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

INDEX

A1 Action Item: External Relations and Development Committee Meeting Minutes – April 26, 2013 4

A2 Executive Summary Report 7

A3 Reports: Executive Contributions /Alumni Relations 9

A4 Reports:
Auxiliary Enterprises
Capital Planning, Construction and Facility Operations

A5 Report: Communications 16
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

<table>
<thead>
<tr>
<th>To:</th>
<th>Board of Regents</th>
<th>Date:</th>
<th>July 26, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>From:</td>
<td>Mr. Hinfred McDuffie, Executive Vice President for Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subject:</td>
<td>April 26, 2013 Committee Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reason for Consideration:</td>
<td>Approval</td>
<td></td>
<td>Enclosures: Yes</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Initiator:</th>
<th>Mr. Hinfred McDuffie, Executive Vice President for Administration</th>
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<tbody>
<tr>
<td>Board Action Date:</td>
<td>July 26, 2013</td>
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<tr>
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</table>
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: 

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

Approved by: 

Regent Charles Whitehead, Chairperson External Relations and Development Committee

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Approved with no corrections

Approved with corrections

Page 6
## 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

<table>
<thead>
<tr>
<th>Constituency Type</th>
<th>Total Dollars Raised</th>
<th>Total Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>$1,545,538.00</td>
<td>287</td>
</tr>
<tr>
<td>Corporations</td>
<td>$2,027,418.00</td>
<td>32</td>
</tr>
<tr>
<td>Employees</td>
<td>$1,607,201.00</td>
<td>120</td>
</tr>
<tr>
<td>Foundations</td>
<td>$870,035.00</td>
<td>66</td>
</tr>
<tr>
<td>Organizations</td>
<td>$178,723.00</td>
<td>252</td>
</tr>
<tr>
<td>University Friends</td>
<td>$168,031.00</td>
<td>102</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,221,000.00</strong></td>
<td><strong>1,658,051.26</strong></td>
</tr>
</tbody>
</table>

### Percentage of Alumni Giving
3.82%

### Donor Designation Breakdown

<table>
<thead>
<tr>
<th>Donor Designation</th>
<th>Total Dollars Raised</th>
<th>Total Dollars Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$2,042,536.00</td>
<td>$1,330,639.00</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$405,770.00</td>
<td>$1,384,913.05</td>
</tr>
<tr>
<td>Other</td>
<td>$279,911.00</td>
<td>$102,589.21</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,728,217.00</strong></td>
<td><strong>$2,817,135.26</strong></td>
</tr>
</tbody>
</table>

### Annual Giving

#### Total Dollars Raised Comparison Graph

[Graph showing data comparison]

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## CAPITAL CAMPAIGN GIVING

<table>
<thead>
<tr>
<th>Constituency Type</th>
<th>Total Dollars Raised</th>
<th>Total Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>$497,560.28</td>
<td>993</td>
</tr>
<tr>
<td>Corporations</td>
<td>$2,587,876.00</td>
<td>490</td>
</tr>
<tr>
<td>Employees</td>
<td>$162,056.73</td>
<td>409</td>
</tr>
<tr>
<td>Foundations</td>
<td>$879,753.00</td>
<td>95</td>
</tr>
<tr>
<td>Organizations</td>
<td>$598,023.76</td>
<td>319</td>
</tr>
<tr>
<td>University Friends</td>
<td>$128,858.37</td>
<td>519</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,655,377.13</strong></td>
<td><strong>2,572</strong></td>
</tr>
</tbody>
</table>
National Alumni Association Membership

- Total Membership
  - FY 2012: 1,228
  - FY 2013: 1,397

- Categories:
  - Annual & Associate
  - Recent Graduates
  - Life
  - Subscribing Life

K Club Membership

- FY 2012: 37
- FY 2013: 45

National Alumni Association Chapter Revitalization

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

Alumni Relations Office Communications

- FY 2012
  - Electronic Communications: 9,599
  - PAS Fund Solicitation Mailings: 1,301
  - Homecoming Mailings: 8,548
  - K Club Mailings: 1,128
  - Classes in Reunion Mailings: 4,181
  - Misc. Mailings: 6,211

- FY 2013
  - Electronic Communications: 9,879
  - PAS Fund Solicitation Mailings: 1,312
  - Homecoming Mailings: 8,612
  - K Club Mailings: 1,228
  - Classes in Reunion Mailings: 4,020
  - Misc. Mailings: 5,157
Agenda Item Background

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<tr>
<td>Date:</td>
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</tr>
<tr>
<td>From:</td>
<td>Mr. Hinfred McDuffie, Executive Vice President for Administration</td>
</tr>
<tr>
<td>Subject:</td>
<td>Auxiliary Enterprise &amp; Capital Planning Reports</td>
</tr>
<tr>
<td>Reason for Consideration:</td>
<td>Informational</td>
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<tr>
<td>Enclosures:</td>
<td>Yes</td>
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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:

<table>
<thead>
<tr>
<th>Service</th>
<th>Prior Year YTD</th>
<th>Current Year YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Services</td>
<td>3,019,000</td>
<td>2,547,000</td>
<td>(472,000)</td>
</tr>
<tr>
<td>Housing</td>
<td>3,302,000</td>
<td>2,966,000</td>
<td>(336,000)</td>
</tr>
<tr>
<td>Bookstore</td>
<td>153,000</td>
<td>153,000</td>
<td>(0)</td>
</tr>
<tr>
<td>Facility Usage</td>
<td>45,000</td>
<td>20,000</td>
<td>(25,000)</td>
</tr>
<tr>
<td>Laundry</td>
<td>41,000</td>
<td>50,000</td>
<td>(9,000)</td>
</tr>
<tr>
<td>Vending</td>
<td>1,000</td>
<td>2,000</td>
<td>(1,000)</td>
</tr>
</tbody>
</table>

- 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.

![Bar chart showing Food & Housing Revenues for June 30, 2012 and June 30, 2013.]
### Capital Planning, Construction and Facility Operations
#### July 27, 2013

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

#### Projects
- **In Progress**: 27
- **On Hold**: 6
- **Total**: 33

Completed since July 1, 2012: 19
Cancelled: 2
Facility Services

Total Work Orders
July 1, 2012 - June 27, 2013
Total requests 2,763
Ave per week 53

- Completed 2,447
- In progress 316

Boiler
6 total requests
- Completed 6
- In progress

Grounds
321 total requests
- Completed 117
- In progress 1

Electrical
402 total requests
- Completed 423
- In progress 19

Safety
76 total requests
- Completed 66
- In progress 10

Carpentry
590 total requests
- Completed 510
- In progress 80

Plumber
348 total requests
- Completed 381
- In progress 17

Motor Pool
72 total requests
- Completed 71
- In progress 1

Locksmith
415 total requests
- Completed 350
- In progress 65

Housekeeping
358 total requests
- Completed 317
- In progress 41

HVAC
384 total requests
- Completed 323
- In progress 59
Agenda Item Background

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<td>Mr. Hinfred McDuffie, Executive Vice President for Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subject:</td>
<td>Communications Report</td>
<td></td>
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</tr>
<tr>
<td>Reason for Consideration:</td>
<td>Informational</td>
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Background:

Recommendation:

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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

![Pie chart showing 87% positive, 3% negative, 10% neutral]

TELEVISION COVERAGE IN KENTUCKY

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

![Pie chart showing 70% positive, 28% neutral, 2% negative]
MARTKETING AND PUBLICATIONS
STRATEGIC / MARKET IMPACT
2012 - 2013

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

*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