

there was a lot of racial harassment, derogatory remarks, the encouraging of racial profiling. Officers posted at home and at work, and they talked about it at work. The plaintiffs are suing the police department for allowing a racially hostile environment to exist at work based on what was going on online.

What's your advice for employers?

Employers would be prudent to address the issue with employees in writing and in training seminars and handbooks, but not be overbearing, because that really sends a message to employees that you probably don't want to send. On the other hand, there are cases out there that impose liability on employers for what happens online: for example, sexual harassment. There was a case where some airline pilots had a forum online. A bunch of comments were made about another pilot, and she sued for sexual harassment, among a host of conducts. The court said the statements made online can be imputed to the employer as harassing comments. So employers have to address this because they stand to be exposed to risk. The real difficulty is how zealous are you going to be. How companies are going to pay attention to it depends on the culture of the office.

What should workers consider when they're online?

Don't put anything on your Facebook page you wouldn't want your employer to see. I caution my students, too, when they're looking for jobs, to clean up their Facebook pages. **CALEB DANILOFF**

University Sees Record Giving

Donations from alumni, trustees, Class of 2011 cap two superlative years for BU

Defying an economy still in the doldrums, BU received an unprecedented \$89.5 million from donors in the fiscal year ending June 30, making it the second record-breaking year in a row.

The number of alumni donors jumped 12 percent, meaning that more than 2,700 additional people gave to their alma mater in fiscal 2011 than did in the previous year. Gifts to the Annual Fund, which come from donors who don't restrict the use of the money, also shattered a record, amounting to \$7.85 million of the \$89.5 million total. The support extends to the newest alumni: a record number of donors in the Class of 2011 gave to their Class Gift campaign.

"The national average of alumni participation has been eroding steadily," says Scott Nichols, senior vice president for development and alumni relations. "A net gain of 2,700 donors not only reverses that

trend, but now we're gaining ground."

Fiscal year 2010 also saw the University post record operating reserves and donor pledges.

"People see BU is a really good investment right now," Nichols says. "Money, particularly in higher education, is attracted by quality and strength. There's a point of pride; people want to know that BU is accomplishing what traditional universities accomplish, which is great teaching, great research, great service. At the end of the day, what happened in the classroom makes for supportive alumni."

Nichols also credits President Robert A. Brown's increased outreach efforts to alumni.

"The University's made an important investment in alumni and development work," he says. "It's not just money and bodies; the president has made it a priority, as has the Board of Trustees—engaging, communicating across the board." Before Brown became president, in September 2005, the University had received only one gift of more than \$10 million from an individual in its history. It has tallied four such gifts since, and a fifth, to the T. George and Ernestine O'Connell (CAS'15) Memorial Scholarship, increased

the scholarship fund by \$7.8 million, from less than \$1 million.

In addition, alumni are becoming more engaged in the University. In fiscal 2011, more than 41,000 alumni and friends attended over 800 BU meetings and events globally. "We estimate that was around 6,000 when Bob Brown became president," says Nichols.

"I am heartened by the increased support of the University by our alumni and friends, especially during such difficult economic times," Brown says. "This support, coupled with our careful financial management, will increase the breadth and quality of our academic programs. The increase in the number of alumni donors is very gratifying and critically important to the future of Boston University."

Besides alumni support, the amount of money given to the University by its trustees rose 62 percent in fiscal 2011, to \$13.3 million. Among the highlights of the year was a pledge from trustee Bahaa Hariri (SMG'90) for a new computation institute, which opened this fall.

BU is in the early mapping stages of a fundraising campaign and is exploring the feasibility of targets up to \$1 billion. **RICH BARLOW**



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