looking to optimize talent in pursuit of Loyola mission. What is most important is that the fundraising drives the mission. We need to foster gratitude and appreciation since every single gift counts. Philanthropy is really about changing lives whether that be by scholarship support or whether you are focused on outcomes of a research project. Fundraising is a team sport, and it takes all of us to come together to focus on the task at hand. Fundraising is driven by data and metrics which helps us focus on the tasks that drive results. Philanthropy is really about listening and asking questions. A good fundraising development professional is someone who listens, asks questions, and understands what the donor wants their gift to achieve. We must commit and retain our high performing advancement team.
4. The graph gives a snapshot of where they are with fundraising. Their goal this year is 48 million. This goal was set in the midst of the pandemic. We know that fundraising results will be impacted but we know that our team is committed.
5. This graph shows where the gifts go. Loyola University Chicago is a general fund where it is mainly scholarship gifts. Many of the schools and units where funds are going. A great story is that they recently secured a \$6 million gift. Some of it is not being reported due to it being a complex asset. It is going to the institute for the rule of law. It will help support students coming from under-resourced countries to come to Loyola and learn law so they can take the skills they learned back to their home countries. They are very excited about putting that gift to work. The donor is passionate about students taking the rule of law and changing the world.
6. This graph shows the attempt to forecast Loyola's growth. When she joined they had to come up with a five year plan on what type of growth they anticipated. She believes that Loyola can come to be a \$70 million a year operation. We are currently at about \$45 million. The projection was put together before we bounced into COVID. It feels doable with the commitment from the President's Office.

7. This graph shows another primary metric. There are two fundamental things they need to track. The participation rate is well below university standards. Most universities are at 19-20% while high performing universities are much higher. We are in the process of investing heavily that will drive that participation rate up. Every year when we graduate, the denominator gets bigger which offers us a greater challenge. This participation rate is something they will see great improvements in as we see a dedicated strategy to improve those trends.
8. Why is advancement so important, because advancement enables mission. This graph shows how endowment performs compared to peers. We are at the bottom and it is something we need to focus on.
9. There is a lot of conversation about Loyola moving into a campaign. Part of that is a big transformation. The annual giving is here due to participation from alumni because every gift is important. Priorities include annual giving, Arrupe College, Baumhart Center & Scholars, School for Environmental Sustainability, Parkinson School of Health Sciences & Public Health, Racial Justice Institute, Rule of Law Institute, Scholarships, and general schools and units.
10. Social media has become essential. It helps to promote all of the work they are doing which is extremely helpful.
11. Director Pond stated that Wolf & Kettle Day is a day that celebrates our donors, and it is the 10 year anniversary this year. Normally we are on both campuses where a student can stop by the table and hear how our donors' impact everyone at Loyola. Then they can write a handwritten thank you note. Last time they had 800 thank you notes which were all sent to donors. They also take text from the thank you note and use it in stewardship. Students can trade the thank you note in for a Lu Wolf and a snack. He is in the process of planning a virtual Wolf & Kettle Day.
12. He stated that the Student Alumni Ambassadors is a select group of students who assist the Alumni Relations Special Events Team in different events they hold at Loyola and throughout Chicago. Alumni always saw that they want to hear from students. They are students who represent Loyola at different events. They help with registration and operations but are also at the events as guests.
13. He stated that you can also join the philanthropy council. They are doing a lot of exciting changes where they are changing it from a senior focused-council to a more student-focused council. They want to open it up and getting people involved. He will have more information to share about it soon. It is a think-tank to see how to get more people involved. Please reach out if you are interested.
14. He stated that for seniors or juniors who are starting to think about graduation, embrace your soon to be alumni status. One of the biggest hurdles they face is how to get in contact with you. They have a lot of information to share. There are newsletters and announcements. There is a portal you can submit your info through to stay involved as active alumni.

#### B. Questions

1. Senator Doyle asked about what strategies are being invested in.
  - a. VP Paciero stated that there has been a specific design in the past about giving at the largest levels. The specific focused strategies for those largest gifts excluded giving and engagement with alumni. That included a comprehensive communication strategy. They are looking at all of the technology they need to do that. Part of their approach is building a robust experience for alums, that will help build value for Loyola and alumni. There is an opportunity to build career as you move out of your formal education stage.
2. Senator Thilges asked how will increasing engagement for alumni affect current undergraduate students
  - a. VP Paciero stated that if we can think about the contribution's alumni can make it can help with internships, jobs, and with scholarships. Giving from alumni is essential and will help Loyola years down the road. It will also help with the Loyola brand; we have people talking about how important Loyola is. The participation rate of alumni is a factor in the U.S. News & World Report rankings.
3. Senator Robbins asked with being in Covid, many freshman have not had an on-campus experience and it is hard to know what events are going on in relations to fundraising and what steps are being done to help with that.
  - a. VP Paciero stated that Covid has had a tremendous impact. Before the shutdown, she had a plan that was approved by the trustees in order to ramp up the investment which involved with hiring 30 more staff members. A lot of those staff had to do with a communication aspect that she was talking about earlier. When she worked at University of Chicago, she had asked alumni why they give back, and they said it is because they have had an awareness of philanthropy. That is something they have had to slow down. The philanthropy council will be instrumental to think about this as well. Covid has a big impact but giving has actually increased by 7% due to the need to invest in things that matter.
  - b. Senator Robbins asked how important the U.S. News & World Report rankings are important for fundraising.
  - c. VP Paciero stated that is a conversation that they have with the BoT every year. There are a lot of flaws in the way that metric is evaluated. However, there is one of the only rankings they have. She does not think it correlates with how many or how much people invest.
4. CFO Bello asked why you think that there is a group of alumni that we call and ask but still don't donate.

- a. VP Paciero stated that the reasons they give and don't give are very personal. She has had many conversations with many individuals and their decisions are normally very personal or it can be more strategic. We have to give them the opportunity to invest what they care about.
    5. Senator Pittman asked how you can keep in touch with alumni that don't keep their contact information up-to-date.
      - a. VP Paciero they are working on connected with current students. It is not easy to keep in touch with alumni, but there are ways to use publicly available contact information. The Fall following your graduation year is where they have Reunion 0 where they also get in touch with people.
    6. President Drescher asked she and VP Flores have talked to various other alumni board and was wondering how those groups fit into the plans that were stated before.
      - a. VP Paciero stated the affinity boards are important in the engagement metric. The more they can engage their alums, the better. Those are important groups; you want to tap those internal networks. In terms of racial justice, they are waiting to get all of the proposals coming out of that work. They have a strategy and have some prospects. They are working on putting to put an internal strategy where there is more to fill in and transitioning that to a fundraising case so donors can help with that. Being able to articulate what we are doing that is different from others is important.
    7. Senator Schmidt asked that all the donations matter, but with the smaller donations is there is a way that donors can say they want their money to go towards something specific.
      - a. VP Paciero stated that they want donors to be able to direct their funds to what they feel passionate about. It is something that they are working on. There are a lot of impact areas both at Loyola and in the community. People want to give to what they care about. The more they can ensure they can do that, the better. That is also the technology gift that is important.
- III. Approval of the Minutes
  - A. No Amendments Made.
  - B. Minutes are approved at 5:57 PM.
- IV. Advisors' and Chaplain's Reports
  - A. Chaplain (**Fr. Michael Christiana**)
    1. None at this time.
  - B. Advisor (**Dean Manzano/Rodriguez**)
    1. Advisor Manzano stated that the next webinar regarding details about the Spring semester is Sunday at 6:00 PM. The webinars are also being recorded and posted at <https://www.luc.edu/returntocampus/webinars>.
    2. Dean Rodriguez stated that he wanted to say good luck with finals and have a safe break. He asked everyone to say thank you to Advisor Manzano as this is his last meeting.
- V. Unfinished Business
  - A. None at this time.
- VI. New Business & Discussion
  - A. Spring SBR Report (**Senator Doyle**)
    1. Senator Doyle stated that there was a total of 24 events requested. They usually get about 80-90 requests. They were allocated \$150K, but only spent about \$14K. There were some challenges that they faced that dealt with documentation, merchandise, and non-fundable items. Budgets did not have the right documentation. They also have strict rules on merchandise and items that they cannot fund.
    2. Senator Bronec asked if it was customary that we are using so little of the budget.
      - a. Senator Doyle stated that they normally are way over budget. They usually have had to see what events they would need to cut since they cannot afford it.
      - b. Senator Bronec asked if there is a risk of the budget being decreased.
      - c. Senator Doyle stated that she doubts it. However, that decision rests with VP Neufeld. They do know how tight we are on a normal year when we are on campus.
    3. Senator Robbins asked that with the activities funded for next semester, are no in-person activities being funded.
      - a. Senator Doyle stated that no in-person event is being funded since they put people at risk and adverse effects of COVID-19. They feel like that would not be an ethical decision to make.
      - b. Senator Robbins stated that there are students unhappy with the decision. Is there a way to look at it from an entire Senate because he would approve of a system where there would be a safe event that was socially distanced with masks.
      - c. Senator Doyle stated that Allocations has a specific job to allocate money. They do not check in after the money gets allocated to the accounts. They have no way to enforce what happens after they give them that money. They do not have that power, that is also not their job. The committee did talk about this and they want to open this up for in-person events. However, the risks are high and real. They feel as though in-person events hosted by RSOs without any way to make sure that they are following proper Covid guidelines is not safe. This decision was not made lightly.
      - d. President Drescher stated that in terms of these decisions, that there are many nuances in that the events that it funds needs to be accessible to all students and the general population. Unless it includes

a virtual component, it won't fall under the guidelines of the SAF. Student life is organizing events outside of RSO events that are on campus that are done safely and monitored by staff to make sure it is safe.

4. Senator Brist asked if excess funds will roll over to next year.
  - a. Senator Doyle stated that she would love that, however, that does not happen. That money will get funneled back to Student Development or wherever it came from. They would be able to fund more events than in the past. Normally it would not happen either.

B. Spring Election Committee

1. Motion to create a Spring Elections Committee with a minimum of four members and a max of seven approved.
2. Motion to open the floor for nominations approved.
3. Senator Palmer nominated Senator Richards.
  - a. Senator Richards accepted.
4. Senator Bronec nominated ACO Esparza.
  - a. ACO Esparza accepted.
5. Senator Rafiq nominated BoT Representative Morris.
  - a. BoT Representative Morris accepted.
6. Senator Mallory nominated Senator Pittman.
  - a. Senator Pittman declined.
7. President Drescher nominated Senator Walsh.
  - a. Senator Walsh texted his acceptance.
8. President Drescher nominated AJ Zuniga.
  - a. AJ Zuniga texted his acceptance.
9. Motion to close floor for nominations approved.
10. Senator Richards, ACO Esparza, and BoT Representative Morris gave their acceptance speeches.
11. Motion to close the floor to all non-SGLC members and candidates and move to sequential discussion.
12. *Floor closed at 6:33 PM.*
13. Motion to open the floor to all non-SGLC members and candidates approved.
14. *Floor opened at 6:44 PM.*
15. Senator Richards, ACO Esparza, BoT Representative Morris, Senator Walsh, and AJ Zuniga have been nominated to the Spring Elections Committee.

VII. Internal Reports

A. Legislative Branch

1. Standing Committees
  - a. Academic Affairs (**Senator Palmer**)
    - i. Senator Palmer stated that they have started moving towards using Academic Affairs as an academic sounding board. They all sit on different committees that are very focused. However, no two academic affairs spaces are the same as how Honors is not the same as Pre-med. They have been pairing that with RSO outreach such as AMSA or HSA as well as getting some testimony. Please let them know if you have any questions.
  - b. Allocations (**Senator Doyle**)
    - i. Senator Doyle stated to please let them know if you have any questions. Please let any RSOs you know about dates for the Spring semester.
  - c. Facilities & Transportation (**Senator Khan**)
    - i. Senator Khan stated that they have been winding down for the semester and everything is in the reports. This week they are talking about what they are going to work on for next semester.
  - d. Justice (**Senator Bronec**)
    - i. Senator Bronec stated that she connected with CSO Hoyos and talked about next steps on the food system legislation. Senator Caputo and herself will connect more over break. She and Senator Brist will be meeting with Rambler Alliance for Equity as well.
  - e. Residents, Commuters, & Dining (**Senator Caputo**)
    - i. Senator Caputo stated that everything is in the report.
  - f. Safety & Wellness (**Senator Rafiq**)
    - i. Senator Rafiq stated that everything is in the report. They have finalized a teacher for the self-defense class as well. If you have any questions or want to get involved, please let him or Senator Harrison know.
2. Special Committees
  - a. Governance (**Senator Kwak**)
    - i. Senator Kwak stated that they are going to meet to establish the framework moving forward. If anyone has anything, let her know.

B. Judicial Branch (**Chief Justice Mooney**)

1. CJ Mooney stated that they will be continuing with opinions. They also have office hours and are open for appointments.

C. Executive Branch

1. President Drescher & Vice President Flores
  - a. President Drescher stated that this week is the Board of Trustees meeting. Out of the top three candidates for the IPC committee, Poorvi Modi was chosen to fulfill the role. She and VP Flores presented to the Student Development & Success Committee this morning. They talked about a proposal for an embedded wellness approach which means approaching wellness from a neighborhood or embedded model. That way counselors are placed throughout the university like the student center instead of all of them being in the Wellness Center. The BoT is not the number one decision making body when it comes to wellness, but they wanted to start planting seeds there.
  - b. VP Flores stated that they got the SGLC survey results data today. Branch leaders will be compiling and condense the free response questions. The Thursday minutes will include the numerical data.
  - c. President Drescher stated that they are setting some firm dates for the Spring Inservice. The tentative date is January 30<sup>th</sup>. It will be a one-day virtual space for community building and digging into our initiatives. If you cannot make it, she needs a request for excusal by January 1<sup>st</sup>. Into the new semester, if you have peers interested of joining SGLC, there is another internals process that will be at the beginning of the semester.
  - d. VP Flores stated that they have many upcoming meetings. They have touchpoints with the Provost, the President, VP Neufeld, Director Lucchesi, UMC, and more. If you want something on the agenda, let them know.
2. CHWO Siddiqui stated that there will be another webinar on Sunday regarding Covid testing, accountability, services provided by the Wellness Center. She will be giving a student perspective at the end of that as well. If you are near campus, you can sign up to get a free flu shot through the Wellness Center. You can call Dial-A-Nurse to set that up. There are also various programs going on throughout the next week.
3. CoS Dervishi stated that they have a community building game night series over break. Dates are in the report and she will update the SGLC calendar. She will be working on the Miro over break. She will be reaching out to some people over break as well. For Senators, regarding the engagement requirement, if you have completed the requirement and have had any further communication other than the initial reach out, please reach out the group engagement email. If you have not done the engagement requirement, please hold off till next semester as they are looking at how to re-envision the process.
4. Speaker O'Brien stated that in-service date is tentatively January 30<sup>th</sup>. Internals are going to be the second week back in class.

- D. President Drescher stated that she wanted to emphasize her utmost thanks to Advisor Manzano.

VIII. Adjourn

- A. Meeting adjourned at 7:07 PM