

My name is Beth Craig, and I currently serve as Director of Donor Engagement and Stewardship for Louisiana Tech University's Division of University Advancement and the Louisiana Tech University Foundation.

I have been a Louisiana Tech employee for more than 13 years, and I am dedicated and very passionate about the role which I have served in for the past six years. My work involves fostering donor loyalty and ensuring that the University's donors feel valued and appreciated for their contributions. This involves a range of activities including communicating with alumni and other donors, acknowledging gifts, and providing regular updates on the impact of their donations.

Many of the University's donors choose to fund private scholarships which can be a crucial part of making higher education more affordable for our students. Working with the Financial Aid office is an essential part of my role to ensure that all privately funded scholarships are awarded each academic year. By working closely with Financial Aid, it is a joy to maximize scholarship funds and minimize student out-of-pocket expenses.

Another rewarding part of my job is working with the Lagniappe Ladies grant recipients. Lagniappe Ladies is a nationwide network of philanthropic women who have a shared passion and dedication for advancing Louisiana Tech. Each spring, a campus-wide request for proposals is sent out to faculty, staff, and students to submit their ideas and wish lists to augment programs and services not covered by traditional state funding. I have the pleasure of working to fulfill the grants the Lagniappe Ladies choose to fund. This allows me the opportunity to collaborate with departments across campus on a diverse range of projects and initiatives which are beneficial to students, faculty, and staff.

I am incredibly grateful for the opportunity to work for my alma mater, and it is an honor to have a role in contributing to the success of Louisiana Tech University and its valued students, faculty, staff, alumni, and friends.



May 10, 2023

Dear Committee:

I am writing in support of Beth Craig for the 2022-2023 Loyalty Award. Beth is an outstanding employee and loyalty is certainly one of the Tenets of Tech that describes Beth. The impact of Beth's work is experienced by the faculty, staff, and students of Louisiana Tech University as well as our donors.

As the Director of Donor Engagement and Stewardship, Beth makes sure that our donors are thanked for their generosity, and that their gifts are used for the intended purpose. She also demonstrates the impact of our donor's gifts through quarterly impact reporting, and annual endowment reporting. The annual Benefactors Dinner is the highlight of the year for recognizing our most loyal donors and Beth is meticulous in the details for that event. Her attention to detail makes this event a true expression of gratitude for the generosity of our donors.

Lagniappe Ladies is a tremendous example of Beth's loyalty and stewardship. Grants are awarded annually, and Beth provides support to faculty and staff as they work together to use the grant funds in a timely and appropriate manner. The members of Lagniappe Ladies who fund the grants with their annual gift of \$1,000 know that Beth is working diligently to meet the needs of each recipient and to adhere to the purpose of the awarded grant.

Scholarships are one of the primary ways our donors choose to support Louisiana Tech University and Beth is instrumental in making sure as many scholarships are awarded as possible. She is passionate about helping students as she remains true and loyal to the donor's wishes for the scholarships they fund.

As a graduate of Louisiana Tech University and a long-standing member of the Ruston community, Beth knows our faculty, staff, students, and donors very well. She also knows the importance of establishing and maintaining loyal and trusted relationships with our donors and the faculty and staff who make Louisiana Tech University a place where students can enjoy an unparalleled learning experience.

I am proud to call Beth a loyal colleague and it is an honor to support her for the Louisiana Tech University 2022-2023 Loyalty Award.

Sincerely,

A handwritten signature in blue ink that reads "Lisa Bradley". The signature is written in a cursive, flowing style.

Lisa Bradley  
Interim Vice President for University Advancement  
Chief Financial Officer – Louisiana Tech University Foundation



May 10, 2023

Dear Louisiana Tech University Senate,

It is my pleasure to enthusiastically support Beth Craig for The Loyalty Award at La Tech.

My name is Hannah Lachney, the Scholarship Coordinator at the Office of Financial Aid. I had the pleasure of working with Beth for over a year now while awarding scholarships to our students. Of all the excellent staff members I've worked with Beth is among the most kind, patient, and hardworking. I would not be able to award scholarships or complete many of my task without her guidance.

During our time together, Beth is always there to assist me with questions regarding funding, scholarship criteria, and the awarding process. She always has the students' best interest in mind, and her efforts truly make a difference in their academic experience. She is always striving to make the collaborative efforts between the Foundation and Financial Aid effortless and more efficient.

Whether my problem is big or small Beth is there to lend a helping hand and her expertise has been a huge asset to the Financial Aid Office.

I am confident that Beth would be an excellent fit for this award.

Feel free to contact me at 257.3448 or [hlachney@latech.edu](mailto:hlachney@latech.edu) if you have any questions.

Sincerely,

**Hannah Lachney**

Scholarship Coordinator

Office of Financial Aid

Louisiana Tech University

318-257-3448

[hlachney@latech.edu](mailto:hlachney@latech.edu)



# LOUISIANA TECH UNIVERSITY

OFFICE OF THE PRESIDENT

May 9, 2023

Louisiana Tech University  
University Senate Awards Committee

Dear Awards Committee,

Having loyal employees is key to the success of any organization. Louisiana Tech has been blessed to have many loyal employees over its 129-year history. All with different skills and abilities, contributing in various capacities, to make our campus such a special place.

I have had the privilege of working with someone that I, along with many across our campus would call loyal – Beth Craig. When Beth joined the staff of the Division of University Advancement, I knew immediately that she would play a vital role in the success of not only the Division but of the entire campus. She has done just that.

During my time as the Director of Alumni Relations, Beth was a key part of the team; always willing to help no matter the task. Her loyalty and commitment helped us build one of the best alumni associations in the region. I am so thankful that I have been able to continue to work with her in my current position.

Beth has developed lasting relationships with students, alums, and donors that know they can count on her to assist them in a professional and kind manner no matter their situation. Loyal employees like Beth are key to having a successful alumni association and foundation. Success is about relationships and treating people the right way. Beth does that to perfection.

No matter what challenges come her way she always puts what is best for the University first and foremost. She will always be *For Ever Loyal* and is most deserving of this very special recognition by the University Senate.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ryan W. Richard".

Ryan W. Richard  
Chief of Staff for Presidential Initiatives