

**KENTUCKY STATE UNIVERSITY BOARD OF REGENTS  
INSTITUTIONAL ADVANCEMENT COMMITTEE  
SPECIAL CALLED MEETING**

**\*\*\* Meeting Was Conducted in Person and by Teleconference \*\*\*  
Wednesday, July 6, 2022  
11:00 a.m. EDT**

**Board of Regents Room  
Julian M. Carroll Academic Services Building, 2nd Floor  
400 East Main Street  
Frankfort, Kentucky 40601  
(Primary Physical Location)**

**MINUTES**

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**I. Call To Order**

The Committee's Chair, Regent Jason Moseley, called the meeting to order at 11:05 a.m.

**II. Roll Call**

The Board's Secretary, Ms. Elise Borne, called the roll:

Regent Jason Moseley	Present
Regent Ernie Fletcher	Not Present
Regent Michael Adams	Present
Dr. Rozina Johnson	Not Present
Mr. Michael DeCourcy	Present

Three Committee members were present during the roll call; therefore, a quorum was established.

**III. Approval of the Agenda**

**MOTION** by Regent Adams:

Move the Committee to approve the agenda of the July 6, 2022, Special Called Meeting of the Institutional Advancement Committee.

Seconded by Michael DeCourcy and passed without dissent.

**IV. Committee Member Introductions**

Chair Moseley asked Committee members to introduce themselves.

**V. Discussion of Committee Priorities and Agenda for the Upcoming Year**

Chair Moseley asked the Committee members to identify KSU's donors and where donor information is kept. Chair Moseley queried if there is a database of donors, and if so, what the database looks like. Mr. DeCourcy replied that every gift KSU receives is recorded via Raiser's Edge software, which is produced by the Blackbaud platform. Additionally, he noted that every alum that updates his or her contact

information is also placed into the Raiser's Edge platform. Mr. DeCourcy then defined "alumni," and discussed the number of alumni in the database. Mr. DeCourcy further stated that the University's license for the software is coming up for renewal, and a decision would need to be made as to whether to renew it or look for another platform.

Chair Moseley asked if Institutional Advancement has policies and procedures in place, or if that is something that needs to be put on the agenda. Mr. DeCourcy advised that there are policies and procedures in place but that those policies and procedures should be reviewed as some need to be updated, enhanced, and perhaps created anew. Chair Moseley asked if he was correct in stating that the Board's next meeting should include a vote on the necessary policies and procedures required for Institutional Advancement to be successful. Mr. DeCourcy agreed.

Regent Adams asked Mr. DeCourcy to explain the current fundraising processes. Regent Adams asked Mr. DeCourcy if he deals primarily with unrestricted funding.

Chair Moseley asked Mr. DeCourcy what he believed the Committee's priorities need to be. Mr. DeCourcy advised that first, the Committee needs some context of where it's at and what has occurred over the last few years. Additionally, the Committee needs to understand that alumni giving has a long way to go to be considered successful. The database of alumni information is not great, as it only goes back to 1986 and does not have updated information in many cases.

Regent Adams experienced technical issues, so the meeting was paused for approximately ten minutes while the situation was remedied.

Mr. DeCourcy stated that Chair Moseley had requested some unofficial donation numbers. He noted that yearly donation numbers would be closed out likely within the next four to five weeks, as the University receives final numbers from the KSU Foundation. At that time, however, non-alumni donors were at \$1.885 million, and alumni giving for the previous year was \$226,593. Mr. DeCourcy expected those preliminary numbers to increase before final numbers are closed out.

Regent Adams asked about the approximately 20,000 profiles in the Raiser's Edge platform. Specifically, he asked how those individuals and organizations were being uploaded into the database, and if the database allows KSU to market specifically to certain individuals listed in the database. Mr. DeCourcy replied that such capability would be an add-on and would be a future conversation and priority.

Chair Moseley commented that a priority of the Committee should be to determine if KSU needs more than one staff member dedicated to running Institutional Advancement's day-to-day operations to be successful. Chair Moseley wondered if this issue (namely, how to staff Institutional Advancement, and what that structure should look like) should be taken to the Board at the next meeting.

Chair Moseley asked Mr. DeCourcy if he had any additional comments to add. Chair Moseley stated that Mr. DeCourcy's suggestions should be added to the next agenda.

Regent Adams had several requests for the next meeting's agenda, including a full explanation of how fundraising at KSU works and more information about Raiser's Edge. Regent Adams further noted that understanding the capabilities of Raiser's Edge is crucial because the University needs to know if an add-on or additional leverage is needed to make it easier to contact alumni, or if the University needs to explore using a different database altogether.

Regent Adams also requested a presentation from the Foundation, the National Alumni Association, and Mr. DeCourcy as to how each fundraising tenet works and the processes and policies that are currently in place. Regent Adams felt that examining each of those three tenets would allow the Committee to ensure

efficiency and make any needed adjustments. Regent Adams requested clarification as to whether this was the gameplan.

**VI. Adjournment**

**MOTION** was made by Regent Adams:

Move the Board to adjourn.

Seconded by Mr. DeCourcy and passed without dissent.

The meeting was adjourned at 11:41 a.m.

Submitted by:

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Zach Atwell  
Secretary, Board of Regents  
Kentucky State University

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Regent Jason Moseley  
Chair, Institutional Advancement Committee  
Board of Regents  
Kentucky State University

\_\_\_\_\_ Approved with no corrections

\_\_\_\_\_ Approved with corrections