

BETHLEHEM UNIVERSITY
OFFICE OF THE VICE PRESIDENT FOR DEVELOPMENT
MANUAL OF OFFICE PROCEDURES

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1. PURPOSE OF THE MANUAL

This manual aims to orient the staff working with the Vice President for Development with the goal and objectives, functions and operations of the Office for Development.

Specifically, the manual will:

- 1.1 Stipulate duties, responsibilities. and tasks performed by each personnel
- 1.2 Delineate work done by development staff
- 1.3 Show accountability and working relationships within the office and with other units of the University

A. UNIVERSITY MISSION STATEMENT

Bethlehem University is a Catholic co-educational institution in the Lasallian tradition whose mission is to provide quality higher education to the people of Palestine and to serve them in its role as a center for the advancement, sharing and use of knowledge.

The University emphasizes excellence in academic programs and the development of students as committed people prepared to assume leading positions in society. The University aspires to fostering shared values, moral principles and dedication to serving the common good.

B. DEPARTMENT PURPOSE STATEMENT

The Development and Public Relations Office promotes a positive image of Bethlehem University and raises awareness of University programs and achievements. The Office assists faculty and staff in raising funds to enable the University to maintain and further enhance its mission of quality teaching, research and community service.

The Development and Public Relations Office is responsible for broad areas of communication and capital development. The promotion of the University and the raising of necessary capital resources requires that the staff be in communication and coordination with administrators, deans/chairpersons, faculty, and staff of the University to ascertain funding needs and with alumni and funding organizations and individuals locally and internationally to solicit funding and other support.

2. OFFICE PERSONNEL

A. *The Vice President for Development*

- Works with the Vice President for Finances and Planning to monitor the status of funded projects and to prepare/audit reports requested by funding agencies.
- Assists divisions, departments and individual teachers in preparing proposals for sponsored educational and research programs and projects, in seeking the needed financial assistance.
- Maintains a central file of all proposals submitted in the name of the University to any outside agency for consideration.
- Coordinates relationships with alumni.
- Works with Hotel Management Institute in hosting groups of pilgrims who visit the University.

- Acts as the representative of the University with national and international funding agencies for various grants.
- Initiates and promotes relations with the overseas community in an effort to assure their continuing support for the scholarship program and other projects of the University.
- Is responsible for grant research, grant writing, the development database, the development files, annual appeals, donor correspondence and foundation reports.
- Coordinates projects involving substantial capital development of the University.
- Supervises the work of the Development Office personnel.
- Is a member of the Executive and Administrative Councils.

B. Development Officer

I. Development Officer for Individual Donors and Appeals

- Deposit, record and acknowledge gifts from individuals and pilgrim groups.
- Submit to the Finance Office for Deposit and Receipt the funds received from Pilgrim Visits and from persons and organizations outside of the USA in response to mailings.
- Record in the database all funds received by the USA Development Office, providing the Development Officer for Grants and Scholarships with the information about funds received for grants and scholarships, all funds received during Pilgrim Visits, all funds received from persons and organizations outside of the USA in response to the BUN, Appeals and other mailings.
- Prepare and mail (or email) gift acknowledgements / thank-you letters and receipts for gifts received from individuals and organizations in response to Appeals, Mailings (except for the gifts received by the USA Development Office) and from Pilgrim Visits.
- Maintain electronic and hard-copy files of letters of solicitation as well as Thank-You letters and receipts and other donor correspondence.
- Provide assistance in soliciting funds for projects and operational expenses as well as for scholarships.
- Assist in designing and preparing materials for funding appeals via the mail.
- Assist in identifying new and corresponding with current individual benefactors to maintain and enhance their relationship with the University and their support of the University (e.g., providing relevant information about the University's activities and accomplishments, etc.)
- Assist in reviewing, maintaining and expanding the appeal mailing list.
- Provide assistance in providing periodic (i.e., quarterly) reports of changes and trends in revenue and expenses from gift appeals for the Vice President, Executive Council, Regents, and Trustees.
- Be available, on occasion, to meet with donors if they visit the University as pilgrim or otherwise.
- Assist the Vice President for Development with periodic projects and assignments, which may include, but are not limited to, researching background information about donors and prospective benefactors and performing other work related duties/tasks as requested.
- Professional confidentiality with regard to office matters, especially donor identity, gift amounts, and donor interests.
- Adherence to the Code of Ethics and Principles of Practice for Fund-Raising Professionals at Educational Institutions of CASE is required.
- Ability to supervise and establish effective working relationships with work study students to appropriately assist in accomplishing responsibilities is required.

II. Development Officer: Grants and Scholarships

Among the donor cultivation and stewardship activities for which the Development Officer is responsible are:

i. Soliciting funds for projects and operational expenses as well as for scholarships:

- Assist in identifying University funding needs for projects, operational expenses and student scholarships
 - Identify funding sources (organizations and individuals) likely to assist in meeting the University's funding needs.
 - Write funding proposals to meet the University's funding needs and assist faculty and staff in writing funding proposals.
 - Develop relationships with donors to maintain and increase their giving – especially for Educational Mission and scholarships – in addition to grants for project and operating expenses.
- ii. Recording and acknowledging gifts and grants (thank you letters):**
- Record in the database all funds for grants and scholarships as well as gifts received from the USA Development Office
 - Submit funds received to the Finance Office for receipt and deposit
 - Prepare and mail gift acknowledgement / thank-you letters and receipts (except for those gifts received at the USA office which are acknowledged by the USA office).
- iii. Ensuring that reports for grants and donor correspondences for scholarships are completed and sent:**
- Write and submit reports for specific grants and assist faculty and staff in writing reports for grants they oversee.
 - Provide scholarship donors with information concerning the students they are sponsoring (e.g., pictures, letters, grade reports, etc) and facilitate appropriate communication between donors and the students they sponsor.
 - Maintain a tracking system in collaboration with the Grants Controller to ensure that grant reports are completed accurately and filed in a timely manner.
 - Maintain a tracking system in collaboration with the Student Finance Officer to ensure that scholarships are awarded and that donors are provided annual reports.
 - Maintain electronic and hard-copy files of proposals, award notifications, acknowledgements, and reports for grants and scholarships
- iv. Periodic duties:**
- **Media and Publications:** Prepare listings of donors, write articles highlighting contributions of significant gifts, and write donor cultivation materials for the *Bethlehem University News* and web site.
 - **University Visitors, Pilgrim Groups and Other Guests:** Collaborate with the Public Relations staff in the cultivation of donors from among the visitors and pilgrims.
 - **Fundraising and Public Relations Projects:** Assist the Public Relations staff with fundraising fund raising events (especially locally).
 - **Submit periodic reports** for the Vice President, Executive Council, Regents, and Trustees providing analyses of gift appeals, donor acquisition (e.g., new donors and lapsed donors), changes in donor contributions, status of grant activities, etc.
 - **Assist the Vice President for Development** with periodic projects and assignments which include, but are not limited to, researching additional funding agencies and performing other work related duties/tasks as requested.

C. Director of Public Relations

The Director of Public Relations is responsible for the promotion of the University, especially among the international Arab and Western communities, for the purpose of enhancing knowledge of and funding support for the University. The Director supervises and directs the public relations and alumni relations staff to insure that activities concerning media relations and publications, web-site, country-based development cooperation, consulate, and representative offices, visiting pilgrim groups, friends and alumni are professionally conducted, in line with the mission of the Development and Public Relations Office, and designed to promote the University and to secure funding support.

The Director has responsibility to participate in fundraising activities, including drafting funding proposals and ensuring that University communications and publications have a focus on supporting funding support with visitors, donor organizations, and the media – establishing and maintaining relations with individuals as well as country-based development cooperation, consulate, and representative offices to secure grants and other support for the University.

The Assistant to the Vice Chancellor is currently responsible for the local Bethlehem area Public Relations functions and is the spokesperson for the local Bethlehem area media and public functions. The primary external audience with whom the Director of Public Relations is concerned is the international Arab and Western worlds. The Director also necessarily is focused on the internal audience of faculty, staff, and students – and is responsible for fostering internal communication among the various units and personnel of the University.

I. Main routine duties:

i. Media and Publications:

- University spokesperson with the international Arab and Western media.
- Publish the *Bethlehem University News*, *Alumni News*, *BU Folder*, articles, and press releases addressing the local and international communities (especially Arabic and English and other language networks of friends of the University) and which promote the accomplishments of students, faculty, staff, alumni, visitors, benefactors and other University related happenings in such a way as to encourage funding support for the University.
- Develop and update multimedia presentations and pilgrim visit itineraries
- Develop and implement publication guidelines for the use of logos, letterhead, stationary, etc, to ensure consistency of desired image to represent the University.

ii. External Relations:

- Establish and develop relationships with country-based cooperation offices, consulates, and country representative offices – in collaboration with the Vice President for Development – for the purpose of promoting the University and to securing funding support.
- Supervise the PR/Development Officer who hosts pilgrim groups – with special attention to overseeing the training and operation of the Student Ambassadors and with special focus on the follow-up communication and donor cultivation activities (e.g., sending pictures, funding appeal letters, etc).

iii. Supervise and Lead Staff:

- Supervise and lead the staff, including the Development/Public Relations Officer, Alumni Relations Officer, Communication Officer (two-year grant funded position with the Right to Education Campaign) Secretary for Public Relations and Alumni Relations (two-year grant funded position) Public Relations Assistant (German Civil Servant Volunteer)

II. Periodic duties:

- i. Fundraising and Public Relations Projects:
- ii. Implement fundraising activities and relationships locally and internationally, especially with pilgrim groups, country-based cooperation and diplomatic offices, Trustees, Friends, and Alumni of the University, with a vision to expand into new and diverse areas.
- iii. Review and update lists of invitees to graduation and other university events and oversee the distribution of graduation tickets (excluding those for faculty and students).
- iv. Assist the Vice President for Development with periodic projects and assignments which include, but are not limited to, performing related duties/tasks as requested.
- v. Submit periodic reports to the Vice President for Development concerning duties.

D. Development/Public Relations Officer

- To assist, initiative and contribute to a dynamic and successful public relations and development program under the supervision of the Director of Public Relations and in collaborative manner with office staff and the involvement of faculty, staff, students, alumni, and friends of the University.
- Publish WWW.Bethlehem.edu Homepage and BUN stories to promote the accomplishments of students, faculty, alumni, programs, special events, university visitors and other newsworthy happenings related to the University and its mission.
- Ensure that photos are taken of visiting groups, university events and funding projects.
- Provide translation services (English and Arabic) for written documents as well as for special University gatherings and events.
- Publish the Internal Weekly Bulletin, Academic Information Sheets and Contribution Sheets from Countries, BU at a Glance.
- Receive emails from Webmaster and coordinate their responses from appropriate University personnel.
- University Visitors, Pilgrim Groups and Other Guests
- Coordinate the logistics for well-organized visits for pilgrim groups, diplomats, NGO's, government, ecclesiastic, funding and other university groups and individuals by facilitating the involvement of appropriate university personnel, materials, meals, and room reservations.
- Maintain a log of visitors to the University hosted by faculty, staff and administrators and a database of their contact and background information for appropriate follow-up communication (e.g. sending photos, email updates, BUN, etc.)
- Assist as requested in arranging and hosting visits of members of the diplomatic, NGOs, governmental, ecclesiastic, funding and university communities.
- Student Scholarship and Other Donor Relations
- Assist with the drafting of proposals, funding applications and reports to funding organizations and individuals.
- Working with the assistance of the Registrar, Finance and Development Offices, ensure that students awarded scholarships/University financial aid write at least one annual letter of gratitude with a digital photo to the donor.
- Coordinate the mailing of the student gratitude letters to donors.
- Maintain an electronic file of student gratitude letters with photos – identification of such for possible publication in BUN, on WWW or elsewhere.
- Assist Enrollment Committee and Deans of the Faculties in conducting campus visits of high school students to promote the University.
- Serve on the enrollment Committee and Graduation Committee.
- Ensure regular communication with high school administrators and faculty concerning the achievements of their graduates attending Bethlehem University.
- Submit periodic reports to the Director of Public Relations concerning aspects of duties.
- Assist the Director of Public Relations and Vice President for Development with periodic projects and assignments which includes, but are not limited to performing related duties/tasks as requested and assisting with local fund raising and university events.

E. Development & Public Relations Assistant

The Development and Public Relations Liaison will contribute to advancing the University primarily by

I. Taking photos:

- Taking quality photos of visiting groups, university events, and the university in general for university publications and communications
- Provide the Development-PR Officers with at least 5 high quality photos of the group visit within 1 day of the visit so that these can be emailed to the group members (provide a list of email addresses also). Pictures should be labeled with group members' names, or at least with the names of the group leader and any donors.

- Take profile shots for newsletter and web use of university administration figures and alumni profiled
- Organizing the digital photo collection: All 2008-2009 photos should be reorganized as per the instructions of the Development-PR Officer according to this system, and all new photos taken should be filed according to this system. Progress should be noted weekly.
- Preparing photos for the Development-PR Officer to send to visiting groups and individuals via email

II. Writing:

Produce at least 2 brief articles per week with photos of alumni and their contributions to society. Focus of the articles should include: Each set of notes should answer all of the following questions and should include at least 2 direct quotes: what was his/her field of study? How was he/she involved on campus? What were his/her most important experiences as a BU student? What is he/she doing now? How is he/she currently contributing to Palestinian society?

III. Communication:

- Additional work will involve assisting the Development and Public Relations Office with the Gaza Student Initiative, particularly logistical follow-up with individual Gaza students.
- Maintain communication with Gaza students, ensuring logistical coordination and support as well as communicating their stories for university public relations efforts.
- Keep shared drive files updated after each conversation with or about Gaza students.
- Check-in with each Gaza student at least once a week. Ask questions about how they're doing. Take notes on how the permit process is going (when they applied, who they've called to check on their permits, when they've called to check on their permits) and, once here, on their adjustment (do they need anything? How are their classes?).
- Update PR/Development staff via email after each Gaza student conversation.

IV. Visiting Groups

- Also, assist the PR/Development Officer in the different logistics of the group visits including room reservation, calling student ambassadors, arranging with staff and faculty and picture taking.
- The successful person for this position must actively network with both the University and donor communities to articulate the impact of donor assistance. Hence, the ability to take initiative and to work collaboratively in one's work is essential.
- The guiding principle for the efforts of this Officer is to promote a positive image of Bethlehem University and to demonstrate the invaluable and vital support of the international community in its continued development.

V. Periodic Duties:

- Assist in basic office management tasks: scanning materials, answering phones, etc.
- Assist in updating multimedia presentations for various groups and audiences as directed by PR/Development Officer or Media Communications Officer.
- Assist new German Civil Servant in Transition to the Office

F. Administrative Assistant to Vice President for Development

To provide excellent administrative support to the Vice President. Provides secretarial skills of a complex and confidential nature and relieves administrator of many routine administrative matters.

I. Main routine duties:

- Maintains an organized office and coordinates activities and services of department.
- Provides secretarial services for the supervisor and department personnel, as necessary.

- Maintains an organized filing system.
- Answers incoming and places outgoing calls. Gives information to callers or routes calls to appropriate person.
- Coordinates manager's schedule and makes appointments.
- Schedules appointments and arranges for meetings (reserves meeting rooms, equipment, etc.); takes minutes, as appropriate.
- Compiles and types statistical reports.
- Coordinates collection and preparation of operating reports such as attendance records.
- Collects and distributes the mail.
- Orders and maintains supplies and distributes to staff, and arranges for equipment maintenance.
- Assists in carrying out department activities and functions.
- Greets visitors and conducts them to appropriate person.
- Arranges hospitality for the supervisor's guests/visitors.
- Supervises the work of student workers, where applicable.
- Maintains Manual of Office Procedures up to date.
- Manages the overall functioning of the office.
- Processes incoming/outgoing materials such as correspondence, reports, memoranda and other forms of written or electronic communication.
- Composes, edits and types letters and reports.
- Works independently with some level of explicit delegated authority.
- Performs office automation duties using software applications.
- Conducts seasonal tasks/functions/activities of office.
- Collects data and compiles special reports, particularly those of a confidential nature.
- Supervises other staff including student workers.
- Any other work-related duty as requested by the immediate supervisor.

II. Duties pertinent to the Development Office:

i. Electronic Database Management

- Maintain up-to-date contact information for donor and public relations constituents; enter and update contact information for constituents, including new constituents and potential donors from Visitors to the University (e.g., Pilgrim groups, diplomats, and other dignitaries; researching and correcting addresses from returned mailings).
- Maintain up-to-date contact information for University special occasions, such as Graduation, Academic Convocations, etc. and periodically generate reports for various University offices to review and verify.

ii. Publications and Reports

- Assist Vice President in compiling Development and Public Relations Reports for International Board of Regents and for local Board of Trustees
- Assist Vice President in preparing and distributing periodic Newsletter Updates to Donors and Visitors, including the design, formatting and printing of Newsletters
- Assist, as needed, in updating the University's website (Home Page and Intranet) and various Development publications (e.g., Benefit Dinner Booklet, BU at a Glance in English and Arabic, Academic Information sheets in English and Arabic, etc).
- Assist, as needed, PR staff with the preparation and distribution of Weekly Bulletin

iii. Office Management

- Organize Development and Public Relations Office staff recognitions (e.g. Birthdays etc...)
- Maintain inventory and order office supplies
- Coordinate maintenance and repair of office machines.

iv. Scholarships

- Assist Development Office staff, as needed, in taking photos of students for inclusion in letters and reports to donors.
- Assist Development Office staff in getting lists of students for various scholarships, their GPAs and class schedules.
- Assist Development Office staff in formatting and mailing student letters to donors.

v. Recording and Depositing gifts and grants (thank you letters):

- Record in the database all funds for grants and scholarships as well as gifts received from the USA Development Office
- Submit funds received to the Finance Office for receipt and deposit

III. Periodic duties:

i. Bulk Mailing for the Development Office

- Prepare bulk mailings: BUN, Appeals, Special Appeals, Vice President Christmas Cards, etc...
- Prepare Bulk mailing reports – accounting for number of mailings to each country and costs.

ii. Attributes of an Administrative Assistant

- Very proficient with all Microsoft products, MS Office, MS Excel, MS Word, MS PowerPoint, MS Access, Internet Explorer, (ICDL), with the ability to construct professional electronic presentations.
- Outstanding organizational and administrative skills including ability to interact with staff and clientele.
- Excellent verbal and written communications skills in Arabic and English. Ability to translate from and into either language.
- Ability to handle multiple tasks and to organize and prioritize workload efficiently.
- Ability to exercise initiative and reliable judgment, particularly in the executive's absence.
- Demonstration of professional standards in appearance and actions.

3. CALENDAR OF ACTIVITIES/EVENTS

Date	Person Responsible	Subject	Activity
Sep-01	Dev. Secretary	Student Workers	Organize recruitment for Fall Semester
Sep-01	Dev. Secretary	Personnel Office	Publish the birthdates and contact information to office staff.
Sep-01	Dev./PR Officer	Visitors	Recruit Student Ambassadors
Sep-01	Dev./PR Officer	Visitors	Prepare Christmas Cards for Pilgrims
Sep-02	PR Director	Alumni	Preparation for the Benefit Dinner
Sep-02	Vice President for Dev.	Christmas Appeal	Finalize Christmas Appeal Letter
Sep-02	PR Director	PASSIA	Send in updated information for PASSIA Calendar
Oct-01	PR Director	Staff Statistics	Get statistics from the Personnel Office
Oct-01	PR Director	Faculty Statistics	Get statistics from the Vice President for Academic Affairs.
Oct-01	PR Director	University	Update student enrollment, Faculty, Staff,

Date	Person Responsible	Subject	Activity
		Statistics	Alumni data on the web Site and for BUN.
Oct-01	Dev. Officer	Christmas Cards	Ask the Brothers Community about the # of Christmas Cards that they need.
Oct-02	Dev. Officer	Christmas Cards	Providing the VC and VP for Development with the Christmas Card Mailing Review List
Oct-03	PR Director	BUN	Fall/Winter BUN Completed
Nov-01	Dev. Secretary	BUN	Beginning of month mail Fall/Winter BUN
Nov-03	Dev./PR Officer	Visitors	1st Qtr (Sept-Nov) Visitors Report
Nov-03	Dev. Officer	Donors	1st Qtr (Sept-Nov) Donor Report
Dec-01	PR Director	Alumni	Benefit Dinner
Dec-01	PR Director	Home Page	Design the Advent Christmas greeting for the Vice Chancellor
Dec-02	Dev. Secretary	Student Workers	Organize the recruitment for Spring Semester
Dec-02	Dev. Secretary	Rome trip	Prepare the travel arrangements with the travel agency.
Dec-03	PR Director	Alumni	Thank you notes to Benefit Dinner donors & committee
Jan-01	PR Director	BUN	First meeting for the Spring/Summer BUN
Jan-02	Dev. Secretary	Gifts for the Rome trip	Prepare BUNs and gifts to be carried by hand.
Jan-02	Dev. Secretary	Rome trip	Arrange for airports pickups
Jan-02	Dev. Secretary	Rome trip	Arrange for housing and local travels.
Jan-02	Dev. Secretary	Rome trip	Put together an itinerary for the trip e.g. Trip schedule, Phone #'s/ addresses for people that the Vice President for Development is supposed to meet and places that he is supposed to visit.
Jan-02	PR Director	Christmas Card	Design/Order Christmas Cards
Jan-03	Dev. Secretary	Rome trip	Arrange with the finance office to have the EUR/US Dollars Travel advance before one week of the trip e.g. in January \$200 , €200 and in June around the same amount.
Jan-03	Dev. Officer	Easter Appeal	Draft Easter Appeal Letter
Feb-02	Dev. Secretary	Rome trip	Fill out the expenses form after the trips with the receipts & submit it to the Finance Office.
Feb-03	Dev./PR Officer	Visitors	2nd Qtr (Dec-Feb) Visitors Report
Feb-03	Dev. Officer	Donors	2nd Qtr (Dec-Feb) Donor Report
Mar-02	Dev. Officer	Christmas Appeal	Christmas Appeal Mailing List Donor Report
Mar-03	PR Director	BUN	Spring/Summer BUN Completed
Apr-01	Dev. Secretary	BUN	Mail Spring-Summer BUN
Apr-02	PR Director	Alumni	Alumni Function
Apr-02	Dev. Officer	Christmas Appeal	Update Appeal Mailing List
May-02	PR Director	Budget	Budget Form for next FY Submitted
May-02	Vice President for Dev.	Budget	Budget Form for next FY Submitted
May-02	Dev. Secretary	ROACO & Board of Regents Trip	Prepare the travel arrangements with the travel agency.

Date	Person Responsible	Subject	Activity
May-03	Dev./PR Officer	Visitors	3rd Qtr (Mar-May) Visitors Report
May-03	Dev. Officer	Donors	3rd Qtr (Mar-May) Donor Report
June-01	Dev. Secretary	ROACO & Board of Regents Trip	Prepare BUNs and gifts to be carried by hand.
June-01	Dev. Secretary	ROACO & Board of Regents Trip	Arrange for airports pickups
June-01	Dev. Secretary	ROACO & Board of Regents Trip	Arrange for housing and local travels.
June-01	Dev. Secretary	ROACO & Board of Regents Trip	Put together an itinerary for the trip e.g. Trip schedule, Phone #'s/ addresses for people that the Vice President for Development is supposed to meet and places that he is supposed to visit.
June-01	Dev. Secretary	ROACO & Board of Regents Trip	Arrange with the finance office to have the EUR/US Dollars Travel advance before one week of the trip e.g. in January \$200 , €200 and in June around the same amount.
June-03	Dev. Secretary	ROACO & Board of Regents Trip	Fill out the expenses form after the trips with the receipts & submit it to the Finance Office.
Jun-03	Dev. Officer	Donors	End of Year Scholarship Letters Mailed
Jun-03	Dev./PR Officer	Donors	BU Graduation Newsletter
Aug-01	PR Director	BUN	First meeting for the Fall/Winter BUN
Aug-02	PR Director	Alumni	Begin organizing a committee for the Benefit Dinner
Aug-03	Dev./PR Officer	Visitors	End of Year (Sept-Aug) Visitors Report
Aug-03	Dev. Officer	Donors	End of Year (Sept-Aug) Donor Report

I. Annually

- i. Organizing fund-raising dinners
- ii. Organizing Alumni Day
- iii. Preparation of performance appraisal sheets of development staff by Vice President

II. Bi-Annually

- i. Preparation and distribution of Bethlehem University News (BUN)
- ii. Preparation of Rome Reports (due January & June) for the Vice President
- iii. Preparation of the Christmas and Annual Appeals and its consequent mailing processes

III. Monthly

- i. Review and preparation of Task Manager Report
- ii. Preparation of the Attendance Report to be submitted to the Office of Personnel Management

IV. Weekly

- i. Planning and review of tasks accomplished.

V. Daily

- i. Update the Bethlehem University Development Database (BUDD).
- ii. Maintain correspondence with individual donors and/or funding agencies
- iii. Assist the Vice President in whatever pending tasks he needs to do

4. WORKING RELATIONSHIP WITH OTHER UNITS IN THE UNIVERSITY

I. Subordinate Relationship

Vice President for Development: meets regularly with the President/Vice Chancellor to give a progress report, consult and recommend worthy projects for grant proposals; review/assess projects already started.

II. Direct Supervisory Relationship

- i. Director of Public Relations meets weekly with the Vice President for Development as often as work requires.

- ii. Development Officer meets weekly with the vice President for Development as often as work requires.
- iii. Development and Public Relations Officer meets with the director of Public Relations as often as work requires.
- iv. Development & Public Relations Assistant meets with the Development and Public Relations Officer as often as work requires.
- v. Secretary of Development and Public Relation meets with the vice President for Development as often as work requires.

III. Coordinating Relationship

- i. Financial Vice President: Monitors the incoming funds from individual donors and funding agencies and reports these to the Vice President for Development to update BUDD
- ii. Research Coordinator/Deans: Consults and works with the Vice President who assists in the application for a grant proposal.
- iii. Director of Public Relations: Receives news items and announcements from the Development Office, for publication in the Weekly Bulletin.
- iv. Office of Personnel Management: On an advisory level, may recommend names/give guidelines in the search for and employment of new staff.

IV. Service/Support Relationship

- i. Finance Office: Advises Development staff of incoming donation for BUDD update
- ii. Purchasing Manager: Assists Vice President for Development and staff of transactions carried out for the printing of the BUN and facilitates the purchase of equipment/materials needed for development work.
- iii. Bookstore: Provides stationery items requested by the Development office personnel
- iv. Computer Center: Assists Development staff when problems in software/hardware arise; upgrades software programs when necessary.
- v. Print Shop: Produces print-outs requested by the Development office
- vi. Plant Personnel: The Plant Director authorizes any maintenance work requested in any of the offices, through an appropriate request form.
- vii. Social-Cultural Center: The Manager accepts booking/reservations of conference/seminar room/s and facilitates use of such space/s by guests to the University.
- viii. Institute of Hotel Management: Welcomes/hosts groups of visitors to Bethlehem University upon the request of the Vice President of Development.

V. Staff Orientation Checklist

<i>Staff Orientation Checklist</i>	
What	Where
Employee #	Personnel Office
ID Card	Dean of Students
Email Account (Access to shared drive, Photo Archive, BUDD, Access to every PC in PR Office, Add to Staff /Faculty Email Distribution list)	Computer Center
Introduction to	Deans, Exc. Council, Directors
Keys	Maintenance

give Phone # and Email for directory To be added to the E-mail lists that the office receive.	Personnel Office and Computer Center Computer Center
<i>Introduction to:</i>	Computer Network Shared Drive Pegasus Email Photo Archive (make User Account)

5. UNITS/COMMITTEES BRANCHING FROM THE DEVELOPMENT OFFICE

I. Bethlehem University U. S. Development Office

Functions:

- i. Receives/deposits donations from U.S. agencies, foundations, individual donors and sends copies to the Office of the Vice President at Bethlehem University for BUDD update.
- ii. Acknowledges donations received in the U.S. and keeps a file of this correspondence for management purposes.

II. Editorial Team of the Bethlehem University News (BUN)

Functions:

- iii. Meet twice a year (before June and December) to identify theme/s, map out strategies for gathering news items/photographs.
- iv. Assist in the editing of the BUN once its proofs come out from the press

6. Remote Desktop Connection for Washington Office

To Login to the machine at Bethlehem University do the following:

- I. Start>Programs>Accessories> **Remote Desktop Connection**
- II. If the Operating System is Windows 2000 then you need to install the Remote Desktop Connection. You can download it from <http://download.microsoft.com/download/8/e/8/8e88f947-3b95-49b8-a76d-b647bb86e4b4/MSRDPCLI.EXE>
Then go to Start>Programs>Accessories> Communications>**Remote Desktop Connection**
- III. When the Remote Desktop window appears Enter the following for computer **82.205.2.10**
 - i. There are options button you can use to customize settings according to your needs.
 - ii. If you are locally at BU then use **192.168.5.127**

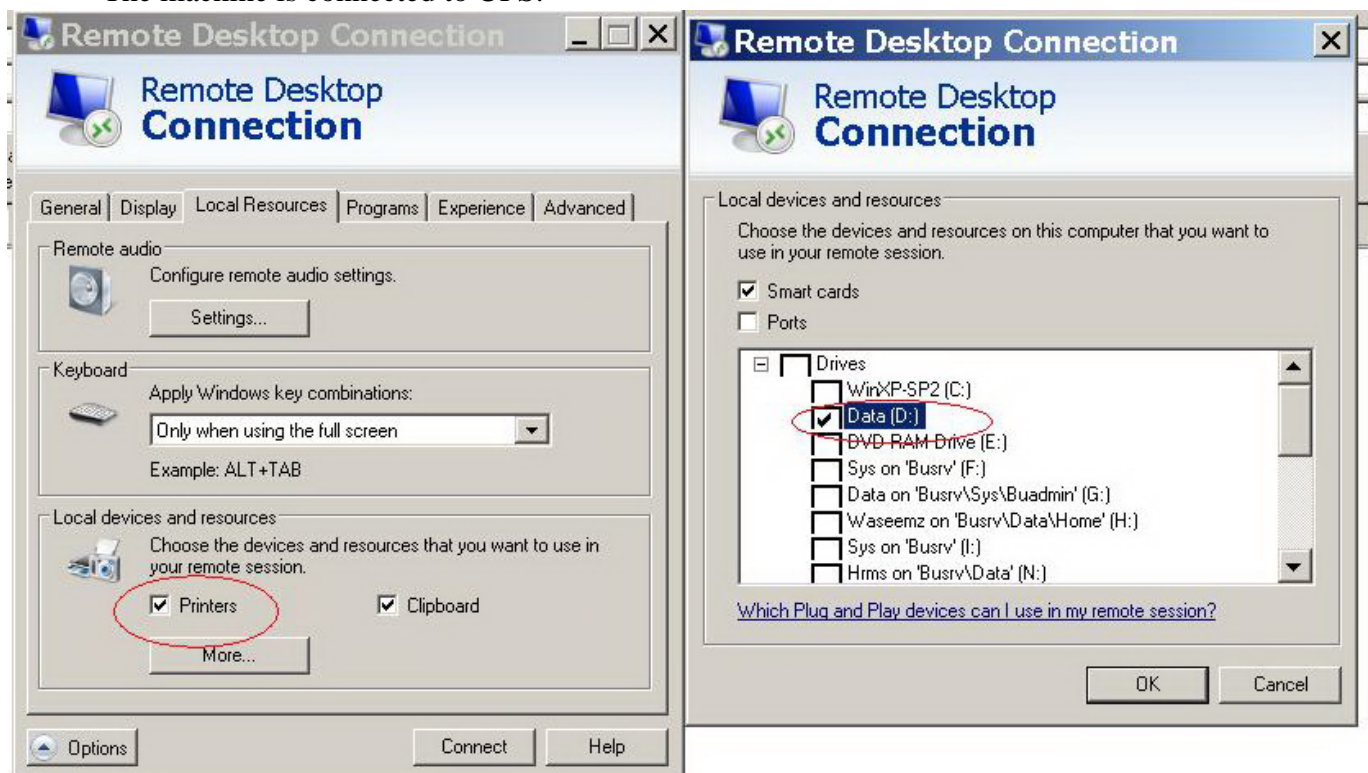
IV. Click connect

V. Type one of the below usernames and passwords

Username	Description	passwords
DC330	---	---
DC331	---	---
DC332	---	---

Note:

- The machine is connected through Hadara line, which is 0.5 Mbps symmetrical. This line is sometime busy because the Websites and e-mails are using this line.
- The machine is connected to UPS.



7. FORMS USED BY THE OFFICE

(Found in the Bethlehem University Development Database: BUDD on computer)

1. Name and Address Form
2. Constituent Types Form
3. Mail Codes Form
4. Gifts and Grants Entry Form
5. Task Master Form
6. Telecommunications Form
7. Alumni Form

Note: These forms are related to tables that contain data used to provide the Administration and the Vice President with needed information. These forms once updated, automatically generate various types of reports needed by the Vice President and/or the Administration. In particular, the Gifts and Grants and the Task Master Reports are printed periodically to update the Vice President for Development on donations received as well as tasks performed and those awaiting action/decision for implementation.

8. Project Concept Approval (PCA) Form (DRAFT 27 Dec 04)

Before any grant or contract proposal is submitted to a funding agency, to better coordinate information and to better assist you, this Form is to be accompanied by a Project Proposal and Budget.

- 1) The Project Concept must be reviewed and approved by the faculty/staff member's supervisor / chairperson, Dean / Director, VP;
- 2) The Project Proposed Budget must be reviewed and approved by the Finance Office;
- 3) The Project Concept Form must be submitted to the Development Office – who will help you by identifying funding agencies and assisting in securing funding.

1. Faculty/Staff Member Signature _____ Department _____

2. Date _____ Proposed Project Title _____

3. Needs to be addressed by this Project: _____

4. Expected Results / Goals of this Project: What change will occur? What will be different or better?

5. Estimated time to begin? _____ End? _____

6. **Supervisor / Chairperson** review and approval of Project Concept (forward this form onto the Dean/Director):

Project Priority: Low Medium High

Comments: _____

Signature _____ Date Received _____ Date Reviewed _____

7. **Dean / Director** review and approval of Project Concept (forward this form onto the Vice President):

Project Priority: Low Medium High

Comments: _____

Signature _____ Date Received _____ Date Reviewed _____

8. **Vice President** review and approval of Project Concept (forward this form onto the Finance Office):

Project Priority: Low Medium High Comments: _____

Signature _____ Date Received _____ Date Reviewed _____

9. **Finance Office** review and approval of Budget (forward this form onto the Development Office):

The attached Proposed Budget is appropriate and University expenses are covered: Yes No

Comments: _____

Estimated Budget _____ University Funds Available _____ To be Fundraised _____

Signature _____ Date Received _____ Date Reviewed _____

10. **Development Office** review of Proposal and of Budget (forward this form onto the President / Vice Chancellor):

Funding Options Comments: _____

Signature _____ Date Received _____ Date Reviewed _____

11. **President-Vice Chancellor Decision:** Funding Priority: Low Medium High

Comments: _____

Signature _____ Date Received _____ Date Reviewed _____

(Return this form to the Development Office along with Project Proposal and Budget)

9. Funds

I. BETHLEHEM UNIVERSITY ENDOWED FUNDS

i. Endowed Funds Presently Established

1. BU Foundation (CBIS)
 - a. Endowed Scholarships
 - b. Abu Dhabi Scholarships
 - c. Faculty Development Fund
2. Additional Endowed Funds to Benefit BU (administered by others)
 - a. FOBU: Cardinal Hume Endowed Chair for Religious Studies
 - b. Cardinal De Furstenburg Foundation
 - c. LI-NE District Endowed Scholarships

ii. Procedures

1. If gift comes to Bethlehem:

- a. **Development Office** receives, records and forwards gift to Finance Office and then sends to donor an acknowledgement and receipt (provided by the Finance Office) indicating the specific fund to which gift is intended.
- b. **Finance Office** prepares receipt (specifying the particular fund to which money is intended) and directs transfer of funds to either BU Foundation, FOBU or other designated endowment.

2. If gift goes through US Development Office:

- a. **US Development Office** sends to the donor an acknowledgement and tax exemption receipt specifying the particular fund to which money is intended, and then sends money to BU account in Northern Trust Bank.
- b. **US Development Office** notifies the BU Development Office of gift, donor and the particular fund to which the money is intended.
- c. **BU Development Office** records gift and forwards information to Finance Office in order for the Finance Office to effect the transfer of funds from Northern Trust Bank to appropriate endowment.

iii. Records and Publications

BU Development and Finance Offices establish a distinctly separate category in their records to track Endowed Gifts so that the gifts received for endowment funds are recorded separately from other gifts to BU and are represented separately in the BUN and other publications. Gifts received for endowment funds should NOT be listed as regular donations to the University by the Development Office or by the Finance Office.

II. Procedure Checklist for Seeking External Funding

Faculty, Staff, and Administrators seeking / receiving funding for a project should:

1. ____ Identify the needs to be addressed by this project (summarize in one – two paragraphs)
2. ____ Identify the expected results / goals of this project (summarize in one – two paragraphs)
3. ____ Estimate the budget required for this project
4. ____ Present your Project Concept to your supervisor / Chairperson for review and approval using the **PROJECT CONCEPT APPROVAL FORM**.
5. ____ Present your Project Concept to your Dean / Director for review and approval using the **PROJECT CONCEPT APPROVAL FORM**.
6. ____ Present your Project Concept to your Vice President for review and approval using the **PROJECT CONCEPT APPROVAL FORM**.
7. ____ Present your Project Budget to the Finance Office for review and approval using the **PROJECT CONCEPT APPROVAL FORM**.
8. ____ Present your Project Concept and Proposed Budget to the Development Office for review and funding option recommendations using the **PROJECT CONCEPT APPROVAL FORM**.
9. ____ Present your Project Concept and Proposed Budget to the President / Vice Chancellor for review and determination of funding priority using the **PROJECT CONCEPT APPROVAL FORM**.
10. ____ Provide the Development Office with copy of the funding proposal that is submitted to a funding agency (instruct funding agencies to send funding award notices and approved funding agreements to the University's Development Office).
11. ____ When funds are approved and received, use the funds in accord with the funding agency requirements as well as those of the University (consult with the Finance Office for details).
12. ____ Submit funding agency required reports in a timely manner by including a financial report approved by the Finance Office and provide the Development Office with a copy the final report submitted to the funding agency.

10. Gifts

I. Development Office Gift Processing Policy and Procedures

i. General Policy:

Every gift received by the University (for research, programs, scholarships, equipment, student financial assistance, etc) shall be acknowledged in writing by the Development Office – and the contributor will also receive from the Development Office the University’s Official Finance Office receipt for the gift received. This acknowledgement, however, should not necessarily replace a more personalized note of appreciation sent to the contributor by the University faculty or staff member originally receiving the gift. Additionally, every gift to the University shall be recorded by the Development Office in its gift database and each gift receipt and acknowledgement letter shall be photocopied and filed in the Development Office.

ii. Specific Procedures and Responsibilities:

A. Receipt of the Gift: Brother Jack

Each gift to the University shall be presented to the Vice President for Development who, in consultation with the President-Vice Chancellor, shall determine whether to accept the gift, and if so, how the gift may be used – completing the “Gift Information Form” and noting:

1. Name of Donor (Individual OR Organization)
2. Constituent Type (24 Catholic Organization; 25 Foundation; 26 Individual)
3. Contact Person
4. Source of Donation
5. Restriction on the Use of the Gift
6. Date(s) and Responsible Person(s) for submitting to the contributor a report on the use of the funds
7. Person(s) who shall receive a Letter of Acknowledgement / Gratitude and a University Receipt

B. Recording of the Receipt of the Gift: Dev. Officer

Each gift and its accompanying “Gift Information Form” shall be presented by the Vice President for Development (Vice President for Dev) to the person responsible for the Development Database (Dev. Officer) who shall:

1. Record the gift information in the database,
2. Photocopy the actual monetary gift (i.e., the check or sample of cash), and
3. Notify the Development Office Secretary (Dev Secretary) when the gift is ready to be deposited in the Finance Office.

C. Depositing of the Gift: Dev. Secretary

After recording the receipt of the gift in the Development Database, the “Gift Information Form” and the gift shall be brought to the Vice President for Finance to be deposited and to issue an official University receipt for the gift, noting the information from the “Gift Information Form” and noting on the “Gift Information Form” the following:

1. Account in which the funds are deposited
2. The US\$ Equivalent of any gift not received in US\$.

The Finance Office (Rula) shall return to the Development Officer responsible for the Development Database (Dev. Officer) the completed “Gift Information Form” and the signed and stamped “Official University Receipt.”

D. Drafting the Acknowledgement of the Gift: Dev. Officer

The Development Officer responsible for the Development Database (Dev. Officer) shall:

1. Record in the database the account in which the funds were deposited,
2. Record in the database the US\$ Equivalent of any gift not received in US\$,
3. Draft the official letter(s) of Acknowledgement / Gratitude” (“TY”), noting that the enclosure is a receipt and, if applicable, those persons to whom the letter will be copied (without receipt),
4. Place the draft letter(s) in the “New TY Letters” folder of the shared drive with a file name: YEAR-MO-DA TY-Last Name-First Name,
5. Send an email notice to the Vice President for Development (Vice President for Dev.) noting the names of the donors for whom the draft letters are complete,
6. Photocopy the completed “Gift Information Form” and place it along with the photocopy of the actual monetary gift in the mail tray of the Development Office Secretary (Dev. Secretary).

E. Finalizing the Acknowledgement of the Gift Letter: Vice President for Dev.

The Vice President for Development (Vice President for Dev.) shall:

1. Review each acknowledgment (“TY”) draft letter bearing his name in the “New TY Letters” folder of the shared drive,
2. Rename each file replacing the “TY” with “OK” (OK- YEAR-MO-DA TY-Last Name-First Name) after reviewing and adding personal comments to the letter,
3. Forward the email notice received from the Development Officer responsible for the database (Dev. Officer) to the Development Office Secretary (Dev. Secretary) noting that the Acknowledgement letters with file names beginning with “OK” are ready for processing.

F. Printing, Mailing and Filing the Gift Acknowledgement Letter, Receipt, Copy of the Monetary Gift, and Gift Information Form: Dev. Secretary

Upon receiving email notification from the Vice President for Development (Vice President for Dev.) that there are Acknowledgement letters with file names beginning with “OK” which are ready for processing, the Development Office Secretary (Dev. Secretary), shall:

1. Print the letters on the Vice President for Development stationery,
2. Prepare and print mailing envelopes for the letter addressee as well as for those to whom the letter is copied (if applicable),
3. Present to the Vice President for Development (Vice President for Dev.) a packet consisting of:
 - a. The Acknowledgement letter ready for signature,
 - b. Mailing envelope (for addressee as well as for those copied, if applicable),
 - c. Gift receipt,
 - d. Gift Information Form, and
 - e. Photocopy of the monetary gift.
4. Photocopy the signed Acknowledgement letter (once for filing and more times if the letter is copied to other recipients),
5. Photocopy the Gift Receipt,
6. Mail the signed original Acknowledgement letter and the original Gift Receipt to the addressee
7. Mail the photocopy of the Acknowledgement letter (without any receipt) to those to whom the letter is copied, if applicable,
8. File as a packet the
 - a. Photocopy of the Acknowledgement letter
 - b. Photocopy of the Gift Receipt
 - c. Photocopy of the Monetary Gift
 - d. Original of the Gift Information Form

9. Send an email notice to the Development Officer responsible for the database (Dev. Officer) noting the names of the donors for whom the Acknowledgement letters have been mailed.

G. Filing the Electronic Gift Acknowledgement Letter Document: Dev. Officer

Upon receiving email notification from the Development Office Secretary (Dev. Secretary) that Acknowledgement letters have been mailed, the Development Officer responsible for the database and records of correspondence with donors (Dev. Officer) shall:

1. Relocate the electronic Gift Acknowledgement Letter document from the “New TY Letters” folder to the appropriate folder on the shared drive (i.e., under Individual Donors or under Organizations/Foundation).

II. Gift Processing Procedures

Gifts received in through the USA Office are deposited and acknowledged with a Thank You letter by the Executive Director and then should first go to the Development Officer for Individual Donors and Appeals so that she can (with assistance from the Vice President for Development) record all these gifts from the USA Office in the database – and then inform the Vice President for Finance of the funds deposited.

- If there is a gift for a Scholarship or a Grant Proposal included in the USA Office Deposits, then the Development Officer for Individual Donors and Appeals also forwards this information to the Development Officer for Grants and Scholarships so that the Development Officer for Grants and Scholarships can follow-up on these Scholarships and Grant Proposal gifts with the Student Finance Officer and the Grants Comptroller.

Gifts received in Bethlehem through the mail, in person, by wire transfer should first go to the Vice President for Development who (with the assistance of the Secretary to Vice President for Development) completes the Development-Finance Office Gift Form before sending the funds and the Gift Form to the Finance Office for deposit and receipt.

- If the purpose of the gift is for a Scholarship or Grant Proposal, then the Development Officer for Grants and Scholarships will coordinate all of the follow-up with the database recording, BUN TY list recording, donor TY letter, implementation of the use of the funds with the Student Finance Officer (for scholarships) or the Grants Comptroller (for grant proposals), and the writing of articles for the website and Newsletter to highlight the contributions of donors.
- If the purpose of the gift is for BU Educational Mission, then the Development Officer for Individual Donors and Appeals will coordinate all of the follow-up with the database recording, BUN TY list recording, and donor TY letter.

Below is a more detailed draft of the procedures – please let me know if there is something missing and/or not clear in this process – and also please let me know if you have some suggestions for improving the process.

III. Gifts received in the USA Office by the Executive Director with the deposit information sent to the Development Officer for Individual Donors and Appeals and to the Vice President for Development

- a. Executive Director deposits funds, writes and sends the Thank You letter to the donors – and sends deposit and donor information via email to the Development Officer for Individual Donors and Appeals with a copy to the Vice President for Development.
- b. Development Officer for Individual Donors and Appeals
 - i. Reviews the deposit information provided by the Executive Director with the Vice President for Development (i.e., the donor's name and constituent number, the purpose of the gift, the source of the gift).
 - ii. Records all of the gift information in the database – noting the gift amount, purpose (especially if it is for the endowment) and source
 - iii. Records all the donor names in alphabetical order in the appropriate Donor Categories in the BUN TY list
 - iv. Provides Vice President for Finance with a copy of the deposit information so that he is aware of funds received in the USA account.
 - v. Provides the Development Officer for Grants and Scholarships with a copy of the deposit information if there are funds for scholarships or for grant proposals (see section 1. c. below).
- c. Development Officer for Grants and Scholarships
 - i. Provides the Student Finance Officer with deposit and donor restriction information if there are funds received for a scholarship – especially noting the scholarship number and the name of the student recipient so as to maintain correspondence with the donor about the student's progress.
 1. Secures from the Student Finance Officer the Scholarship Number and Account Number if the funds are for a new scholarship
 2. Secures from the Student Finance Officer the name(s) of the student(s) receiving the scholarship
 3. Adds the Scholarship Name, number and donor information and criteria to the Scholarship Master List (excel file)
 4. Adds the Scholarship Name and Donor Information to the Academic Awards Booklet listing
 5. Works with the student to formulate and send a Thank You letter with a picture of the student to the donor
 6. Writes an article for the Newsletter and/or Website highlighting the contribution of the donor to the educational mission of the University.
 7. Maintains a hard copy file of the Thank You letters – along with the Gift Form and Receipt.
 - ii. Provides the Grants Comptroller and the Grant Manager with deposit and donor restriction information if there are funds received for a grant proposal and maintains correspondence with the donor on the progress and completion of the grant.
 1. Secures from the Grants Comptroller the Grant Number and Account Number for the grant funds – recording this information on the Grant Tracking Form
 2. Confirms with the Grants Comptroller the names of the person's authorized to spend the funds of the grant – recording this information on the Grant Tracking Form
 3. Provides the Grants Comptroller with a copy of the Grant Proposal
 4. Works with the Grants Comptroller and the Grant Manager to identify the date by which the Grant Report (financial as well as narrative) will be finalized and to confirm what is needed and who will write the information for the Grant Report (e.g., pictures,

- report of the impact of the grant, copies of receipts, etc). – recording this information on the Grant Tracking Form
- 5. Monitors and ensures the progress of the implementation of the grant during weekly meetings with the Grants Comptroller and occasional meetings with the Grant Manager
- 6. Ensures the writing and submission of the interim and final reports to the donor in a timely manner
- 7. Writes an article for the Newsletter and/or Website highlighting the contribution of the donor to the educational mission of the University.
- 8. Maintains a hard copy file of the Thank You letters, interim and final reports – along with the Grant Tracking Form and Receipt.

IV. Gifts received from visiting Pilgrim Groups during their visit

- a. The person receiving the funds from the Visiting Pilgrim group
 - i. Completes the Development-Finance Gift Form (indicating the donor name and constituent number, the amount and purpose of the gift – usually “BU Educational Mission”).
 - ii. Provides the funds and the completed Gift Form to Development Officer for Individual Donors and Appeals if the purpose of the gift is “BU Educational Mission” – or to the Development Officer for Grants and Scholarships if the purpose of the gift is for a Scholarship or Grant Proposal
 - iii. Writes an article for the Newsletter and/or Website highlighting the contribution of the donor to the educational mission of the University.
- b. Development Officer for Individual Donors and Appeals
 - i. Records the gift information in the database for “BU Educational Mission” gifts – noting the gift amount, purpose and source
 - ii. Records the donor name in alphabetical order in the appropriate Donor Category in the BUN TY list
 - iii. Deposits the funds received and the Gift Form with the Finance Office for a Receipt.
 - iv. Prints and sends a Thank You letter to the donor
 - v. Maintains a hard copy file of the Thank You letters – along with the Gift Form and Receipt.
- c. Development Officer for Grants and Scholarships
 - i. Records the gift information in the database for Scholarship and Grant Proposal gifts – noting the gift amount, purpose (especially if it is for the endowment) and source
 - ii. Records the donor names in alphabetical order in the appropriate Donor Categories in the BUN TY list
 - iii. Deposits the funds received and the Gift Form with the Finance Office for a Receipt
 - iv. Prints and sends a Thank You letter to acknowledge receipt of the funds – noting that the report for the Grant Proposal will be forthcoming.
 - v. Follows section 1. c. above.

V. Gifts received in Bethlehem via the Mail or through a University Employee or from a Visit of an NGO or other Donor

- a. Vice President for Development (with the assistance of Secretary to Vice President for Development)
 - i. Completes the Development-Finance Gift Form (indicating the donor name and constituent number, the amount and purpose of the gift).
 - ii. If the gift is for “BU Educational Mission,” then the funds and the Gift Form are provided to the Development Officer for Individual Donors and Appeals (see section 2. b. above)
 - iii. If the gift is for a Scholarship or a Grant Proposal, then the funds and the Gift Form are provided to the Development Officer for Grants and Scholarships who deposits the

funds received along with the Gift Form to the Finance Office for a Receipt and then follows as per section 2. c. above.

VI. Gifts received in Bethlehem via Bank Transfer

- b. If Vice President for Development, Development Officer for Grants and Scholarships or any other person knows that a gift MAY be coming via Bank Transfer, the Vice President for Finance and the Accountant should be notified IMMEDIATELY so as to be on the lookout for the receipt of the funds via bank transfer.
- c. Once the funds are received via bank transfer,
 - i. If the funds are for “BU Educational Mission,” then the Accountant provides a copy of the Bank Transfer information to Development Officer for Individual Donors and Appeals who follows section 2. b. above.
 - ii. If the funds are for a Scholarship or Grant Proposal, then the Accountant provides a copy of the Bank Transfer information to the Development Officer for Grants and Scholarships who follows section 2. c. above.

VII. Gift Acknowledgements – Informing the Vice Chancellor

1. Development Officer (Dev. Officer):
 - a. Each Monday morning before the weekly 9:00am meeting with Brother Jack:
 - i. Print a gift report [Donor Report (by donor type)] for the gifts received during the previous week (note: if the University is closed on Monday or if the Monday morning meeting does not occur, do this on the next available work day).
 - ii. Indicate which donors which you would recommend to receive an additional thank-you note / letter from Brother Daniel, providing appropriate background information as guidance and as a suggestion for Brother Daniel to help him formulate some ideas in his correspondence with the selected donors.
 - b. Each Monday morning at the 9:00am meeting with Brother Jack:
 - i. Review with Brother Jack the gift report and list of donors being recommended to Brother Daniel – adding and/or deleting donors from the recommended listing as decided together with Brother Jack.
 - ii. Provide agreed upon report and listing of donor names to Dev. Secretary.
 - c. Development Secretary (Dev. Secretary):
 - i. Gather the FILE COPIES of the official TY letters for the donors being recommended to Brother Daniel to receive an additional thank-you note / letter from him.
 - ii. Prepare mailing labels for the donors being recommended to Brother Daniel.
 - iii. Provide these official TY letters and mailing labels to Vice Chancellor Secretary so that Brother Daniel can be informed and decide to send a note or letter.
2. Vice Chancellor (Br Daniel):
 - a. Review the recommendations and write a note / letter as deemed appropriate.
3. Vice President for Development (Vice President for Dev.):
 - a. Each Tuesday morning during the weekly 9:00am meeting with Brother Daniel, provide Brother Daniel with additional information on the donors, as requested (note: if the University is closed on Tuesday or if the Tuesday morning meeting does not occur, do this on the next available work day).
4. Vice Chancellor Secretary (Vice Chancellor Secretary):
 - a. Before 11:00 am each Friday, photocopy Brother Daniel’s notes / letters to donors and return to Dev. Secretary:

- i. the Week's Donor Report,
 - ii. the FILE COPY of the official TY letters, and
 - iii. copies of Brother Daniel's notes / letters to the recommended donors.
- (note: if the University is closed on Friday or if the Vice Chancellor Secretary is not able to accomplish these tasks on a particular Friday, do this on the next available work day).
5. Development Secretary (Dev. Secretary):
- a. Before 1:30pm each Friday, place in the appropriate donor file:
 - i. The FILE COPY of the official TY letters and
 - ii. Copies of Brother Daniel's notes / letters to the recommended donors.
- (note: if the University is closed on Friday or if the Dev. Secretary is not able to accomplish these tasks on a particular Friday, do this on the next available work day).

11. Publications

I. WEEKLY BULLETIN

The Weekly Bulletin is published by the PR office to insure centralization and accuracy of information. Deadline for receiving announcements for the Weekly Bulletin is 9:30 a.m. on Fridays. It is preferable to receive the items submitted for the Weekly Bulletin in both Arabic and English.

Upon receiving the announcements, the following steps should be considered:

1. If submitted in one language, immediate translation of the announcement, Arabic into English and vice versa and save in a word document.
2. Immediate adjustment of the Arabic content of the word document and this is done by highlighting the Arabic material, going to "simplified Arabic" and then to "Right to Left" and "Align Right" to insure the proper format of the document.
3. Proof reading of the English and the Arabic before circulation.
For the English proof reading, consult Br. Joe
For the Arabic proof reading, consult either, Dr. Costandi Shomali, Dr. Mu'men Badarin or Mr. Musa Darwish.

All of the above should be finished by COB Friday

The Weekly Bulletin should be on the web on Monday morning before 9:00 a.m.

II. BUN

The Bethlehem University News for Alumni, benefactors and friends (BUN) is a **bi-annual** publication produced and mailed each **April and November**, the primary purpose is to communicate with benefactors and encourage them to continue supporting BU.

A. **The header** of the cover page should be consistent as appears in June 2006 issue.

B. **The title Bethlehem University** is centered with the bell tower design between the words "Bethlehem" and "University"

C. **Volume 14 has been accomplished** during the academic year 2005-2006. For each of the next academic years, the volumes will be 15,16,17 etc, etc.

E. **The Issue number, either 1 or 2.** The November issue is tagged the **first issue** and the April one is tagged the **second issue**.

D. **Issue names:** April 2006, November 2006, April 2007, November 2007 etc. etc.

Timetable for mailing the BUN: early April and early November.

To insure promptness, **work should start:** for the December issue beginning of **August**, the June issue beginning of **February**.

Number of pages: 16, 20, 24 according to the published material.

Consistency of colors: the blue and yellow colors used in issue 2, June 06 will be used from now on unless colors are not satisfying (blue 7462, yellow 123)

The Editor-in-chief is the one who manages the magazine and he's from the PR office

The role of the editor is:

- Determines whether a submitted articles and photos are appropriate for the primary purpose of the BUN
- Selects expert reviewers and an area editor (AE) to evaluate the submitted articles and photos.
- Renders a final editorial decision on each article and photo based on the AE recommendation, BUN priorities, other similar articles in process and related considerations.
- Communicates directly with the author and the review team.
- Schedules accepted articles for publication.
- Balances workloads for the area editors and reviewers
- Resolves any conflicts.

People eligible to join the committee:

1. An e-mail can be sent out to faculty/staff requesting those interested and eligible to apply and should have the following qualifications.

- Good English writing skills
- Committed to all meetings
- Team players
- Willing to contribute by collecting information, pictures, ideas and writing articles

2. Some of the students who volunteer in the Dev/PR office and have good computer background.

It is preferable to have people from the following departments; Journalism and mass Communication, English and comparative literature, Graphic design,

Functions of the Committee:

1. Meet as many times as necessary to:
 - A. Identify a theme and share with the Vice President for Development, who will provide the committee with an answer after consulting with the editor and the Vice Chancellor.
 - B. Articles: Map out strategies for gathering news items/articles

- C. Photos: Distribute among the Committee members responsibilities to cover all sections of the BUN and identify a sub committee (which includes students too) to be responsible for choosing the perfect photos and later share them with the committee members

Four months before the issuance of the BUN, begin this process:

1. PR office calls for a brain storming meeting concerning the theme of the first issue early June and for the second issue early December (have the old issues available to make sure not to use same theme or photos)
2. During the first meeting, responsibilities will be distributed among the committee members to start collecting information, for example, Dev. Officer will be responsible for the donations list etc, etc.
3. Among the committee members those willing to contribute by writing materials will decide then on the number of articles
4. Each of the committee members will have two weeks to think about his/her own task which will be discussed during a committee meeting to have a preliminary OK on the subjects which will appear in the BUN.
5. After one month, another meeting will convene to go through the written material. Articles that need editing will be handed over to previously identified editors and proof readers willing to help out during their free hours (not necessarily part of the committee) the printer and designer (for the next two BUNs) Mr. David Nour should be present to contribute his opinion regarding layout and design
6. At the end of this meeting, decisions should be made in terms of corrections and plan to meet in two weeks to look at the semi final product
7. If all goes well, material will be given away to David and expect him to submit first dummy in 10 days.
8. Each of the committee members will proof read for spelling and grammar, insure pictures are correct, benefactors are correct. The PR Director collects all the corrections in one copy and submits to David the week after.
9. Upon receiving the first correction of the first draft, the committee looks at it one more time and approves it for final printing.
10. Here we are left with one full months for printing the BUN.

A4 size brown manila envelopes for mailing should be in stock (about 5000)

Mailing labels should also be kept in stock according to the number of constituents coded for the BUN mailing. This will be the responsibility of the Secretary of the Development office.

Envelope Inserts:

Two different envelopes are needed: one for U.S. and Canada constituents who will mail contributions to Br. Jerome Sullivan in the US Development Office in Lincroft, NJ and the other one for Europe, other countries and to local constituents which will mail donations to BU, addressed to Br. Jack Curran.

Mailing Report:

In the BUN Folder see previous mailing reports and create one for each BUN mailing. Give a completed ***Mailing Report*** to the Bookstore Manager when he takes the completed BUN bulk mailing to the post office, and a copy to the Director of Public Relations. Keep a copy for your own file. This report will be important for the annual Rome meetings and for tracking income and expenses for the Office of Public Relations.

12. SCHOLARSHIPS AT BETHLEHEM UNIVERSITY

Scholarships at Bethlehem University are awarded based on a number of criteria, the most important of which is the financial need of the student and her/his family. Unfortunately, the current economic situation in the occupied West Bank makes it difficult (sometimes impossible) for students to meet their tuition financial obligations. Regrettably, the University does not have sufficient funds to provide financial assistance to all students in need. Consequently, we rely on the generosity of Friends of Bethlehem University to assist us in meeting these needs.

I. Endowed Scholarships

i. A Fully Endowed Scholarship

A \$25,000 gift (which may be made over five years) provides in perpetuity an annual full scholarship for a financially needy and academically deserving student. Such endowed scholarships may be named in the donor's name or in honor of another person or organization.

ii. A Partially Endowed Scholarship

- A \$20,000 gift (which may be made over five years) provides in perpetuity a partial annual scholarship for a student. The principal is kept in a separate account and 5% (\$1000) is used to provide a deserving and needy student with partial tuition. The scholarship may be named in honor of a particular person or company.
- A \$15,000 gift provides a partial annual scholarship for a student. The principal is kept in a separate account and 5% (\$750) is used to provide a deserving and needy student with partial tuition. The scholarship may be named in honor of a particular person or company.
- A \$10,000 gift provides a partial annual scholarship for a student. The principal is kept in a separate account and 5% (\$500) is used to provide a deserving and needy student with partial tuition. The scholarship may be named in honor of a particular person or company.

II. A One-Year Scholarship/Tuition Aid

A \$1200 gift provides a full one-year scholarship for a student. The one-year scholarship may be named in honor of a particular person or company. Gifts in any amount may be made to the University to provide tuition assistance to needy and deserving students. Over 700 students apply each year for tuition assistance.

All gifts to Bethlehem University are tax-free and are acknowledged in *The Bethlehem University News*. The names and grades of all named scholarship holders are sent to the donors.

Contact:

Brother Jack Curran, FSC, PhD
PO Box 11407
92248 Jerusalem
Email: jcurran@bethlehem.edu

Phone: 972-2-274-1241
Fax: 972-2-274-4440

OR

Br. Dominic Smith, FSC
Brother Dominic Smith, FSC
Bethlehem University - USA Development Office
Hecker Center , Suite 330
3025 Fourth Street, NE Washington ,
DC 20017 – 1102
Email: dsmith@bethlehem.edu /
dominicsmithfsc@yahoo.com

III. Scholarship Recipient Form

DATE _____

STUDENT NAME _____ STUDENT # _____

NAME OF SCHOLARSHIP RECEIVED _____

AMOUNT OF SCHOLARSHIP _____

SEMESTER _____

DONOR _____

DESCRIBE SOCIO-ECONOMIC SITUATION (TO BE PRIVATE AND CONFIDENTIAL)

(E.G. OF FAMILY MEMBERS, EMPLOYMENT STATUS OF PARENTS, SPECIAL CIRCUMSTANCES, ETC.)

N.B. EXPRESSION OF GRATITUDE (A THANK YOU LETTER TO THE DONOR ON A SEPARATE PAGE)

IV. Scholarship Completion Form

طلب لاستكمال المنحة الدراسية

Name: _____

Student No.: _____ Year: _____ Major: _____

Name of Scholarship: _____

Congratulations on the scholarship you are receiving through Bethlehem University.

One of the requirements of the scholarship is that you must write a THANK-YOU LETTER to show donors you are appreciative. If you don't write this letter you will lose your scholarship.

1. PICTURE: Go to the Development/Public Relations Office in De La Salle Hall room 213.
2. LETTER: Write a THANK YOU letter and send it as an email attachment before _____ to scholarship@bethlehem.edu. Here are some suggestions to help you with this letter:

- Tell about yourself and your family: With whom do you live? Who is in your home with you? How many people? How are they related to you (aunt, uncle, grandmother, grandfather, sisters, brothers, etc)?
- Tell about who in your family is working – and where they work – or if they are not working, where did they used to work and why are they not working now.
- Tell about your experiences at Bethlehem University. What you like about the University and your teachers and fellow students. Mention your hopes for the future – after you complete your education, what you want to do for your community and society.
- Express your GRATITUDE to the donor for providing this scholarship to the University for you. Tell them why you are thankful and how you will express your gratitude through prayers and hard work in your studies to get good grades.

Sample Model Letter:

7 September 2007

Dear Mrs. Frances Smith,

I hope you are well. I would like to introduce myself to you and express my gratitude for your kindness in providing me with a scholarship to attend Bethlehem University.

My name is Amir Sliebi and I am a second year student at Bethlehem University. I am from Beit Sahour and live with my family. We have 9 people in our home: my Mother, Grandmother, Grandfather, 2 sisters, 3 brothers and myself. My Father had heart disease and died three years ago.

My Mother is unable to work outside of our home and earn money to support us since she takes care of my Grandparents and all of us children too. My Grandfather tries to find work as best he can – sometimes driving a taxi to earn some money to help the family. Since I am the oldest, I hope to be able to earn some money after I graduate from the University in order to help my Mother and family. In the meantime, during the summers I get some small jobs and earn a little money for my family.

I am studying Computer Information Systems at the University. It is a very difficult major, but it will give me a good background in order to get a good job. Besides, I enjoy studying and have a

good grade point average of 3.2. I really like Bethlehem University – especially the faculty. We have very good teachers who help us a great deal. Our University also has many good services to help us students – our library is very good and so is our computer lab.

Your scholarship is very important to me and my family – without your support, I would not be able to pay the tuition fees at the University. I want you to know that I am very grateful and will keep you in my prayers – asking God to bless you and your family for your kindness to me. I hope that you will come to visit us in Bethlehem so that I can tell you how much I thank you and introduce you to my family.

Allah Ma'ak – God be with you.

Amir Sliebi (BU '2010)
Student ID# 06454355

ملاحظة: سيقوم مكتب العلاقات العامة والتطوير نيابة عنكم بتوقيع النموذج من المكتب المالي، لكن عليك أولاً استكمال طلب المنحة الدراسية

Note: The Development and Public Relations Office will be responsible of signing this from the Finance Office on behalf of you, but first you should complete this form by writing a thank you letter for the scholarship donors no later than

Finance Office Approval

Date

Development/PR Approval

VI. Fall Semester – Student Thank You Letters to Selected Scholarship Donors

- a. Provide the FINANCE OFFICE with copies of the “STUDENT SCHOLARSHIP RECIPIENT FORM” (see section 12.4 above). Request that each student receiving a scholarship is provided with this form – which directs the student to complete a THANK YOU letter and PHOTO for the DONOR so as NOT TO LOSE their scholarship.
- b. Run the report of Valid scholarships from the BUDD. There is also an excel chart that has a summary of information about scholarships. It can be found in the SHARED DRIVE named “FINANCE-DEVELOPMENT” and in the FOLDER “Scholarship Summary Chart”.
- c. Identify the scholarships for which a STUDENT THANK YOU letter is needed and provide this list of scholarships to the FINANCE OFFICE to request a list of student names, IDs, GPAs, Majors, emails, phone numbers.
- d. Make arrangements with student scholarship recipients to have them write THANK-YOU letters to donors and to have a PHOTO taken and incorporated into the THANK YOU letter. Set a deadline for each student. Use the assistance of Student Workers to contact student scholarship recipients and to take photos of student scholarship recipients.
- e. Review and edit the STUDENT THANK YOU letters, insert the PHOTO of the student in the letter, and place on the DEVELOPMENT OFFICE letterhead found in the SHARED DRIVE:
DEV-PUBLIC RELATIONS
DEVELOPMENT
DONORS
AWAITING PRINTING
BR JACK HEADED LETTER&SIGNATURE
- f. Have students sign letters. Make a copy of each SIGNED STUDENT LETTER to be placed in the SCHOLARSHIP DONOR file – and save the electronic file of the STUDENT LETTER in the SCHOLARSHIP DONOR electronic folder.
 - The STUDENT LETTERS that are to be sent by EMAIL to the DONOR need to be scanned and sent to the DONOR as an email attachment.
 - For the STUDENT LETTERS that are to be sent by POST to the DONOR, envelopes need to be addressed and mailed.
- g. Record in the “Scholarship Summary Chart” (i.e., the excel chart that is in the SHARED DRIVE named “FINANCE-DEVELOPMENT” and in the FOLDER “Scholarship Summary Chart”) the DATE when the STUDENT LETTER was mailed in the corresponding column.

VII. Spring Semester

- i. AWARDS BOOKLET: In late February, review and update the master list of scholarships (Endowed and Annual Scholarships) that is found in the Shared Drive and provide this list to the Dean of Students Office for the annual Academic Honor Awards Ceremony Booklet – be sure to request sufficient copies of the booklet to mail to each scholarship donor.
- ii. END OF THE YEAR REPORT to DONORS
 - Run the report of Valid scholarships from the BUDD. There is also an excel chart that has a summary of information about scholarships. It can be found in the SHARED DRIVE named “FINANCE-DEVELOPMENT” and in the FOLDER “Scholarship Summary Chart”.
 - Identify the scholarships for which a STUDENT GRADE REPORT is needed and provide this list of scholarships to the FINANCE OFFICE to request a report that includes the Scholarship Name, Student Name, ID, GPA, and Major. This grade report can only be generated AFTER final exams – but your request for the grade report should be made BEFORE final exams.

- Draft a cover letter from the Development Officer and the Vice President for Development – addressed to the Donor – to accompany the student grade reports and a copy of the Academic Excellence Awards Booklet.
- Print mailing envelope labels for the donor reports – for envelopes into which the Awards Booklet and the cover letter and the student grade report is to be mailed.
- Run the mail-merge from the BUDD for the Cover Letter – and mail the Cover Letter, Awards Booklet and Grade Report to the Donors. This mailing should be completed within the week after graduation.

iii. **SCHOLARSHIP DONOR FUNDING RENEWAL REQUESTS**

Confirm list of scholarship donors to whom requests or applications for funding need to be completed (e.g.,

- Bethlehem Association deadline is 15 April for the following year
- Bethlehem Foundation
- MISSIO for Church-Workers
- Schmitt Family Foundation in April
- Ladah Foundation
- Michele Edde
- Brother Thomas Voss
- Nestle
- Alphonse Daoud
- Trish Tolbert
- and others listed in the Awards Booklet as appropriate.

iv. **ACTIVE SCHOLARSHIPS for the FOLLOWING ACADEMIC YEAR**

Review the list of scholarships VALID for the following academic year – and determine the scholarships which scholarships will be valid. Provide this list of scholarships to the Finance Office before the end of June – requesting that the names of students awarded to each VALID and ACTIVE scholarship be provided to you as they are selected. This will enable you to begin the Student TY Letters to Donors.

13. Visitors

I. Policy

It is the general policy of Bethlehem University that faculty, staff and administrators inform the Office of Public Relations as soon as it is known that guests are coming to or are at the University.

The VISITORS INFORMATION FORM on the CAMPUS INTRANET is the preferred means by which to notify the Public Relations Office of such matters as this quickly allows the Vice Chancellor's Office to be informed of the visit and the Public Relations Office to be ready to assist in preparing appropriate courtesies and to assist in appropriately acknowledging the guest in University Publications.

Hundred of visitors visit Bethlehem University, tour the campus, enjoy meeting with the students and get the pleasure of having lunch prepared and offered by the students of the Department of Hotel Management on campus.

All visitors interested in sharing the above experience are welcome and following information can be suggested as opportunities while visiting BU:

The brief multimedia presentation about the University entitled "Reaching for the Future." This is a twelve and a half minutes presentation followed by a discussion with some faculty and students. In total this may take 30 to 40 minutes depending on the number of questions.

A thirty minutes tour of the campus including a visit to the Chapel of the Arch-confraternity of the Divine Child (ADC) built in 1907.

A twenty minutes visit to Turathuna, a center for Palestinian heritage, provides a venue for increased understanding of the Palestinian national heritage. The center is a combination of a library and a museum.

A fifteen minutes visit to the four floor library, which was built in 1978 with a capacity of 10,000 volumes and ever since has been growing steadily and has reached to 70,768 volumes, primarily in English, Arabic and some French and Spanish.

The Institute of Hotel Management and Tourism provides a wonderful lunch for (\$11/person). The students cook and serve the meal as part of their training in their coursework. Lunch sitting at 12 noon and at 12:30 pm and it generally takes about an hour, enough time for conversation and enjoying one another's company.

Mass in the University Chapel at 12 noon during the week.

Ask the tour leader to provide some information about the group and their desires – especially the time frame and the number of persons – to better prepare and welcome the group and here are some of the specifics which will be helpful:

- a. Arrival time
- b. Departure time
- c. Local Tour Guide Name and Contact Information
- d. Group Leader name and Contact information
- e. How many students and faculty does the group wish to join them for lunch?
- f. A list of the group members should be sent in advance

II. Financial agreement between the IHM and the PR office concerning lunch for visitors:

- i. Each Pilgrim pays the amount of \$11.00/meal at the IHM
- ii. For each 10 visitors the PR will receive one free meal

- iii. Additional guests attending lunch will be charged to the Dev/PR office at NIS25.00 which is the price of a Regular Daily Menu.
- iv. Local tour guides who have good contacts with the IHM usually do their reservations directly, therefore, it's the responsibility of the IHM Department to collect the bill.
- v. The Dev/PR office is responsible for collecting the bill only when reservations are done through our office.
- vi. When the group invites Faculty/Staff/Students to join them for lunch, the IHM will be notified by the Dev/PR office prior to the meal to assist the IHM bill the group accordingly.

III. Contact Update Information Sheet

Steps to follow when receiving Contact Update Information Sheets:

1. Receive the BUN By Postal mail:
 - Changes should be made if there are any in the Name section, Address, City etc...
2. By Email link to our Website:
 - a. If the person is a donor:
 - Changes should be made if there are any in the Name section, Address, City etc...
 - Email News should be added.
 - We keep on sending the BUN.
 - b. If the person is not a donor:
 - BUN without envelop or BUN by hand should be removed from the type section.
 - Email News should be added and the BUN word should be removed from the mail type section.
 - In the memo we should write: Date received - received his update sheet by fax or by email with new information; prefers to receive BUN by email link to our website - entry by (Name), Date of Entry.
3. Take me off your mailing list:
 - BUN without envelop or BUN by hand should be removed from the type section.
 - Email News, Appeals and the BUN should be removed from the mail type section and add Remove request.
 - In the memo we should write: Date received - received his update sheet by fax or by email; He would like to be taken off our mailing list - entry by (Name), Date of Entry.

IV. Instructions for Entering Visitors' Cards in the BUDD

Received Materials	Visitors Response	BUDD Coding	BU-Happenings New Constituent Record
BUN	N	No coding	
Email News	N	In the BUDD	
BUN	N	E-mail News	Maher Runs
Email News	Y	(If there is an address we add appeals)	
BUN	Y	Add BUN, appeals & E-mail News	Maher Runs
Email News	Y		
BUN	Y	Add BUN & appeals	
Email News	N		

- i. All other cards entered should have the word ENTERED and the Constituent number.
- ii. Memo should say: "Visited BU (date) with (Group Name) entered by (name)."
- iii. Enter address (especially if it is long), in Address 1 and Address 2.
- iv. Any returned APPEALS and BUN mailings with incomplete or bad address should be first reviewed by the Vice President for Development. If a correct address can't be determined then delete all mailing items from the Mail Type (BUN, Appeals and Christmas Cards) and code with "Bad or incomplete address". On the Memo, write the date and indicate whether the BUN or the Appeals were returned, with the code as "bad or incomplete address".

Note: Do not seal the envelopes that Br. Jack will carry to Rome.

14. Alumni

An ALUMN is a graduate or former student of a university or other educational institution.

Many schools also define an alum as anyone who attended a certain number of semesters or years. This is often done so that individuals that may have attended but not necessarily graduated are included in solicitation pools and as part of the overall marketing strategy. In terms of giving and connection with an institution, it is often the case that those who attended often have just as many strong ties to the institution as alum. Those who were on an exchange visitor's program for at least one semester maybe considered as an alum.

An alumn (with a silent "n"), alum, alumnus or alumna is a former student of a college, university, or term is often used synonymously with "graduate".

The Latin plural is alumni for men and mixed groups and alumnae for women. The gender-neutral English alumn/alum, created by clipping from alumnus, is also used, along with its plural alums/alums.

Alumni reunions are popular events at many institutions and are organized by Alumni Associations and are often social occasions for fundraising.

When visited the AUC, the following was suggested:

To use a data base program SQL Fundal software for education purposes.

Ways of reaching Alumni, by:

- Data base
- Advertise in the local newspaper and in countries where alums are more expected to be.
- Request those who know of alums to refer them to the PR office
- Organize a home coming event (a reunion to meet with their classmates)
- Put a link on the web site.

Once they are located:

- Send newsletters regularly either by e-mail or regular mail
- Insert a sheet in the publications for mailing updates
- Provide each alum a free e-mail account from the university
- Form a committee of volunteers to help out in the reunion
- Form different chapters in different countries and have them be in charge
- Always keep in mind you are dealing with alums and not development
- Link alumni to university activities on campus
- Invite prominent alums to speak to students
- Offer honorary doctorate to Alums
- Create a Distinguished Alums Award (Awards should be always signed by the Presidents)
- Create a Distinguished volunteer award (Awards should be always signed by the Presidents)
- Encourage to get together for lunch or dinner every once a while
- Class notes in the publications with pictures
- Provide each alum with an ID with an expiry date to be able to keep track and update information. This ID will enable alumni have access to the library. Use the gym, movies, entering the university.
- When inviting people, always use an envelope which says "you are invited"
- When you get the information about your alumni, you're most likely receiving a CV which will be used in your publication.
- Enroll and strengthen ties with current prospective alums
- For current graduates, organize an activity and talk about the alums program (for encouragement purposes)
- Prospective alum Students should get involved in preparing alums events.

- Gala dinners for alums should be cheap, enough to pay the expenses and never use “Fund Raising Dinner”
- During the Gala dinner have the president summarize what happened through the year and what's expected to be done in the future.
- Alums should raise awareness and advocate for BU, if not potential donors themselves then open doors to actual donors.

15. Media and communications

The Public Relations Office at Bethlehem University is committed to disseminating accurate information to the news media, the public and the students. The PR Office is also responsible for reporting to the Vice-Chancellor of the significant issues related to the university. The office also issues press releases about major university events in both English and Arabic to all local newspapers, and publishes notices of upcoming events and university stories on the web, where on-line versions of most of our periodicals, including back issues, are also published.

To access general news and to be well informed in relation to the university, the following is required:

The Public Relations office should receive the daily “Al-Quds and Al-Ayyam” papers.

The papers should be delivered directly to the office of Public Relations.

The PR Officer or designated work study student goes through the paper to check the following:

- Any article related to Bethlehem University
- A mention of people associated with the University
- Articles related to the different Palestinian universities in Palestine.

To have events covered by the media, without having to place an ad, the following should be considered:

The PR Office should maintain a good relationship with the local correspondents and strengthen it by providing them with some business (Have the local correspondents place the ads and pay them 25% commission rather than going straight to the paper to save the 25%)

Strengthening the relationship will result by having the local correspondents cover every single detail during the different functions of the university, thus making sure that the university is mentioned in the papers more often, which is best way for publicity.

Here are some prices regarding different sizes of ads.

Ads 2”x2” NIS150

5.5”x4” NIS 150

6.5”x7.5% NIS 250

i. Press Release:

A formal printed announcement by a Company/Institution about its activities that is written in the form of a news article and given to the media to generate or encourage publicity. Distribution of press releases should be frequent, however, audience can lose interest in a company that distributes news releases unnecessarily or too often.

A typical length of a press release is from 1 to 2 pages and preferable 1 page.

What is a typical content outline for a press release?

- Should be on the letter head of the university with PRESS RELEASE on the right hand side
- “For Immediate Release” below PRESS RELEASE and the Date of the press release.
- Headline (a short statement of the news)

- Summary of the press release contents in the first paragraph
- Detailed information about the subject of the press release
- A quote from a distinguished person (Vice Chancellor) related to the subject
- A concluding short paragraph
- Information about the university (the **blurb**.)
- Press releases should be in both English and Arabic and on occasions to be issued in additional languages (French, Spanish, German).

ii. **Death Policy -Communication Policy in the Event-of-Death**

Purpose of the Policy:

The death of a member of the Bethlehem University community or of a first relative of members of the Bethlehem University community require some notifications to be made and actions to be taken. This policy is intended to provide for the proper notification to the University community regarding the death of a faculty member, staff member, current student, alumnus, parent, donor, or other individual affiliated with Bethlehem University – and their first relatives. This policy is also intended to facilitate an appropriate response (e.g., for expressing condolences, etc) and to record the appropriate information in various University offices and databases.

- **Applicability:**
This policy applies to all members of the Bethlehem University community and others affiliated with the University.
- **Policy:**
It is the policy of Bethlehem University to notify the University community of the death of a trustee, employee, student, alumnus, benefactor – or a first degree relative of the same.
- **Procedures:**
Any member of the University community who learns of the death of a trustee, faculty member, staff member, current student, alumnus, donor, or other individual affiliated with Bethlehem University, or a first degree relative of these persons, should notify the **Director of Public Relations**.

The notification should include as much information as possible:

- i. Full name, age, and gender of the deceased
- ii. Employment status (e.g., job title, department, etc) or student status (e.g., academic major, year at the University, etc).
- iii. If a relative of the first degree, the relation to a student, staff or faculty member
- iv. Time, date and cause of death (if known)
- v. Name of surviving spouse, dependent, or next of kin (if known)
- vi. Funeral and condolences arrangements (time, date, place, etc).

Upon being informed of the death of a person affiliated with the University, the Director of Public Relations shall:

- i. Immediately notify the office of the Vice Chancellor;

- ii. Coordinate with the involved University department to make arrangements for a condolence note to be placed in the local newspaper if the deceased is a staff, faculty, or Board of Trustees member, a first degree family member of the same, or a student;
- iii. Send a flower wreath or other appropriate expression of condolence if the deceased is a staff, faculty, or Board of Trustees member, or a student;
- iv. Place a condolence note in the Weekly Bulletin and on the University's Intranet, as appropriate;
- v. Notify the University's Regents, Trustees, and general public, as appropriate;
- vi. Coordinate with the involved University department to announce the date and time for those who wish to pay respects to the family of the deceased. Such visits will generally take place outside regular working hours (i.e., after 4:00 pm or during weekends). The involved department of which the deceased was a member may allocate one hour during the regular working hours to attend to the deceased's funeral and condolences services. Staff and faculty of other departments wishing to attend the funeral and condolences services may do so by making the necessary administrative arrangements with their immediate supervisors;
- vii. In the case of the death of a first degree of a Jerusalemite employee, the department to which the employee belongs will arrange to receive condolences in the Millennium lounge or in other appropriate place on campus.

- **EXCEPTIONS**

The Vice Chancellor may opt to apply any necessary changes, additions, and/or omissions to above policy as it deemed appropriate.

iii. Distribution:

	Recipient Group	Method of Distribution	Person or Office Responsible for Distribution	Time of Distribution
1	Regents	e-mail (Fax to Count Borromeo and Andreas van Agt)	Vice Chancellor's Office	
2	Trustees	Fax	Vice Chancellor's Office	
3.	Staff and Faculty	Email distribution list	Public Relations Office	
4.	Local Newspapers	Fax and email	Public Relations Office	
5.	Local and International Press Distribution List	Email Distribution List	Public Relations Office	
6.	BU Happenings Email List	Email Distribution	Public Relations Office	
7.	BU Home Page Posting	BU Home Page	Public Relations Office	

8.	Other Organizational Home Pages: <ul style="list-style-type: none"> • www.cbconf.org • www.lasalle.org 	Email	Public Relations Office	
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iv. BU HAPPENINGS MAILING LIST

A. List of Recipients

- a. Open the home page and type the following in the address bar:
 URL:<https://ns.bethlehem.edu:10000/majordomo/>
- b. Login To Webmin
 Enter your User Name and Password
- c. After you login, a window will appear with the title (Majordomo List Manager) this window has two icons:
 BU HAPPENINGS ALLOWED and BU HAPPENINGS
- d. BU HAPPENINGS: This icon will show you the list of the BU happenings recipients' emails
 - o Press the BU HAPPENINGS icon, another window will appear with the title (Edit Mailing List)
 - o Press the List Member icon, then you can see the BU happenings recipients' emails

B. Authorized Senders

- a. Open the home page and type the following in the address bar:
 URL:<https://ns.bethlehem.edu:10000/majordomo/>
- b. Login To Webmin
 Enter your User Name and Password
- c. After you login, a window will appear with the title (Majordomo List Manager) this window has two icons:
 BU HAPPENINGS ALLOWED and BU HAPPENINGS
- d. BU HAPPENINGS ALLOWED: This icon is to be used by the persons who are allowed to send emails to the BU HAPPENINGS MAILING LIST recipients.
- e. Press BU HAPPENINGS ALLOWED icon another window will appear with the title (Edit Mailing List)
- f. Press the List Members icon to see the emails of the persons who are allowed to send the BU happenings mailing list.
- g. When you want to send an email to all of the members you just put bu_happenings@bethlehem.edu

C. Delete Duplicate Recipients' emails

- a. After you open, BU HAPPENINGS MAILING LIST select all the recipients' e-mail and paste the LIST excel sheet in column A.
- b. Select column A, go to the Standard Tool Bar and click Sort Ascending.
- c. In the cell B1 Type: =EXACT(A1,A2),press enter and the word FALSE or TRUE will appear.
- d. Select the cell B1, do Auto fill till the end of the LIST.
- e. Select column A and copy the LIST to Microsoft Access.
- f. Click create a new file, click Blank database, type the name of the file 'Recipients' Emails', click create, click design, and in the Field Name type: e-mail, right click on that field, a drop down list will appear, click on Primary Key which will place an icon on the box next to the Field Name, then in the Data Field select Text . Go to the Field Properties and on Field Size type 50 and in the Indexed Field select Yes (No Duplicates), save the table using the name e-mail.
- g. Next click on Datasheet view, select the Email Field and right click to paste, the LIST. A message will appear: Are you sure you want to paste these records, click yes.
- h. The duplicates will automatically go to a new table called Paste Errors.
- i. Copy the recipients' emails from the Email table (Microsoft Access) and then go to the home page of Bethlehem University, follow the steps mentioned above to go to the BU HAPPENINGS, and then to the BU HAPPENINGS recipients' emails, paste the updated List instead of the old one.

16. Work Study Students

I. TASKS/JOB DESCRIPTION:

- i. Weekly Bulletin: Collate and distribute each Monday.
- ii. Display Weekly Bulletin Boards (Ground Floor)
- iii. Bethlehem University and Bethlehem in the News: Subscribe to Google News Alert for material relevant to the University and to Bethlehem; provide electronic (cut and past into word document) copies of materials daily to Director of Public Relations and file.
- iv. *Bethlehem University News*: Assist in the campus distribution and preparation of bulk mailing.
- v. Database: Assist in verifying information on Alumni and Friends.
- vi. Assist in the preparation and distribution of bulk mailings: Bethlehem University.
- vii. Visitors to Campus: Assist in the hosting of Visitors to Campus by preparing materials for distribution, collecting names and addresses for database, photographing Visitors, and assisting in greeting and touring the Visitors
- viii. *Academic Information Sheets, Bethlehem University at a Glance, Alumni Newsletter, Public Relations and Development Office Memos*: Assist in preparing and distributing
- ix. Assist in getting in touch with students who need to prepare thank-you letters.
- x. Student Scholarship Recipients: Take photos of student scholarship recipients, assist with preparing and distributing student "Thank You" letters with photos.
- xi. Assist as needed in taking digital photos of University events and celebrations.
- xii. Other Public Relations and Development Office related tasks as requested by supervisor.

- xiii. Mail: Distribute Mail from the University Mailboxes to the Development and Public Relations Staff each day.

II. Other responsibilities:

Besides the above responsibilities, each of the students should expect to contribute to the following:

i. Visitors – Chapel:

- a. Every evening, check the Weekly Bulletin and also check with the Public Relations Officer in person to verify any changes in the schedule for pilgrim groups.
 - b. Clean and fill the Holy Water Fonts in front of the Chapel.
 - c. Keep a schedule of the Pilgrim Groups visiting the Chapel in the PR Office .
- i. Before the group comes to the Chapel :
1. post a “Welcome” sign at the Chapel on the board
 2. check if the Holy Water Fonts in front of the Chapel are clean and filled.
 3. have the chapel microphone ready to use to greet and host the group
 4. have the chapel lights turned on
- ii. Be present for the Chapel visit
5. using the chapel microphone, welcome the pilgrim group, mentioning their name and place from which they come,
 6. invite them to come to the front and sit in the chairs in the sanctuary
 7. introduce yourself by name, major, year in school, and hometown
 8. tell the group what to expect for the next 5 or 10 minutes that:
 - a. a little about the Chapel, its history and its current uses,
 - b. answer their questions about the Chapel,
 - c. time for pictures before they go to:
 - i. Cardinal Furno Hall to learn more about the University and its students and faculties – or
 - ii. The Hotel Management dining room,
 9. At the end of the Chapel visit, thank the group for coming and turn off the lights and microphone system, locking up the microphone, etc.

ii. Furno Hall:

1. Group Discussion:
 - a. Furno Hall: As scheduled, participate in group discussions with pilgrim groups, representing the University and the Palestinian situation appropriately:

Keep an updated schedule of Pilgrim Groups visiting Furno Hall posted in the PR Office and for each Pilgrim Group visit that includes a visit to Furno Hall:

- i. before the group comes to Furno Hall, have the room ready for use:
 1. post a sign to welcome the group to Bethlehem University
 2. prepare the multimedia projector, sound levels, and temperature
 3. place the name tags for Student Ambassadors in place
 4. have the BUN, Visitor Information Forms, and Pens in place
- ii. at the visit to Furno Hall
 1. be present for the Furno Hall visit
 2. greet guests upon their entrance to Furno Hall and coordinate the distribution of the BUN, Visitor Information Forms, and Pens
 3. welcome the pilgrim group, telling them you are glad that they are visiting Bethlehem from “the name of their town, city, or country”

4. introduce yourself by name, major, year in school, and hometown,
 5. ask each of the other Student Ambassadors to introduce themselves
 6. tell the group what to expect for the next 15 to 20 minutes that:
 - a. they will see a brief multimedia presentation about the University, its founding and its programs and people
 - b. following the presentation, the Student Ambassadors will be available to try to answer their questions about the University as well as about the life of students here at the University.
 - c. after a little time for questions, we will then proceed to the next part of the program: either a tour of the campus or lunch or the end of the visit to the University .. whichever is on the program schedule.
 - d. you will be collecting the Visitor Information Form at the end of the session on which they can
 1. give their feedback and evaluation of the visit
 2. indicate if they wish to be added to our mailing list to receive EMAIL UPDATES or a copy of the UNIVERSITY NEWSLETTER
 7. Start the multimedia presentation and lower the lights.
 8. At the end of the visit in Furno Hall, the Session Moderator will facilitate the Questions and Answers while you turn off and close up the projector, microphones, laptop computer, and lock up the cabinet.
 9. When the discussion is over, turn off the lights, lock the door to Furno Hall, and return the keys to the Public Relations Office.
- b. Hotel Management Dining Room: As scheduled, participate in discussions with pilgrim groups in the Hotel Management dining room

iii. Christmas Cards:

- For each pilgrim group, in coordination with the Public Relations Officer, establish the time and place to display and offer for sale the Christmas Cards of the University.
- Keep an inventory of cards and sales for each group – passing along this information to the Public Relations Officer who will send an email note of gratitude to the Tour Group Leader
- 3. Deposit the funds from selling Christmas Cards with the Public Relations Officer each day.

iv. Photos

1. Charge the batteries for the cameras,
2. Upload new pictures (from the Photo Archive) and articles (supplied by the Public Relations Officer) to the University homepage at least once each week.
3. For each pilgrim group, post on the University homepage a brief story and series of pictures of their visit within one day of their visit.
4. Archive each story on the homepage when a new story is posted.
5. Assist and substitute for the work of the other Student Workers:
 - a. Chapel Coordinator for Pilgrim Groups
 - b. Cardinal Furno Hall Coordinator for Pilgrim Groups
 - c. Pilgrim Group and Event Photographer

v. Campus Events

- 1.

- a. Every day before 8:15am, check the Weekly Bulletin and with the Public Relations Officer in person to verify any changes in campus events needing to be photographed
- b. Keep a schedule of events and times for photographing
- c. Make arrangements to have pictures taken, labeled and uploaded to the Photo Archive
2. Assist and substitute for the work of the other Student Workers:
 - a. Chapel Coordinator for Pilgrim Groups
 - b. Cardinal Furno Hall Coordinator for Pilgrim Groups
 - c. Christmas Card Coordinator for Pilgrim Groups
3. Office Work for Photo Archives (Supervisor – PR officer)
 - a. For at least one hour per week, as scheduled by the Public Relations Officer, update and maintain the Photo Archive.

vi. Periodic Duties:

1. Office Work for Mailings (Supervisor – Secretary to Vice President for Development)
 - a. Assist in preparing bulk mailings (e.g., for Christmas and Easter Appeals and for the Bethlehem University News, etc)
2. Office Work for Weekly Bulletin (Supervisor – Rania)
 - a. Assist as needed in distributing the Weekly Bulletin
3. Office Work – Filing (Supervisor – Rania)
 - a. File letters and reports accurately as directed by the Development Secretary
4. Development, maintain and update the SUPPORT BU part of the homepage in coordination with the Vice President for Development (<http://www.bethlehem.edu/support.shtml>) to include
 - a. stories and pictures about student scholarships,
 - b. information about University funding needs,
 - c. staff contact information, and
 - d. Christmas Card purchasing information, etc.
5. Develop, maintain and update a Student Ambassadors website in coordination with the Public Relations Officer.
6. Office Work for Photo Archives (Supervisor – Development and Public Relations Officer)
 - a. For at least one hour per week, as scheduled by the Public Relations Officer, update and maintain the Photo Archive.

17. BU web site policy

The visual identity of Bethlehem University comprises the logo and the title “Bethlehem University”. They must be jointly presented with the colors of the university, yellow and blue. Consistency is required, therefore the identity should appear in all the different pages of the site.

The Home Page of Bethlehem University appears when someone clicks on www.bethlehem.edu. This page is the responsibility of the PR office, meaning any changes on this page should either come from the PR office or technically updated by the PR office.

Any amendment related to the different pages of the web site should practice the following:

1. Each faculty/department is responsible for the CONTENTS of its' department. Therefore, continuous observation is required to do the necessary update of contents.
2. Updated material should be forwarded to the Computer Center THROUGH the PR Office to ensure management of material published.

18. Photo Archive

Following are guidelines to take into consideration when deleting and labeling photos.

Delete:

- Out of Focus photos
- Duplicates
- Bad photos (please consult with Maher before deleting)

Link:

- Students related events (not related to politics) to public photos
- Link to SQL, Access (assistance is needed from Philip)

Label:

- All photos (Consult with Maher to add names of Lieutenants for visitors' photos)
- Never label if not sure of the information, again please consult with Maher

For downloading pictures and uploading them on the archive the following should be considered:

One person should be in charge of Downloading photos and Uploading them to archive, 2 other students should assist him in the process.

Link to an Album:

- 1- go to the target album
- 2- Click on the added item link
- 3- Select Link
- 4- select the album/folder you would like to have a link to

To create to a photo:

- 1- Go to the album that contains the photo
- 2- click on the photo (view it in original size)
- 3- From the drop down menu underneath the photo select "Create Replica"
- 4- Select the destination album (which will have the linked photo)

19. Zimbra

How to set your computer time clock (especially for Zimbra calendar purposes) to the correct time zone.
15 October 2010

To summarize, the following settings need to be established in order to be able to set, view, and print calendar times in Zimbra according to Palestinian time:

1. In ZIMBRA, go to "Preferences" on the tool bar near the top and to the right – and click on PREFERENCES

You will then see a screen with

- Login Options
- Searches
- Other

Go to the section for LOGIN OPTIONS

The DEFAULT TIME ZONE should be = GMT +00:00 Monrovia

The Preferences>General>Login Options>Default TimeZone should = GMT +00:00 Monrovia
(This should be the case now for all Zimbra users)

2. If there is Time Zone in Appointments then it need to be set to GMT +00:00 Monrovia (this should not appear by default to the Zimbra user)
3. The windows PC (Win 2000, Win XP, or Windows 7) Time Zone should be GMT +00:00 Monrovia (usually at the university this is the case)
4. If the three conditions above are correct then the Calendar times should be correct and according to PA clock.

Note: on the server side the calendar is set to GMT+2 Jerusalem and this compensate the difference.

Please let Wasim (waseemz@bethlehem.edu) know if you have any further ambiguity. These instructions will also be post in the Office Procedures Manual as well as posted on the website of the Computer Center.

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