

# Kentucky State University

Board of Regents Meeting

## External Relations and Development Committee

October 25, 2013

Regent Chuck Whitehead, Chairperson  
Regent Phyllis Williams  
Regent Elgie McFayden

Mr. Hinfred McDuffie, Staff

8:30 am to 9:00 am

**KENTUCKY STATE UNIVERSITY**  
**Regular Meeting of the**  
**Board of Regents**  
**External Relations and Development Committee**  
**October 25, 2013**  
**8:30 am to 9:00 am**  
**Board Room – Academic Services Building**  
**Frankfort, Kentucky**

**MEETING INDEX**

<b><u>Section</u></b>	<b><u>Page</u></b>
<b>D1</b> <u>Agenda</u>	<b>3</b>
<b>D2</b> <u>Action Item: External Relations and Development Committee Meeting Minutes (July 26, 2013)</u>	<b>4</b>
<b>D3</b> <u>Executive Summary Report</u>	<b>7</b>
<b>D4</b> <u>Executive Contributions Report</u> Alumni Relations Report	<b>9</b>
<b>D5</b> <u>Auxiliary Enterprises Report</u> Capital Planning, Construction and Facility Operations Report	<b>12</b>
<b>D6</b> <u>Communications Report</u>	<b>15</b>

**KENTUCKY STATE UNIVERSITY**  
**Regular Meeting of the**  
**Board of Regents**  
**External Relations and Development Committee**  
**October 25, 2013**  
**8:30 am to 9:00 am**  
**Board Room – Academic Services Building**  
**Frankfort, Kentucky**

**AGENDA**

- |             |   |   |
|-------------|---|---|
| <b>I.</b>   | <b>Call to Order</b>  | <b>Regent Charles Whitehead,<br/>Chairperson</b>  |
| <b>II.</b>  | <b>Roll Call</b>  | <b>Mr. Hinfred McDuffie, Executive Vice<br/>President for Administration, External<br/>Affairs, and Development</b> |
| <b>III.</b> | <b>Opening Remarks</b>  | <b>Regent Charles Whitehead,<br/>Chairperson</b>  |
| <b>IV.</b>  | <b>Approval of Minutes<br/>July 26, 2013 Meeting</b>              | <b>Regent Charles Whitehead,<br/>Chairperson</b>  |
| <b>V.</b>   | <b>Executive Summary Report<br/>- Endowment Management Report</b> | <b>Mr. Hinfred McDuffie, Executive Vice<br/>President for Administration, External<br/>Affairs, and Development</b> |
| <b>VI.</b>  | <b>Adjournment</b>  |   |

### Agenda Item Background

<b>To:</b>	Board of Regents External Relations and Development	<b>Date:</b> October 25, 2013
<b>From:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
<b>Subject:</b>	Committee Meeting Minutes (July 26, 2013)	
<b>Reason for Consideration:</b>	Approval	<b>Enclosures:</b> Yes

#### Background:

The minutes of the External Relations and Development Committee meeting of July 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 July 26, 2013, meeting.

#### Approval

<b>Initiator:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
<b>Board Action Date:</b>	October 25, 2013
<b>Effective Date:</b>	October 25, 2013

**Kentucky State University**  
**Regular External Relations and Development Committee Meeting**  
**Board of Regents**  
**External Relations and Development Committee**  
**8:30 am to 9:00 am**  
**July 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 9:03 a.m. on Friday, July 26, 2013. Mr. Hinfred McDuffie, Executive Vice President for Administration, called roll:

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

Two of the three regents were present. A quorum was established.

**Action:**

Regent Whitehead asked the committee to approve the minutes of the April 26, 2013, External Relations and Development Committee minutes. The minutes were approved.

**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. Regent LaVaughn Henry asked, going forward, that the Communications Report contain trend data of newspaper and television coverage from quarter to quarter.
- The Auxiliary Enterprises report was presented by Mr. Harold Hayes, Executive Director of Auxiliary Enterprises.

Regent Whitehead asked about projections for Fall 2013 housing occupancy and whether or not there are any mandatory requirements for students to live in campus housing. Mr. Hayes responded that Fall 2013 occupancy was at 80 percent to date, based on applications and deposits received up to that point. He said further that all freshman and sophomore students are required to live on campus unless they qualify for exception based on university policy.

Regent Henry asked for a report of the number of students enrolled at the university who are required to live in university housing versus the number of actual occupancy in future reports.

Regent Karen Bearden asked whether or not Auxiliary Enterprises surveys students who live in university housing. Mr. McDuffie responded that it is the practice of the Office of Residence Life to survey students two times per year. He said that survey data has been positive overall and that the main concerns of students are related to noise levels and dissatisfaction in room type.

- The Capital Planning, Construction and Facility Operations report was presented by Mr. McDuffie in the absence of Mr. Jack McNear, Associate Vice President for Capital Planning, Construction and Facility Operations.

Regent Whitehead asked about the completion of additional parking lots and whether this will significantly impact the parking problem on campus. Mr. McDuffie responded that the McCullin Hall parking lot was completed during the previous academic year. The two newest parking lots will be used for the first time during Fall 2013.

Regent Bearden asked about parking lot security. Mr. McDuffie responded that security cameras have existed for all parking areas and that services have been contracted to add cameras to the additional parking areas.

- The Alumni Relations and Development reports were presented by Mr. William Wilson, Associate Vice President for Development and Major Gifts.

Regent Whitehead expressed an interest in seeing trend data for the percentage of alumni who give to the university and the percentage of alumni with membership in the National Alumni Association by graduation decade.

The Endowment Summary report was presented by Mr. John Shasky and Mr. James Fereday of Fifth Third Bank.

The meeting was adjourned at 9:57 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

<b>To:</b>	Board of Regents External Relations and Development	<b>Date:</b> October 25, 2013
<b>From:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
<b>Subject:</b>	Executive Summary Report	
<b>Reason for Consideration:</b>	Informational Item	<b>Enclosures:</b> Yes

**Background:**

N/A

**Recommendation:**

#### Informational Item

<b>Initiator:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
<b>Board Action Date:</b>	October 25, 2013
<b>Effective Date:</b>	October 25, 2013

**KENTUCKY STATE UNIVERSITY**  
**Regular Meeting of the**  
**Board of Regents**  
**External Relations and Development Committee**  
**October 25, 2013**  
**8:30 am to 9:00 am**  
**Board Room - Academic Services Building**  
**Frankfort, Kentucky**

**EXECUTIVE SUMMARY**

During the period of July 1, 2013, through September 30, 2013, Kentucky State University received contributions in the amount of \$44,594 from 199 contributors – alumni, employees, university friends, corporations, foundations and organizations. The amount received for Uniting Generations . . . Securing Futures – A Capital Campaign for Kentucky State University is \$4,918,700.

The Office of Alumni Relations processed the following memberships for the first quarter of the fiscal year: 619 annual/associate, 288 complimentary to new graduates, 311 life and 45 subscribing life for a total of 1,263 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 (613 packages), Homecoming (8,628), K-Club (1,264), Classes in Reunion (1,278) and miscellaneous mailings (5,157). A total of 8,516 electronic communications have been sent. The alumni association currently has 24 affiliate chapters.

Auxiliary Enterprises reports that housing occupancy was at 90 percent with 925 students at the end of September.

Capital Planning, Construction and Facility Operations had 51 major projects in progress, of which 22 projects were completed.

The university was covered in 148 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost savings) for the newspaper coverage of KSU was \$2,070,244. The university also was covered in 35 television news stories reaching a Nielsen audience of 802,745 for a total ad equivalency of \$9,479 or total publicity value of \$28,437. There were 24 messages posted on KSU's electronic message board and 32 press releases sent to the media.

### Agenda Item Background

<b>To:</b>	Board of Regents External Relations and Development	<b>Date:</b> October 25, 2013
<b>From:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
<b>Subject:</b>	Executive Contributions Report Alumni Relations Report	
<b>Reason for Consideration:</b>	Informational Item	<b>Enclosures:</b> Yes

**Background:**

N/A

**Recommendation:**

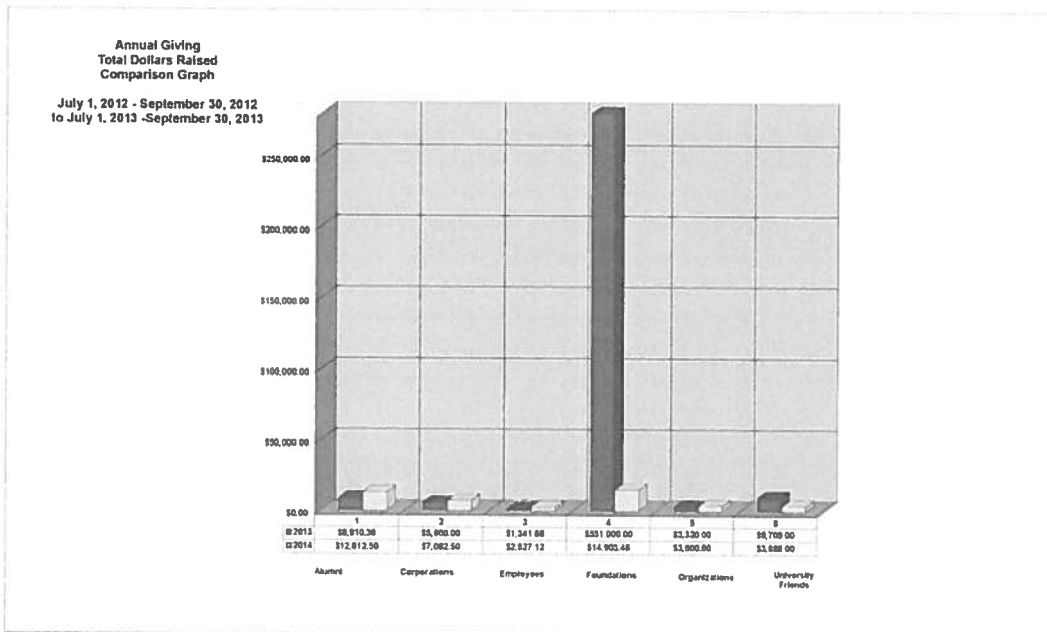
#### Informational Item

<b>Initiator:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
<b>Board Action Date:</b>	October 25, 2013
<b>Effective Date:</b>	October 25, 2013



**CONTRIBUTIONS REPORT**  
**FY 2014 First Quarter**  
**July 1, 2013 - September 30, 2013**

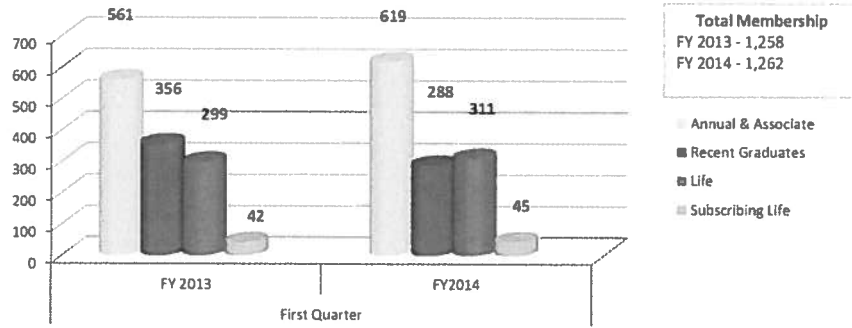
Constituency Type	Total Dollars Raised July 1, 2012 - September 30, 2012	Total Dollars Raised July 1, 2013 September 30, 2013	Total Participation July 1, 2012 - September 30, 2012	Total Participation July 1, 2013 September 30, 2013	Percentage of Alumni Giving
Alumni	\$8,810.38	\$12,812.50	23	156	1.76%
Corporations	\$5,600.00	\$7,062.50	3	4	
Employees	\$1,341.68	\$2,527.12	6	14	
Foundations	\$551,000.00	\$14,903.46	3	7	
Organizations	\$3,320.00	\$3,600.00	5	5	
University Friends	\$9,709.00	\$3,688.00	13	13	
<b>TOTAL</b>	<b>\$579,781.06</b>	<b>\$44,593.58</b>	<b>53</b>	<b>199</b>	



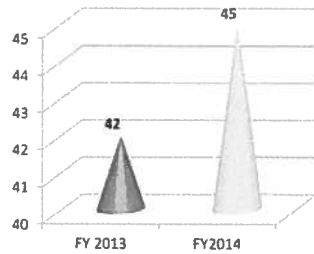
**CAPITAL CAMPAIGN GIVING**

Constituency Type	Total Dollars Raised July 1, 2010 - September 30, 2013	Total Participation July 1, 2010 - September 30, 2013
Alumni	\$ 504,570.78	1163
Corporations	\$ 2,596,990.50	490
Employees	\$ 160,269.59	389
Foundations	\$ 922,884.16	114
Organizations	\$ 605,326.84	331
University Friends	\$ 128,657.59	321
<b>Total:</b>	<b>\$ 4,918,699.46</b>	<b>2808</b>

### National Alumni Association Membership



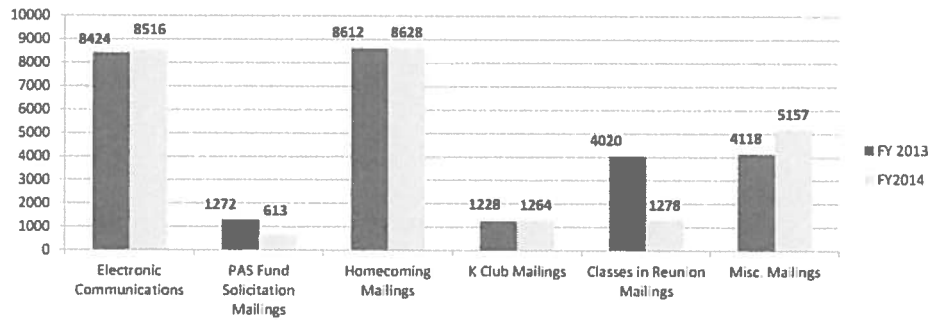
### K Club Membership



### National Alumni Association Chapter Revitalization

	First Quarter	
	FY 2013	FY 2014
<b>Total Alumni Chapters</b>	24	24
<b>New / Revitalized Alumni Chapters</b>	0	0

### Alumni Relations Office Communications



**Agenda Item Background**

<b>To:</b>	Board of Regents External Relations and Development	<b>Date:</b> October 25, 2013
<b>From:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
<b>Subject:</b>	Auxiliary Enterprises Report & Capital Planning, Construction and Facility Operations Report	
<b>Reason for Consideration:</b>	Informational Item	<b>Enclosures:</b> Yes

**Background:**

N/A

**Recommendation:**

Informational Item

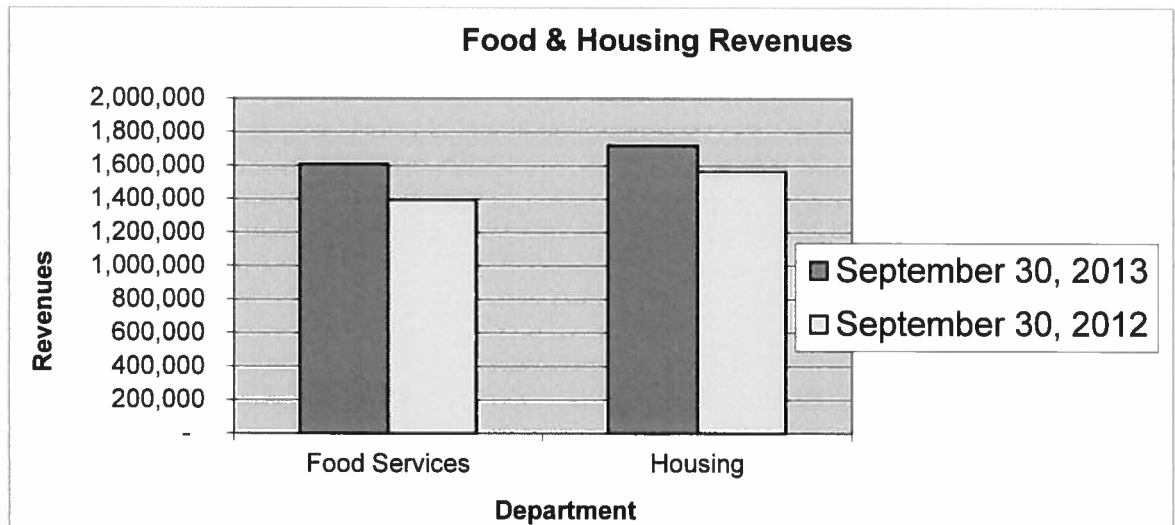
<b>Initiator:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
<b>Board Action Date:</b>	October 25, 2013
<b>Effective Date:</b>	October 25, 2013

**Kentucky State University  
Auxiliary Enterprises Report  
July 2013 – September 2013**

As of September 30, 2013, Auxiliary Enterprises has recorded revenues as follows:

	Prior Year YTD	Current Year YTD	Variance
Food Services	1,395,000	1,608,000	213,000
Housing	1,564,000	1,719,000	155,000
Bookstore	25,000	38,000	13,000
Facility Usage	7,000	5,000	(2,000)
Laundry	7,000	8,000	1,000

- The Food Services and Housing variances are due to a higher student count over the previous year. Food Services had an increase in its meal plan, therefore a portion of the food-service variance is related to the meal-plan increase. Housing occupancy at the end of September was at 90 percent with 925 students compared to 840 in 2012. Housing occupancy percentage of total enrollment is 37 percent compared to 33 percent in 2012.





### Agenda Item Background

<b>To:</b>	Board of Regents External Relations and Development	<b>Date:</b> October 25, 2013
<b>From:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
<b>Subject:</b>	Communications Report	
<b>Reason for Consideration:</b>	Informational Item	<b>Enclosures:</b> Yes

**Background:**

N/A

**Recommendation:**

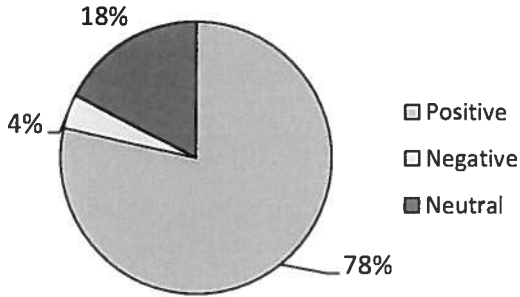
#### Informational Item

<b>Initiator:</b>	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
<b>Board Action Date:</b>	October 25, 2013
<b>Effective Date:</b>	October 25, 2013

**KSU Media Coverage**  
**July 2013 – September 2013**

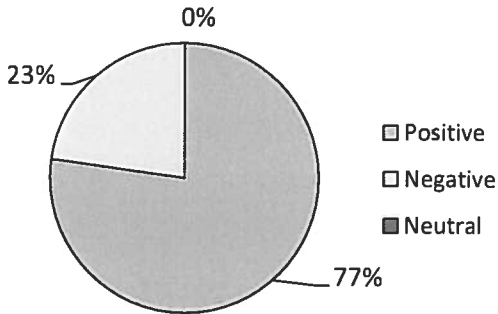
**NEWSPAPER COVERAGE IN KENTUCKY**

Number of Stories - 148  
 Ad Equivalency - \$2,070,243.91



**TELEVISION COVERAGE IN KENTUCKY**

Number of Stories - 35  
 Ad Equivalency - \$9,479  
 Nielsen Audience - 802,745  
 Run Time - 15 minutes, 11 seconds  
 Publicity Value - \$28,437



**Quarter To Quarter Coverage**

**Newspaper Coverage in Kentucky**

Quarter	Total # Stories	Positive	Negative	Neutral
First Quarter Fiscal Year 2013-2014	148	78%	4%	18%
Fourth Quarter Fiscal Year 2012 - 2013	181	84%	3%	13%

## Television News Coverage in Kentucky

Quarter	Total # Stories	Positive	Negative	Neutral
First Quarter Fiscal Year 2013-2014	35	77%	23%	0%
Fourth Quarter Fiscal Year 2012 - 2013	8	75%	0%	25%

## MARKETING AND PUBLICATIONS STRATEGIC / MARKET IMPACT

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
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 six campaigns / events
- Printed materials produced for university events – 18
- Communication pieces – 8
  - o President's Report to the Board – 1
  - o Good News Newsletter for CPE – 1
  - o Hoofbeats - 1
  - o Program/Departmental Newsletters & Brochures – 5
- Marketing and advertisement pieces produced – 19
- Designs for general university operations – 6
- Business cards produced – 35

### ELECTRONIC COMMUNICATIONS

**Electronic message board postings** – 24 messages: 22 KSU messages / 2 community messages

**Press Releases** – 32