

Kentucky State University

Board of Regents Meeting

External Relations and Development Committee

July 26, 2013

Regent Charles Whitehead, Chairperson
Regent David Guarnieri
Regent Phyllis Williams
Mr. Hinfred McDuffie, Staff

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
External Relations and Development Committee
Board of Regents
July 26, 2013
9:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky

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**External Relations and Development Committee
Board of Regents
July 26, 2013
9:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky**

- | | | |
|-------------|---|--|
| I. | Call to Order | Regent Charles Whitehead,
Chairperson |
| II. | Roll Call | Hinfred McDuffie, Executive Vice
President for Administration |
| III. | Opening Remarks | Regent Charles Whitehead |
| IV. | Action Items: Approval of Minutes
- April 26, 2013 Meeting | Regent Charles Whitehead |
| V. | Executive Summary Report
- Endowment Management Report | Hinfred McDuffie |
| VI. | Discussion | Regent Charles Whitehead |
| VII. | Adjournment | |

Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: July 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	April 26, 2013 Committee Minutes	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the External Relations and Development Committee meeting of April 26, 2013, require approval in order to become an official part of the committee's records.

Recommendation:

That the External Relations and Development Committee approve the minutes of the April 26, 2013, meeting.

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
Board Action Date:	July 26, 2013
Effective Date:	July 26, 2013

**Kentucky State University
Board of Regents
External Relations and Development Committee
9 a.m., April 26, 2013
Board Room, Academic Services Building
Frankfort, Kentucky**

MINUTES

Regent Charles Whitehead called the meeting of the Kentucky State University Board of Regents External Relations and Development Committee to order at 9 a.m. on Friday, April 26, 2013. Mr. Hinfred McDuffie, Executive Vice President for Administration, called roll:

Regent Ronald Banks, present
Regent David Guarnieri, present
Regent Charles Whitehead, present
Regent Phyllis Williams, absent

Three of the four regents were present. A quorum was established.

Action:

Motion to approve the October 26, 2012, and January 25, 2013, External Relations and Development Committee minutes was made by Regent Guarnieri and seconded by Regent Banks. The motion passed.

Presentations:

Mr. McDuffie introduced the Division of Administration, External Relations and Development staff for area reports as follows:

- The Communications report was presented by Ms. Felicia Lewis, Assistant Vice President for Communications and Publications.
- The Auxiliary Enterprise report was presented by Mr. Harold Hayes, Executive Director of Auxiliary Enterprise.
- The Information Technology report was presented by Mr. Edward Fields, Director of Information Technology.

Mr. McDuffie said this would be the last Information Technology report to the External Relations and Development Committee. The university had hired a Chief Information Officer, who would report to the President's Office.

- The Capital Planning, Construction and Facility Operations report was presented by Mr. Jack McNear, Associate Vice President for Capital Planning, Construction and Facility Operations.
- The Alumni Relations and Development reports were presented by Mr. William Wilson, Associate Vice President for Development and Major Gifts.

Mr. McDuffie presented a proposal to increase the university's board rate beginning Fall 2013. The motion to approve the board rate increase request for action by the full Kentucky State University Board of Regents was passed by the committee.

The Endowment Summary report was presented by Ms. LouAnn Atlas and Mr. James Fereday of Fifth Third Bank.

The meeting was adjourned at 10:13 a.m. by Regent Whitehead.

Submitted by:

Approved by:

Mr. Hinfred McDuffie, Executive Vice
President
External Relations and Development for
Administration

Regent Charles Whitehead,
Chairperson
External Relations and Development
Committee

_____ Approved with no corrections

_____ Approved **with corrections**

Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: July 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	Executive Report	
Reason for Consideration:	Informational	Enclosures: Yes

Background:

Recommendation:

Informational

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
Board Action Date:	July 26, 2013
Effective Date:	July 26, 2013

**Kentucky State University
Division of External Relations and Development
Report to the Board of Regents**

July 26, 2013

EXECUTIVE SUMMARY

During the period of July 1, 2012, through June 30, 2013, Kentucky State University received contributions in the amount of \$1,598,061 from 726 contributors – alumni, employees, university friends, corporations, foundations and organizations. Scholarships received the largest portion of the donations in the amount of \$1,364,913. The amount received for the Uniting Generations . . . Securing Futures – A Capital Campaign for Kentucky State University was \$4,855,371.

The Office of Alumni Relations processed the following memberships through the fourth quarter of the fiscal year: 646 annual/associate, 356 complimentary to new graduates, 311 life and 44 subscribing life for a total of 1,357 KSU National Alumni Association financial members. The K-Club has 45 members. There were mass mailings to alumni for the following purposes: Permanent Alumni Scholarship Fund solicitation (1,312 packages), Homecoming (8,612), K-Club (1,228), Classes in Reunion (4,020) and miscellaneous mailings (5,157). A total of 9,879 electronic communications have been sent. The alumni association currently has 24 affiliate chapters.

Auxiliary Enterprise reports that housing occupancy was at 71 percent with 727 students at the end of the academic year.

Capital Planning, Construction and Facility Operations had 27 major projects in progress, of which 19 projects were completed. The department also received 2,763 work orders (an average of 53 per week), with 89 percent completed through the fourth quarter.

The university was covered in 791 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$7,661,166. The university also was covered in 93 television news stories reaching a Nielsen audience of 1,819,788 for a total ad equivalency of \$31,163 or total publicity value of \$93,486. There were 162 messages posted on KSU's electronic message board and 66 press releases sent to the media.

Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: July 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	Executive Contribution and Alumni Relations Report	
Reason for Consideration:	Informational	Enclosures: Yes

Background:

Recommendation: Informational

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
Board Action Date:	July 26, 2013
Effective Date:	July 26, 2013



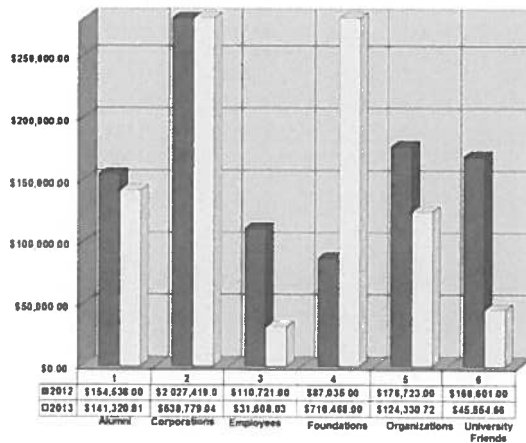
CONTRIBUTIONS REPORT
FY 2013 Fourth Quarter
July 1, 2012 - June 30, 2013

Constituency Type	Total Dollars Raised July 1, 2011 - June 30, 2012	Total Dollars Raised July 1, 2012 - June 30, 2013	Total Participation July 1, 2011 - June 30, 2012	Total Participation July 1, 2012 - June 30, 2013	Percentage of Alumni Giving
Alumni	\$154,538.00	\$141,320.81	287	339	3.92%
Corporations	\$2,027,419.00	\$538,779.04	39	32	
Employees	\$110,721.00	\$31,608.03	120	136	
Foundations	\$87,035.00	\$718,468.00	66	31	
Organizations	\$176,723.00	\$124,330.72	252	89	
University Friends	\$168,601.00	\$45,554.66	102	99	
TOTAL	\$2,725,037.00	\$1,598,061.26	866	726	

Donor Designation Breakdown

Donor Designation	Total Dollars Raised July 1, 2011 - June 30, 2012	Total Dollars Raised July 1, 2012 - June 30, 2013
Unrestricted	\$2,042,356.00	\$130,639.00
Scholarships	\$405,770.00	\$1,364,913.05
Other	\$276,911.00	\$102,509.21
TOTAL	\$2,725,037.00	\$1,598,061.26

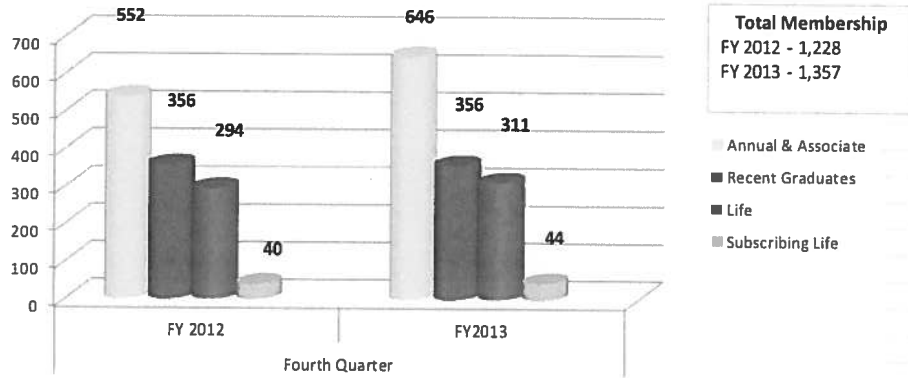
**Annual Giving
Total Dollars Raised
Comparison Graph**
July 1, 2011 - June 30, 2012
to July 1, 2012 - June 30, 2013



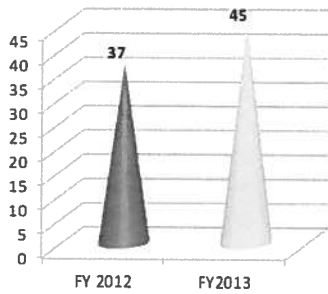
CAPITAL CAMPAIGN GIVING

Constituency Type	Total Dollars Raised July 1, 2010 - June 30, 2013	Total Participation July 1, 2010 - June 30, 2013
Alumni	\$ 497,380.28	993
Corporations	\$ 2,587,878.00	480
Employees	\$ 162,669.72	405
Foundations	\$ 879,753.00	96
Organizations	\$ 598,823.76	319
University Friends	\$ 128,886.37	319
Total:	\$ 4,855,371.13	2612

National Alumni Association Membership



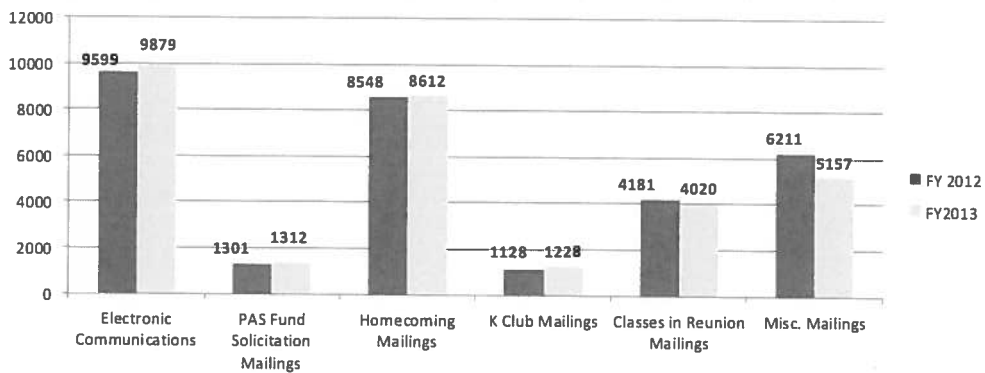
K Club Membership



National Alumni Association Chapter Revitalization

	First Quarter	
	FY 2012	FY 2013
Total Alumni Chapters	24	24
New / Revitalized Alumni Chapters	2	0

Alumni Relations Office Communications



Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: July 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	Auxiliary Enterprise & Capital Planning Reports	
Reason for Consideration:	Informational	Enclosures: Yes

Background:

Recommendation: Informational

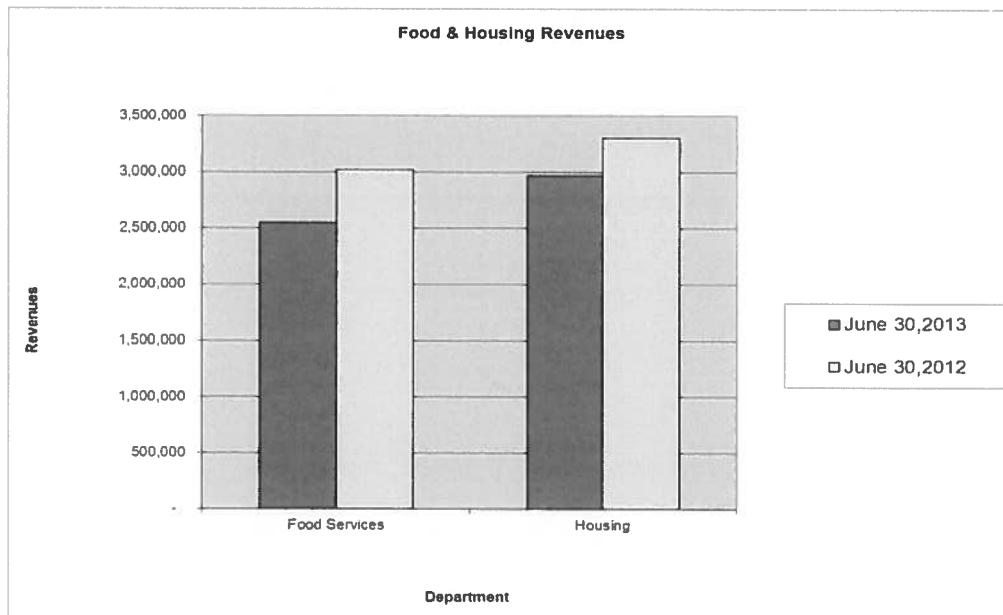
Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
Board Action Date:	July 26, 2013
Effective Date:	July 26, 2013

Kentucky State University Auxiliary Enterprise Report July 2012 - June 2013

As of June 30, 2013, Auxiliary Enterprise has recorded revenues as follows:

	Prior Year YTD	Current Year YTD	Variance
Food Services	3,019,000	2,547,000	(472,000)
Housing	3,302,000	2,966,000	(336,000)
Bookstore	153,000	153,000	(0)
Facility Usage	45,000	20,000	(25,000)
Laundry	41,000	50,000	(9,000)
Vending	1,000	2,000	(1,000)

- The Food Services and Housing variances are due to the decrease in student count. Housing occupancy at the end of the academic year was at 71 percent with 727 students compared to 879 students in 2012.



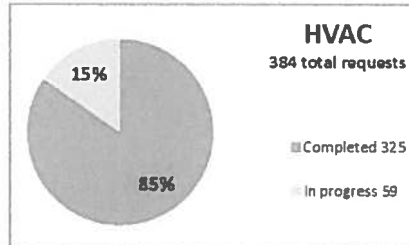
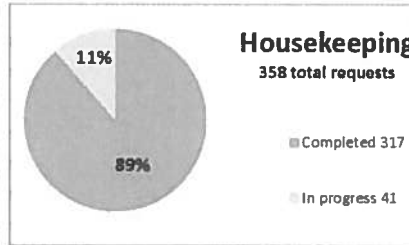
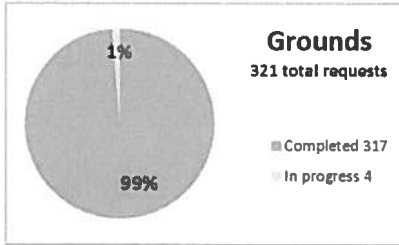
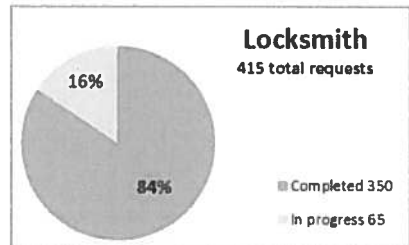
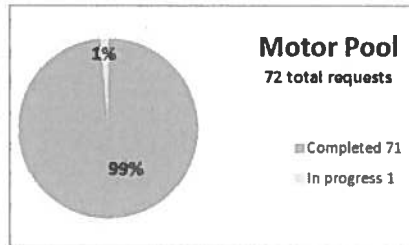
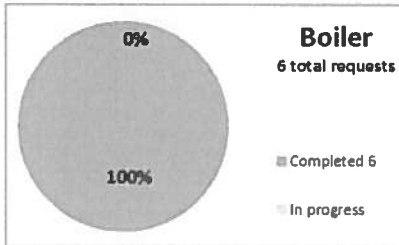
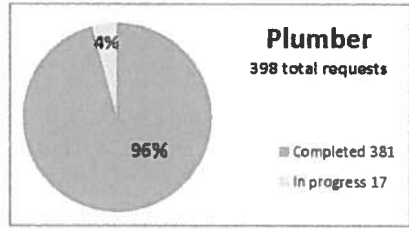
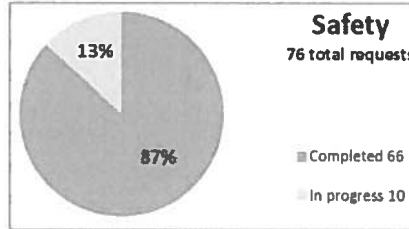
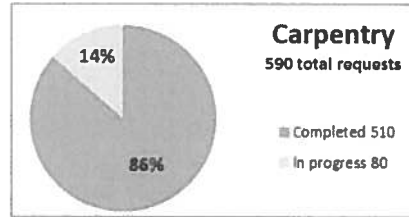
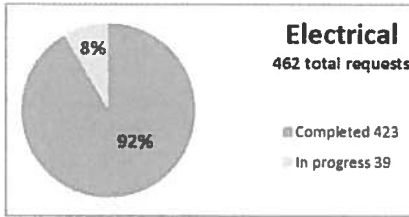
Capital Planning, Construction and Facility Operations
July 27, 2013

ID	Project Name	Duration	Start	Finish	2012			2013			2014			2015					
					Jul	Sep	Nov	Jan	Mar	May	Jul	Sept	Nov	Jan	Mar	May	Jul	Sept	Nov
1	Russell Court Interior Renovation	607 days	08/01/13	03/31/15															
2	Alumni Stadium Office Building Roof Replacement 2013	100 days	07/01/13	11/16/13															
3	Jordan Warehouse Roof Replacement 2013	87 days	07/01/13	10/31/13															
4	Russell Court Roof Replacement 2013	87 days	07/01/13	10/31/13															
5	Betty White Additional Parking	333 days	08/01/12	06/30/13															
6	New Parking Lot by McCullin	274 days	10/01/12	07/01/13															
7	New Women's Softball Field at Jones Field	91 days	08/01/13	10/31/13															
8	Bradford Hall Little Theater Renovation to Large Seminar Classroom	91 days	07/01/13	09/30/13															
9	Cheaney Memorial Plaza	183 days	08/01/13	01/31/14															
10	Pedestrian Bridge over US 60	364 days	04/01/13	03/31/14															
11	Feasibility of Constructing a Centralized Mail Hub in Student Center Basement	136 days	04/01/13	08/15/14															
12	Refurbish Exum Gym Basketball Court	40 days	03/07/13	04/16/13															
13	Hillcrest Kitchen Renovation	83 days	05/01/13	07/23/13															
14	Student Support Services Offices	60 days	07/01/13	08/30/13															

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Projects	
In Progress	27
On Hold	6
Total	33
Completed since July 1, 2012	19
Canceled	2

Facility Services



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Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: July 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	Communications Report	
Reason for Consideration:	Informational	Enclosures: Yes

Background:

Recommendation:

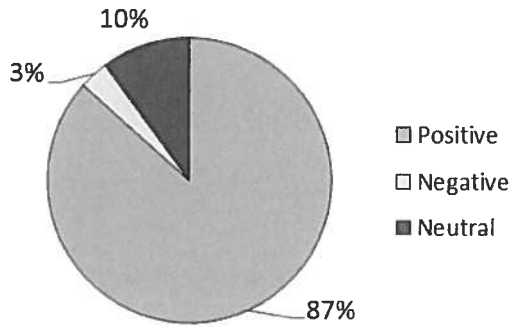
Informational

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
Board Action Date:	July 26, 2013
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KSU Media Coverage
July 2012 – June 2013

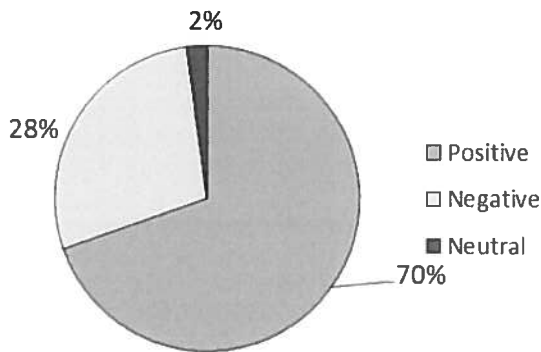
NEWSPAPER COVERAGE IN KENTUCKY

Number of Stories - **791**
 Ad Equivalency - **\$7,661,166.46**



TELEVISION COVERAGE IN KENTUCKY

Number of Stories - **93** Run Time - **83 minutes, 30**
 seconds
 Ad Equivalency - **\$31,163** Publicity Value - **\$93,486**
 Nielsen Audience - **1,819,788**



**MARKETING AND PUBLICATIONS
STRATEGIC / MARKET IMPACT
2012 - 2013**

Advertising / Marketing Mode	MARKET	TIME PERIOD	MARKET IMPACT
Billboards (4)	Frankfort – various locations in city	Annual	12,834,332 Impressions
	I-64 near Frankfort Exit 58	Annual	12,096,000 Impressions
TV Commercials	Frankfort	6 Months	94 percent reach*
Airport Displays	Louisville International Airport	Annual	3.4 million Passengers
	Blue Grass Airport (Lexington)	Annual	414,721 Passengers

*Reach means the percentage of population who saw the commercial.

PUBLICATIONS

(Artwork and printed materials)

- Development/Alumni Printed Materials – Materials produced for 27 campaigns / events
- Printed materials produced for university events – 100
- Communication pieces – 36
 - o President's Report to the Board – 4
 - o Good News Newsletter for CPE – 5
 - o Hoofbeats - 4
 - o Onward & Upward - 1
 - o From The President - 5
 - o Program/Departmental Newsletters & Brochures – 17
- Marketing and advertisement pieces produced – 61
- Designs for general university operations – 31
- Business cards produced – 82

ELECTRONIC COMMUNICATIONS

Electronic message board postings – 162 messages: 126 KSU messages / 36 community messages

Press Releases – 66