

Kentucky State University

Board of Regents Meeting

External Relations and Development Committee

April 26, 2013

Regent Charles Whitehead, Chairperson
Regent David Guarnieri
Regent Ronald Banks
Regent Phyllis Williams
Mr. Hindred McDuffie, Staff

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
External Relations and Development Committee
Board of Regents
April 26, 2013
11:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky

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**External Relations and Development Committee
Board of Regents
April 26, 2013
11:00 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
- <u>October 26, 2012 Meeting</u>
- <u>January 25, 2013 Meeting</u> | Regent Charles Whitehead |
| V. | Executive Summary Report
- Endowment Management Report | Hinfred McDuffie |
| VI. | Action Item:
- <u>Approval of Board Rate Increase</u> | Regent Charles Whitehead |
| VII. | Discussion | Regent Charles Whitehead |
| VIII. | Adjournment | |

Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: April 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	October 26, 2012 Committee Minutes	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the External Relations and Development Committee meeting of October 26, 2012, 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 October 26, 2012, meeting.

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

**External Relations and Development Committee
Board of Regents
April 26, 2013
11:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky**

October 26, 2012 MINUTES

Regent Charles Whitehead called the meeting of the Kentucky State University Board of Regents External Relations and Development Committee to order at 11:58 a.m. on Friday, October 26, 2012. Mr. Hinfred McDuffie, Executive Vice President for Administration, called roll:

Regent Ron 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:

The minutes of the July 27, 2012, External Relations and Development Committee meeting were approved.

Presentations:

Mr. McDuffie introduced the Division of 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 Enterprises report was presented by Mr. Harold Hayes, Executive Director of Auxiliary Enterprises.

Mr. Hayes explained that due to a decrease in enrollment for the fall semester, budgeted numbers for revenues in both student housing and dining services are down for this year. Regent Guarnieri asked if the university is able to offset the decrease by cutting and managing expenses. Mr. McDuffie responded that the university had adjusted the budget as soon as it was determined that the numbers would be down. Auxiliary Enterprises continues to monitor the budget per transaction and expects revenues to remain profitable in both areas.

- The Information Technology report was presented by Mr. Edward Fields, Director of Information Technology.
- 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. He distributed Capital Campaign packets of information to board members.

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

The meeting was adjourned at 12:25 p.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

**External Relations and Development Committee
Board of Regents
April 26, 2013
11:00 a.m.
Board Room - Academic Services Building
Frankfort, Kentucky
Agenda Item Background**

To:	Board of Regents External Relations and Development Committee	Date: April 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	January 25, 2013 Committee Minutes	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the External Relations and Development Committee meeting of January 25, 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 January 25, 2013, meeting.

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

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

January 25, 2013 MINUTES

Regent Karen Bearden called the meeting of the Kentucky State University Board of Regents External Relations and Development Committee to order at 9:06 a.m. on Friday, January 25, 2013, in the absence of committee Chair Charles Whitehead. Mr. Hinfred McDuffie, Executive Vice President for Administration, called roll:

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

Two of the four regents were present. A quorum was not established.

Presentations:

Mr. McDuffie introduced the Division of 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 Enterprises report was presented by Mr. Harold Hayes, Executive Director of Auxiliary Enterprises.

Mr. Hayes explained that due to a decrease in enrollment for the fall semester, budgeted numbers for revenues in both student housing and dining services were down by approximately 14 percent. Regent Bearden asked for further explanation Mr. McDuffie responded that housing and dining services revenues have a direct correlation to enrollment and that the university generally experiences some revenue reduction in the spring due to student attrition.

- 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 Information Technology report was presented by Mr. Edward Fields, Director of Information Technology.
- The Alumni Relations and Development reports were presented by Mr. William Wilson, Associate Vice President for Development and Major Gifts.

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

The meeting was adjourned at 10:06 a.m. by Regent Bearden.

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: April 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:	April 26, 2013
Effective Date:	April 26, 2013

Kentucky State University
Division of External Relations and Development

April 26, 2013

EXECUTIVE SUMMARY

During the period of July 1, 2012, through March 31, 2013, Kentucky State University received contributions in the amount of \$1,390,140 from 455 contributors – alumni, employees, other individuals, corporations, foundations and organizations. Scholarships received the largest portion of the donations in the amount of \$1,194,998. The amount received for the Uniting Generations . . . Securing Futures – A Capital Campaign for Kentucky State University is \$4,688,870.

The Office of Alumni Relations processed the following memberships through the third quarter of the fiscal year: 585 annual/associate, 356 complimentary to new graduates, 299 life and 44 subscribing life for a total of 1,284 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 (1,272 packages), Homecoming (8,612), K-Club (1,228), Classes in Reunion (4,020) and miscellaneous mailings (5,157). A total of 9,612 electronic communications have been sent. The alumni association currently has 24 affiliate chapters.

Information Technology has completed the following computer upgrades: faculty PCs to laptops (142 units), laptops in residence halls for student checkout (49 units), student computer labs (256 units), administrative computers (27 units) and SMART classrooms (51 classrooms). IT also has closed 92.2 percent of its service calls.

Auxiliary Enterprises reports that housing occupancy was at 71 percent with 732 students at the end of March.

Capital Planning, Construction and Facility Operations had 25 major projects in progress or pending, of which 19 projects were completed. The department also had 2,172 work orders (an average of 56 per week), with 91 percent completed through the third quarter.

The university was covered in 610 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$6,121,832. The university also was covered in 85 television news stories reaching a Nielsen audience of 1,642,611 for a total ad equivalency of \$26,347 or total publicity value of \$79,038. There were 132 messages posted on KSU's electronic message board.

Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: April 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:	April 26, 2013
Effective Date:	April 26, 2013

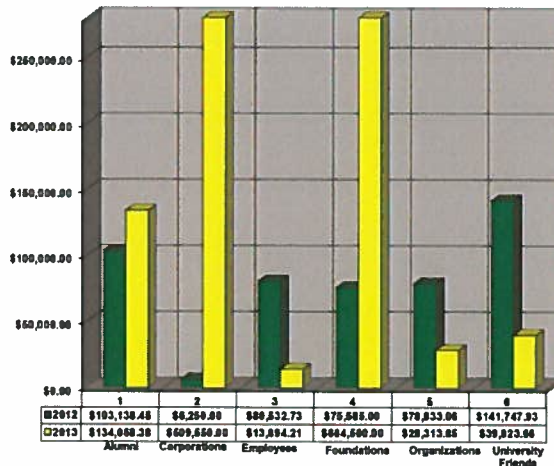


Kentucky State University
Division of Administration, External Relations and
Development
Office of Development

Contributions Report
FY 2013 - Third Quarter
July 1, 2012 through March 31, 2013

Donor Designation	Total Dollars Raised July 1, 2011 - March 31, 2012	Total Dollars Raised July 1, 2012 - March 31, 2013
Unrestricted	\$36,731.05	\$92,632.60
Scholarships	\$256,403.93	\$1,194,998.29
Other	\$192,952.19	\$102,509.21
TOTAL	\$486,087.17	\$1,390,140.10

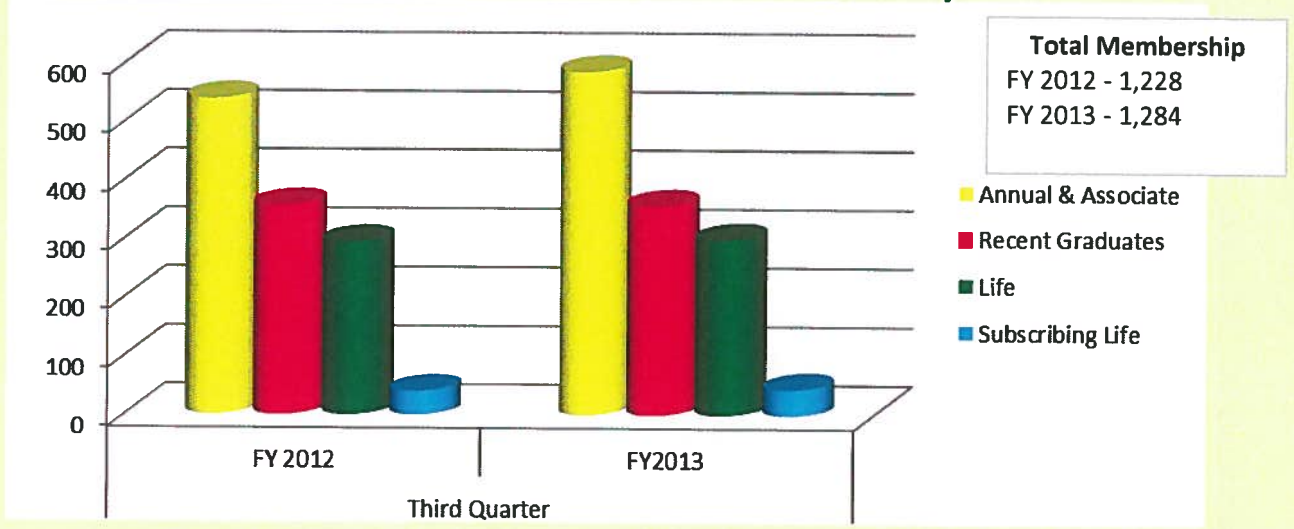
**Annual Giving
Total Dollars Raised
Comparison Graph**
July 1, 2011 - March 31, 2012
to July 1, 2012 - March 31, 2013



Capital Campaign Giving

Constituency Type	Total Dollars Raised July 1, 2010 - March 31, 2013	Total Participation July 1, 2012 - March 31, 2013
Alumni	494,277.85	937
Corporations	2,562,885.00	465
Employees	144,875.90	323
Foundations	836,937.70	79
Organizations	506,474.19	251
Other Individuals	143,419.59	293
Total	4,688,870.23	2,348

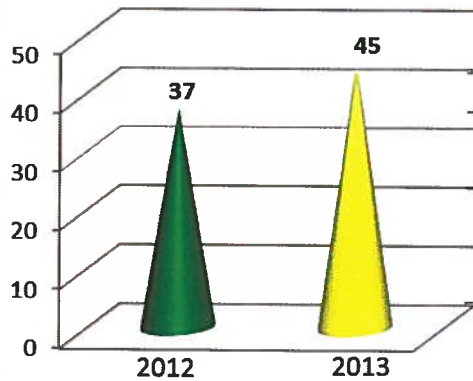
National Alumni Association Membership



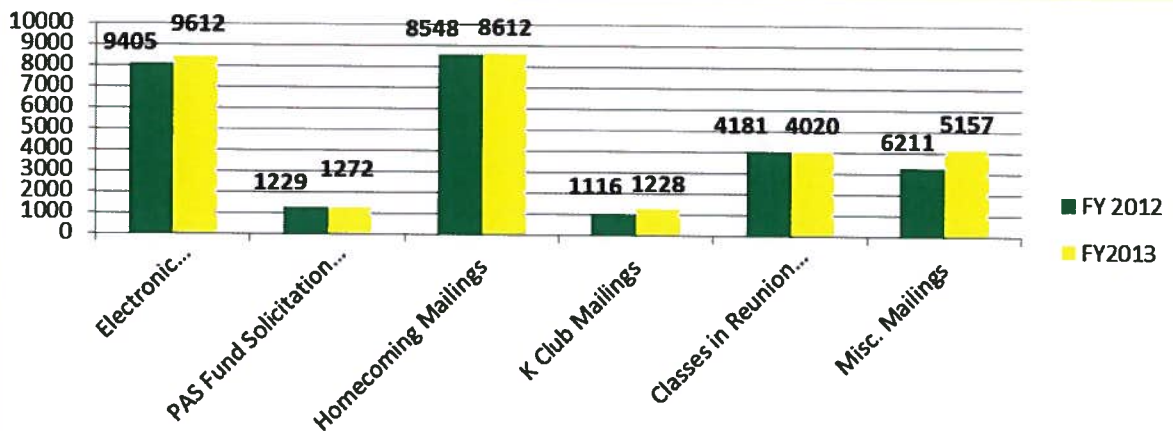
K Club Membership

National Alumni Assoc. Chapter Revitalization

K Club



	Third Quarter	
	FY 2012	FY 2013
Total Alumni Chapters	24	24
New/Revitalized Alumni Chapters	2	0
Revived Bowling Green, KY and Memphis, TN Alumni Chapters in FY 2012		



Agenda Item Background

To:	Board of Regents External Relations and Development Committee	Date: April 26, 2013
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration	
Subject:	Information Technology, 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:	April 26, 2013
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DEPARTMENT OF INFORMATION TECHNOLOGY

Significant Projects Completed

- Upgrade Faculty PCs with Laptops (142 Units)

- Upgrade Laptops in Residence Halls for Student Checkout (49 Units)

- Carver Hall Auditorium Room 115 - Upgraded Presentation Capability
Bradford Hall Auditorium - Installed Rear Projection Screen with HD Projector and Mounted Controls

- Bradford Hall Seminar Room - Installed HD Projection and Controls

- Young Hall Center for Excellence - Smartboard with Complete Sound System

- Upgrade Student Computer Labs

<u>Area</u>	<u>Number of Units Updated</u>
School of Business Lab	41
Education Lab	27
Behavioral and Social Science Lab	10
Athletics	10
Student Center Lab	50
AWA Lab	18
Carver Math & Science Lab	22
Carver Classroom 116	25
English Lab	25

AWA House	6
Bradford Music Lab	10
Music Practice Rooms	12

Administrative Upgrades

<u>Area</u>	<u>Number of Units Updated</u>
Admissions Laptops	6
Admissions Desktops	4
Registrar Laptops	3
Registrar Desktops	3
Advising Laptops	3
Advising Desktops	1
Residence Life Laptops	3
Residence Life Desktops	4

Upgrade Classrooms to "Smart" Classrooms

<u>Area</u>	<u>Number of Classrooms</u>	<u>Number of SMART Classrooms</u>
Bradford Hall	7	7
Carver Hall	16	16
Exum	6	0
Hathaway Hall	32	28

Service Calls

# of Service Calls	<u>FY 2013</u>
# Of Closed Calls	1924
%Complete	1774
	92.20%

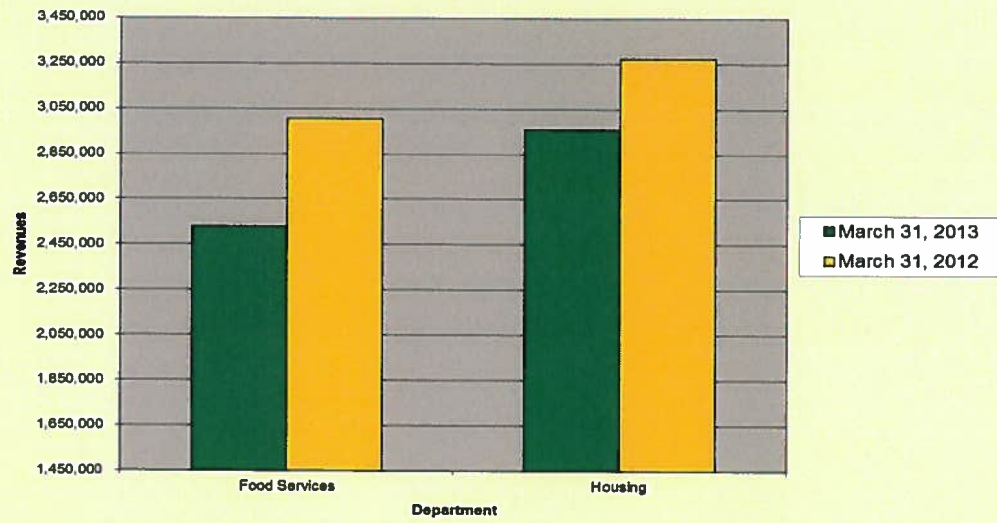
**Kentucky State University
Auxiliary Enterprises Report
July 2012 – March 2013**

As of March 31, 2013, Auxiliary Enterprises has recorded revenues of:

<u>Area</u>	<u>Prior Year YTD</u>	<u>Current Year YTD</u>	<u>Variance</u>
Food Services	3,004,000	2,527,000	(477,000)
Housing	3,271,000	2,957,000	(314,000)
Bookstore	88,000	112,000	24,000
Facility Usage	44,000	14,000	(30,000)
Laundry	26,000	33,000	7,000
Vending	2,000	1,000	(1,000)

- Food Services and Housing revenues were down due to the decrease in the number of students occupying campus housing. Housing occupancy as of March 2013 was at 71 percent with 732 students compared to 879 students in March 2012.

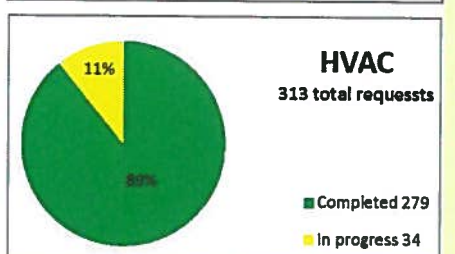
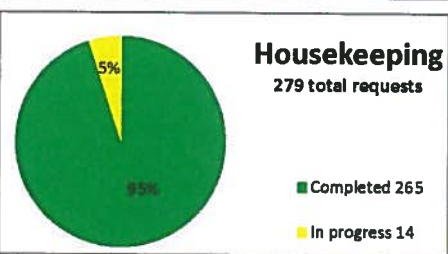
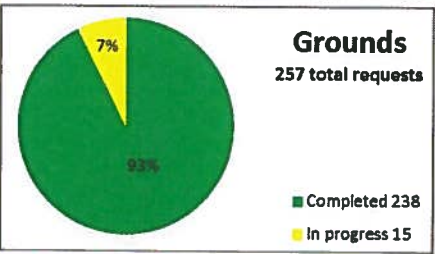
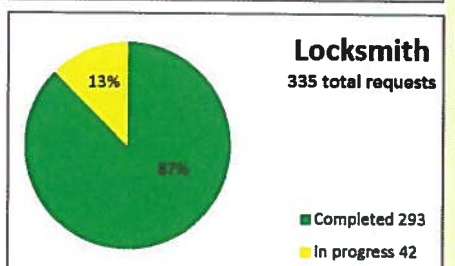
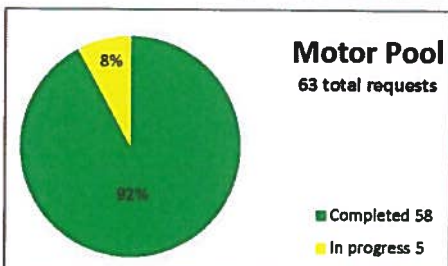
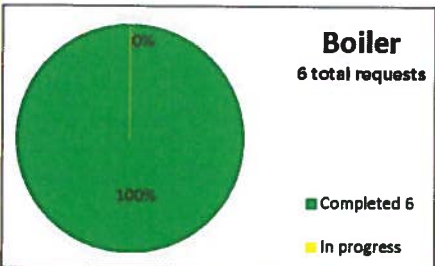
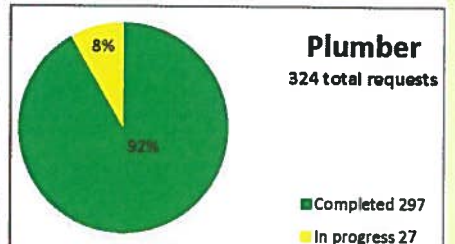
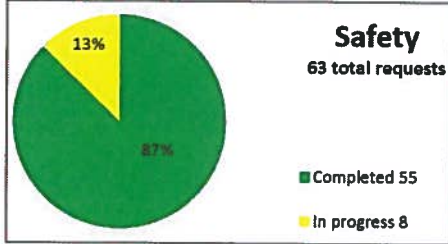
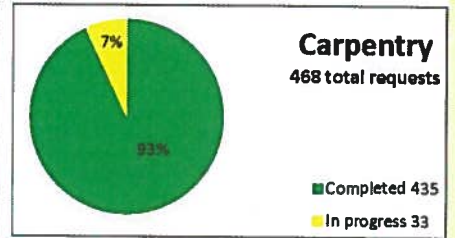
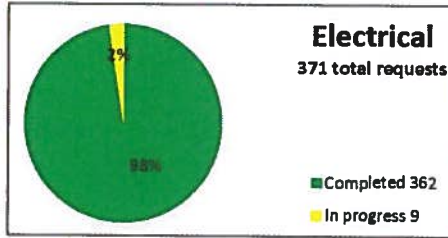
Food & Housing Revenues



**Kentucky State University
Division of External Relations and Development**

April 26, 2013

Facility Services



Agenda Item Background

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

Background:

Recommendation:

Informational

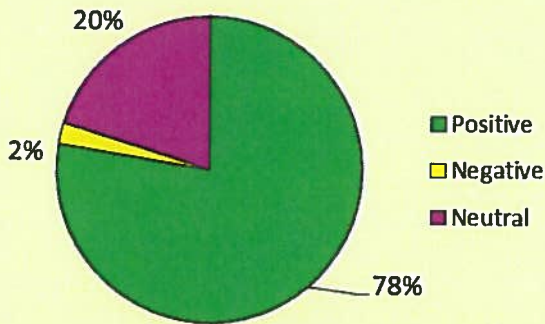
Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration
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External Relations and Development Committee
Board of Regents
April 26, 2013
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KSU Media Coverage
July 2012 - March 2013

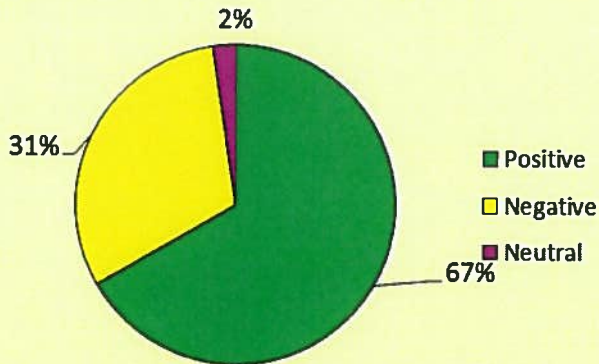
NEWSPAPER COVERAGE IN KENTUCKY

Number of Stories - 610
 Ad Equivalency - \$6,121,831.53



TELEVISION COVERAGE IN KENTUCKY

Number of Stories	-	85	Run Time	-	76 minutes, 51 seconds
Ad Equivalency	-	\$26,347	Publicity Value	-	\$79,038
Nielsen Audience	-	1,642,611			



PUBLICATIONS AND MARKETING

PUBLICATIONS

(artwork and printed materials)

- Development/Alumni Printed Materials – Materials produced for 20 campaigns / events
- Printed materials produced for university events – 72
- Communication pieces – 24
 - o President's Report to the Board – 3
 - o Good News Newsletter for CPE – 3
 - o Hoofbeats - 3
 - o Onward & Upward - 1
 - o From The President - 1
 - o Program/Departmental Newsletters & Brochures – 13
- Marketing and advertisement pieces produced – 52
- Artwork and materials produced for university events & programs – 53
- Designs for general university operations – 28
- Business cards produced – 41

ELECTRONIC COMMUNICATIONS

Electronic message board postings – 132 messages: 103 KSU messages / 29 community messages
Press Releases – 48

Agenda Item Background

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

Background:

Recommendation:

That the External Relations and Development Committee approve the Board Rate Increase.

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

Board Rate Trend Analysis

Resident Meal Rates	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
Semester Board Rate	\$ 1,514	\$ 1,520	\$ 1,520	\$ 1,576	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620

Proposed Board Rate Increase

Resident Meal Rates								
FY 2014			\$ 1,675			Percentage		
						Change		3.4%

