

**KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS**

External Relations and Development Committee

January 25, 2013

Regent Ronald Banks

Regent David Guarnieri

Regent Charles Whitehead, Chair

Regent Phyllis Williams

Mr. Hinfred McDuffie, Staff

**KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS**

January 25, 2013

External Relations and Development Committee

INDEX

- D1** Action Item: External Relations and Development Committee
Meeting Minutes (October 26, 2012)
- D2** Executive Summary Report
- D3** Executive Contributions Report
Alumni Relations Report
- D4** Information Technology Report
Auxiliary Enterprise Report
Capital Planning, Construction and Facility Operations Report
- D5** Communications Report
- D6** Action Item: Board Rate Increases

KENTUCKY STATE UNIVERSITY

**Regular Meeting of the
External Relations and Development Committee
Board of Regents
11 a.m., January 25, 2013
Board Room, Academic Services Building
Regent Charles Whitehead, Presiding**

AGENDA

- | | | |
|-------|---|--|
| I. | Call to Order | Regent Charles Whitehead, Chair |
| II. | Roll Call | Hinfred McDuffie
Executive Vice President for
Administration |
| III. | Opening Remarks | Regent Whitehead |
| IV. | Action Item | Regent Whitehead |
| | Approval of October 26, 2012, Meeting Minutes | |
| V. | Executive Summary Report
- Endowment Management Report | H. McDuffie |
| VI. | Action Item
Approval of Board Rate Increases | |
| VII. | Discussion | Regent Whitehead |
| VIII. | Adjourn | |

KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	January 25, 2013
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Committee Meeting Minutes (October 26, 2012)		
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:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	January 25, 2013
Effective Date:	January 25, 2013

**Kentucky State University
Regular External Relations and Development Committee Meeting
Board of Regents
External Relations and Development Committee
11 a.m., Oct. 26, 2012
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 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 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:

Hinfred McDuffie
 Executive Vice President for Administration
 Division of External Relations & Development
 Kentucky State University

Charles Whitehead, Chair
 External Relations &
 Development Committee
 Board of Regents
 Kentucky State University

_____ Approved with no corrections

_____ Approved with corrections

KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	January 25, 2013
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Executive Summary Report		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

N/A

Recommendation:

Informational

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	January 25, 2013
Effective Date:	January 25, 2013

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

January 25, 2013

EXECUTIVE SUMMARY

During the period of July 1, 2012, through December 31, 2012, Kentucky State University received contributions in the amount of \$685,828 from 258 contributors – alumni, employees, other individuals, corporations, foundations and organizations. Scholarships received the largest portion of the donations in the amount of \$636,409. The amount received for the Uniting Generations . . . Securing Futures – A Capital Campaign for Kentucky State University is \$4,102,472.

The Office of Alumni Relations processed the following memberships through the second quarter of the fiscal year: 570 annual/associate, 356 complimentary to new graduates, 299 life and 44 subscribing life for a total of 1,269 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 (4,626). A total of 9,302 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). Other significant projects completed include Banner ERP core implementation, Blackboard Transaction System upgrade, infrastructure upgrade as part of the University Police Department relocation, infrastructure creation for the Rosenwald Center for Families and Children and direct network connectivity to the Research and Demonstration Farm. IT also has closed 92 percent of its service calls.

Auxiliary Enterprise reports that housing occupancy was at 80 percent with 821 students at the end of December.

Capital Planning, Construction and Facility Operations had 24 major projects in progress or pending. The department also had 1,680 work orders (an average of 65 per week), with 86 percent completed in the first and second quarters.

The university was covered in 387 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$4,202,857. The university also was covered in 43

television news stories reaching a Nielsen audience of 767,903 for a total ad equivalency of \$12,854 or total publicity value of \$38,559. There were 92 messages posted on KSU's electronic message board.

KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	January 25, 2013
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Executive Contributions Report & Alumni Relations Report		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

N/A

Recommendation:

Informational

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	January 25, 2013
Effective Date:	January 25, 2013



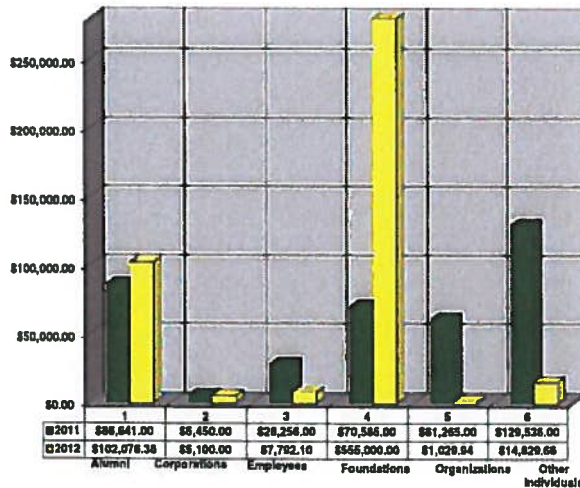
CONTRIBUTIONS REPORT
FY 2013 Second Quarter
July 1, 2012 - December 31, 2012

Constituency Type	Total Dollars Raised July 1, 2011 - December 31, 2011	Total Dollars Raised July 1, 2012 - December 31, 2012	Total Participation July 1, 2011 - December 31, 2011	Total Participation July 1, 2012 - December 31, 2012	Percentage of Alumni Giving
Alumni	\$86,641.00	\$102,076.38	185	182	2.18%
Corporations	\$5,450.00	\$5,100.00	7	2	
Employees	\$28,258.00	\$7,792.10	7	9	
Foundations	\$70,585.00	\$555,000.00	32	4	
Organizations	\$61,265.00	\$1,029.94	43	4	
Other Individuals	\$129,538.00	\$14,829.86	67	57	
TOTAL	\$381,733.00	\$685,828.08	341	258	

Donor Designation Breakdown

Donor Designation	Total Dollars Raised July 1, 2011 - December 31, 2011	Total Dollars Raised July 1, 2012 - December 31, 2012
Unrestricted	\$33,897.00	\$48,036.60
Scholarships	\$195,083.00	\$638,409.38
Other	\$152,753.00	\$1,382.10
TOTAL	\$381,733.00	\$685,828.08

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

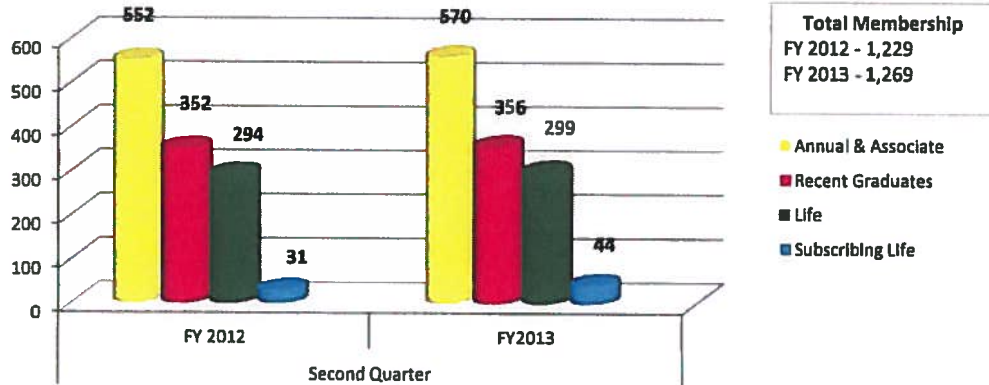


CAPITAL CAMPAIGN GIVING

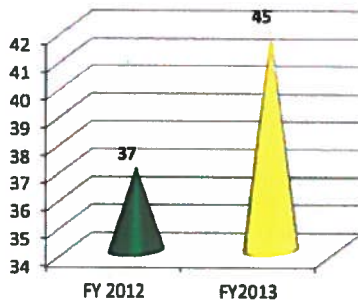
Constituency Type	Total Dollars Raised July 1, 2010 - December 31, 2012	Total Participation July 1, 2010 - December 31, 2012
Alumni	\$ 453,048.85	844
Corporations	\$ 2,199,523.00	62
Employees	\$ 144,328.79	271
Foundations	\$ 724,685.00	79
Organizations	\$ 260,786.58	251
Other Individuals	\$ 320,090.27	332
Total:	\$ 4,192,472.47	1839

**KENTUCKY STATE UNIVERSITY
DIVISION OF EXTERNAL RELATIONS AND DEVELOPMENT
OFFICE OF ALUMNI RELATIONS**

National Alumni Association Membership



K Club Membership

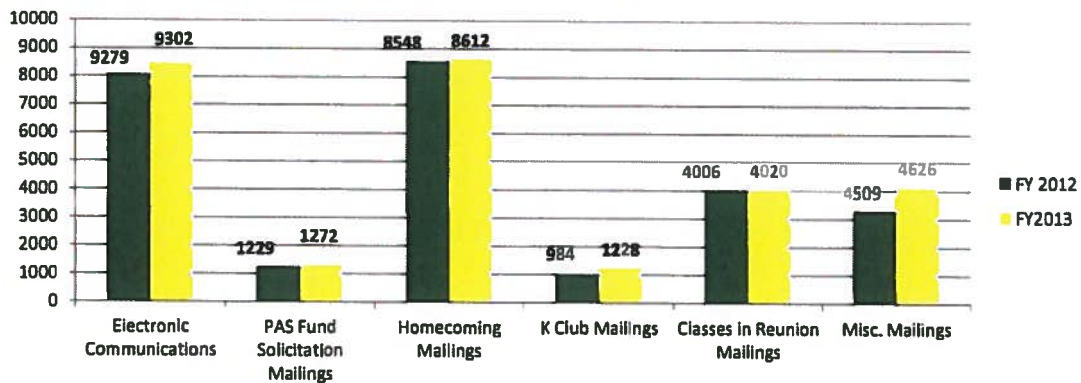


National Alumni Association Chapter Revitalization

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

FY 2012 Revitalized Alumni Chapters - Indianapolis, Indiana and Memphis, Tennessee

Alumni Relations Office Communications



KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	January 25, 2013
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Information Technology, Auxiliary Enterprise & Capital Planning Reports		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

N/A

Recommendation:

Informational

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	January 25, 2013
Effective Date:	January 25, 2013

**KENTUCKY STATE UNIVERSITY
DIVISION OF EXTERNAL RELATIONS AND DEVELOPMENT
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

	# of Units Updated
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 Computer Upgrades

	# of Units Updated
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

	# of Classrooms	# of SMART Classrooms
Bradford Hall	7	7
Carver Hall	16	16
Exum	6	0
Hathaway Hall	32	28

Banner Implementation

- ◆ ERP Core Implementation - Completed
- ◆ Operational Data Store (ODS) - In Progress
- ◆ Luminus (Web Portal) - In Progress

- ◆ **Blackboard Transaction System Upgrade - Completed**
- ◆ **Infrastructure Upgrade for University Police Department Relocation - Completed**
- ◆ **Infrastructure Creation for Rosenwald Center for Families and Children - Completed**
- ◆ **Direct Network Connectivity to KSU Research Farm - Completed**

SERVICE CALLS

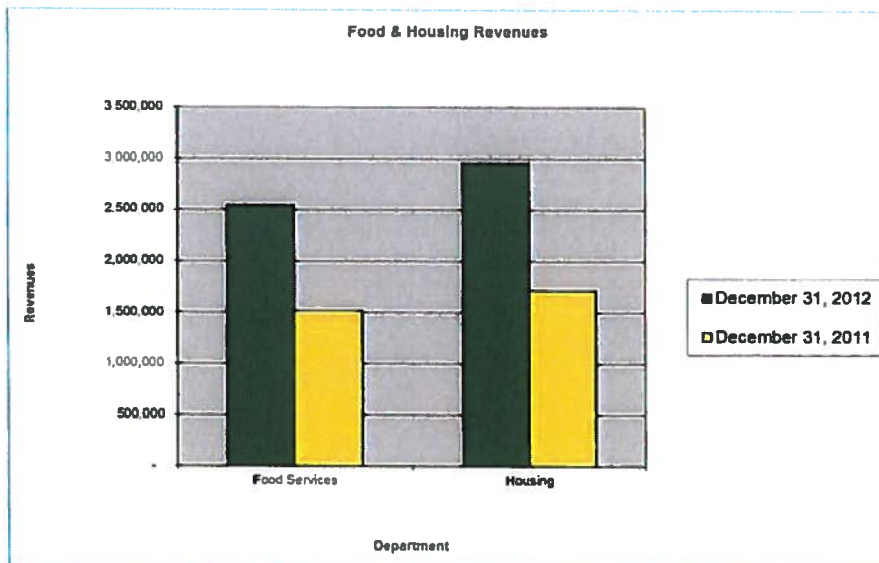
	FY2013
# of Service Calls	1291
# Of Closed Calls	1186
%Complete	91.87%

Kentucky State University Auxiliary Enterprise Report July 2012 – December 2012

As of December 31, 2012, Auxiliary Enterprise has recorded revenues of:

	Prior Year YTD	Current Year YTD	Variance
Food Services	1,510,000	2,542,000	1,032,000
Housing	1,712,000	2,953,000	1,241,000
Bookstore	75,000	75,000	(0)
Facility Usage	1,000	12,000	11,000
Laundry	13,000	23,000	10,000

- Variances are due to the timing of student account charges. Prior year spring charges were done in January 2012; however, spring charges occurred in December during this fiscal year, 2012-2013. Housing occupancy at the end of December was at 80 percent with 821 students compared to 940 in the previous year.

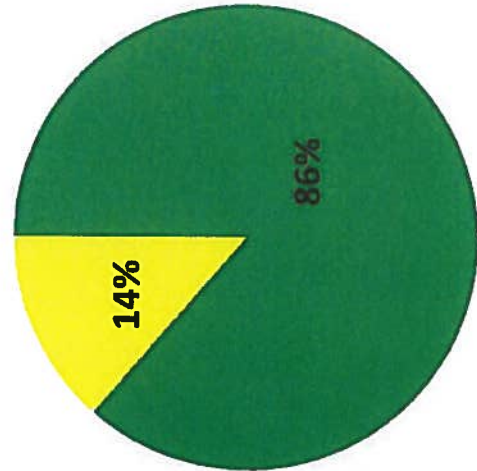


Facility Services

Work Orders

July 1-Dec 31

Total requests 1,680
(Ave per week = 65)



Completed 1,452
In progress 228

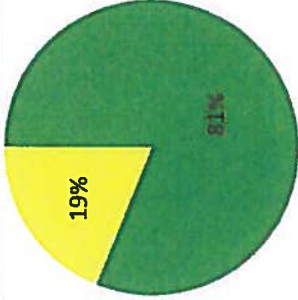
GROUNDS
160 requests

Completed 152
In progress 8



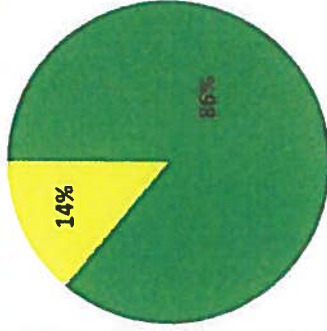
PLUMBER
211 requests

Completed 171
In progress 40



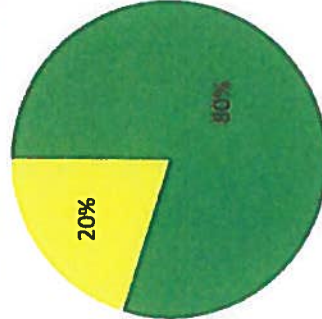
LOCKSMITH
230 requests

Completed 198
In progress 32



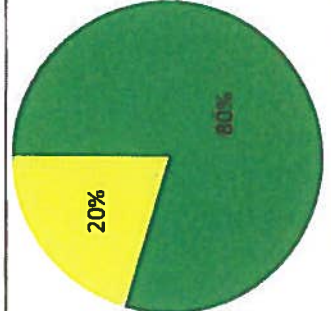
HVAC
228 requests

Completed 182
In progress 46



ELECTRICAL
245 requests

Completed 195
In progress 50



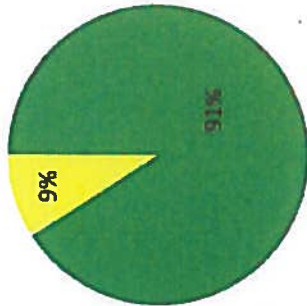
SAFETY
46 requests

Completed 44
In progress 2



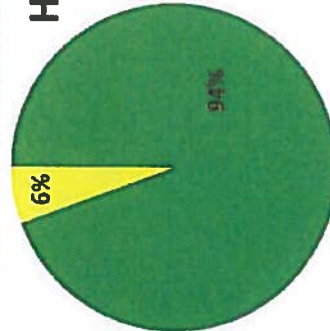
MOTOR POOL
44 requests

Completed 40
In progress 4



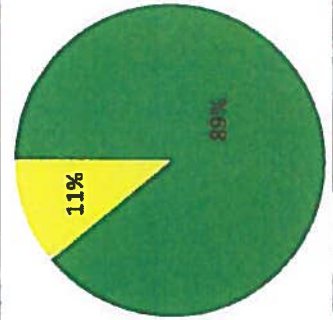
HOUSEKEEPING
198 requests

Completed 187
In progress 11



CARPENTRY
318 requests

Completed 283
In progress 35



KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	January 25, 2013
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Communications Report		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

N/A

Recommendation:

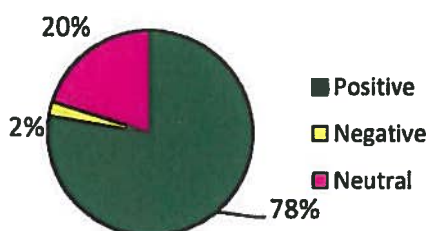
Informational

Initiator:	Hinfred McDuffie Executive Vice President for Administration
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KSU Media Coverage July – December 2012

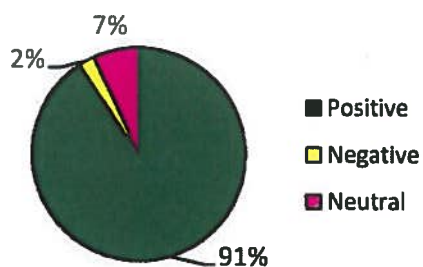
NEWSPAPER COVERAGE IN KENTUCKY

Number of Stories	-	387
Ad Equivalency	-	\$4,202,856.67



TELEVISION COVERAGE IN KENTUCKY

Number of Stories	-	43	Nielsen Audience	-	767,903
Run Time	-	30 minutes, 37 seconds			
Ad Equivalency	-	\$12,854	Publicity Value	-	\$38,559



ELECTRONIC COMMUNICATIONS

Electronic message board postings – 92 messages: 74 KSU messages / 18 community messages

Press Releases – 32

KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND

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

Background:

The attachment proposes board rate increases beginning Fall 2013. See attachment.

Recommendation:

That the External Relations and Development Committee approve the board rate increase request for action by the full Kentucky State University Board of Regents.

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	January 25, 2013
Effective Date:	January 25, 2013

KENTUCKY STATE UNIVERSITY
Board Rate Trend Analysis

Resident Meal Rates	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Semester Board Rate	\$ 1,514	\$ 1,520	\$ 1,520	\$ 1,576	\$ 1,620	\$ 1,620	\$ 1,620	\$ 1,620

Commuter Meal Rates								
5 Meal Membership w/ \$200 Dining Dollars	N/A	N/A	N/A	\$ 608	\$ 652	\$ 652	\$ 652	\$ 652
50 Block w/\$250 Dining Dollars	N/A	N/A	N/A	\$ 550	\$ 594	\$ 594	\$ 594	\$ 594
\$300 Dining Dollars	N/A	N/A	N/A	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300
20 Block w/\$50 Dining Dollars	N/A	N/A	N/A	\$ 168	\$ 180	\$ 180	\$ 180	\$ 180

Proposed Board Rate Increase

Resident Meal Rates	FY2014	Percent Change
Semester Board Rate	\$ 1,675	3.4%

Commuter Meal Rates		
5 Meal Membership w/ \$200 Dining Dollars	\$ 680	4.3%
50 Block w/\$250 Dining Dollars	\$ 594	0%
\$300 Dining Dollars	\$ 300	0%
20 Block w/\$50 Dining Dollars	\$ 180	0%