

**KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS**

**External Relations and Development Committee**

**July 27, 2012**

**Regent Ronald Banks  
Regent Laura Douglas  
Regent David Guarnieri  
Regent Charles Whitehead, Chair  
Regent Phyllis Williams  
Mr. Hinfred McDuffie, Staff**

**KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS**

**July 27, 2012**

**External Relations and Development Committee**

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Approval of External Relations and Development Committee Meeting  
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Auxiliary Enterprise Report  
Capital Planning, Construction and Facility Operations Report
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**KENTUCKY STATE UNIVERSITY**

**Regular Meeting of the  
External Relations and Development Committee  
Board of Regents  
11 a.m., July 27, 2012  
Board Room, Academic Services Building  
Regent Charles Whitehead, Presiding**

**AGENDA**

- |      |   |  |
|------|---|--|
| I.   | Call to Order   | Regent Charles Whitehead, Chair                                    |
| II.  | Roll Call   | Hinfred McDuffie<br>Executive Vice President for<br>Administration |
| III. | Opening Remarks   | Regent Whitehead   |
| IV.  | Action Item   | Regent Whitehead   |
|      | Approval of April 27, 2012, Meeting Minutes               |  |
| V.   | Executive Summary Report<br>- Endowment Management Report | H. McDuffie  |
| VI.  | Discussion  | Regent Whitehead   |
| VII. | Adjourn   |  |

KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS  
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	July 27, 2012
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Committee Meeting Minutes (April 27, 2012)		
Reason for Consideration:	Approval	Enclosures:	Yes

**Background:**

The minutes of the External Relations and Development Committee meeting of April 27, 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 April 27, 2012, meeting.

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	July 27, 2012
Effective Date:	July 27, 2012

**Kentucky State University**  
**Regular External Relations and Development Committee Meeting**  
**Board of Regents**  
**External Relations and Development Committee**  
**10:30 a.m., April 27, 2012**  
**KSU Aquaculture Research Building**  
**Frankfort, Kentucky**

**MINUTES**

Regent Laura Douglas called the meeting of the Kentucky State University Board of Regents External Relations and Development Committee to order at 10:35 a.m. on Friday, April 27, 2012. Mr. Hinfred McDuffie, Executive Vice President for Administration, called roll:

Regent Ron Banks, present            Regent Laura Douglas, present  
Regent David Guarnieri, absent    Regent Charles Whitehead, present  
Regent Phyllis Williams, present

Four of the five regents on the committee were present. A quorum was established.

**Action:**

Motion to approve the January 27, 2012, External Relations and Development Committee meeting minutes was made by Regent Banks and seconded by Regent Williams. The motion passed.

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

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

Mr. McDuffie said that a comprehensive report outlining the implementation of Banner on campus will be presented at the July meeting.

Regent Whitehead inquired about the university's auditing process for reviewing data input into Banner. Mr. Fields responded that the Data Standards Committee meets regularly and has developed guidelines for ensuring data-entry consistency.

- The Auxiliary Enterprise report was presented by Mr. Harold Hayes, Executive Director of Auxiliary Enterprise.
- 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 Public Relations and Communications report was presented by Ms. Felicia Lewis, Assistant Vice President for External Relations/Director of Communications.

The endowment summary report was presented by Ms. LouAnn Atlas and Mr. James Fereday of Fifth Third Bank. Additional information requested by members of the committee will be included in future endowment summary reports.

The meeting was adjourned at 11:19 a.m. by Regent Whitehead.

Submitted by:

Approved by:

\_\_\_\_\_  
 Hinfred McDuffie  
 Executive Vice President for Administration  
 Kentucky State University

\_\_\_\_\_  
 Regent Charles Whitehead, Chair  
 External Relations and  
 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:	July 27, 2012
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:	July 27, 2012
Effective Date:	July 27, 2012

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

**July 27, 2012**

**EXECUTIVE SUMMARY**

During the period of July 1, 2011, to June 30, 2012, Kentucky State University received the annual giving amount of \$2,654,121 from 772 contributors – corporations, foundations, individuals and organizations. The amount received for the Uniting Generations . . . Securing Futures – A Capital Campaign for Kentucky State University is \$3,575,410.

The Office of Alumni Relations processed the following memberships: 538 annual/associate, 356 complimentary to new graduates, 294 life and 40 subscribing life for a total of 1,228 KSU National Alumni Association financial members, as of June 30, 2012. The K-Club has 24 members. There were mass mailings to alumni for the following purposes: Permanent Alumni Scholarship Fund solicitation (1,301 packages), Homecoming (8,548), K-Club (1,128), Classes in Reunion (4,181) and miscellaneous mailings (11,099). A total of 9,599 electronic communications have been sent. There were two new/revitalized alumni chapters, and the alumni association currently has 24 affiliate chapters.

Information Technology reports progress in the Banner System's implementation: Phase I (discovery and hardware installation) is 100 percent complete, and Phase 2, 2.5, 3, 4, 5 and 6 conversions are 100 percent complete. All modules have gone live as scheduled for 2011. IT has also distributed 142 new laptops to faculty; 49 were distributed to residence halls for student checkout. The campus computer labs received upgrades with a total of 156 new desktops: School of Business Lab, Education Lab, Behavioral and Social Sciences Lab, Athletics Lab, Student Center Lab and Academics With Attitude Lab. Ninety-four percent of the 2011-2012 service calls were completed.

Auxiliary Enterprise reports that housing occupancy was at 86 percent with 879 students at the end of the academic year.

Capital Planning, Construction and Facility Operations had 77 major projects in progress or pending.

The university was covered in 601 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$7,070,440. The university also was covered in 170 television news stories reaching a Nielsen audience of 5,516,423 for a total ad equivalency of \$79,846 or total publicity value of \$239,522. Marketing efforts targeted the Frankfort, Lexington, Louisville and northern Kentucky markets.



KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS  
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	July 27, 2012
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:	July 27, 2012
Effective Date:	July 27, 2012

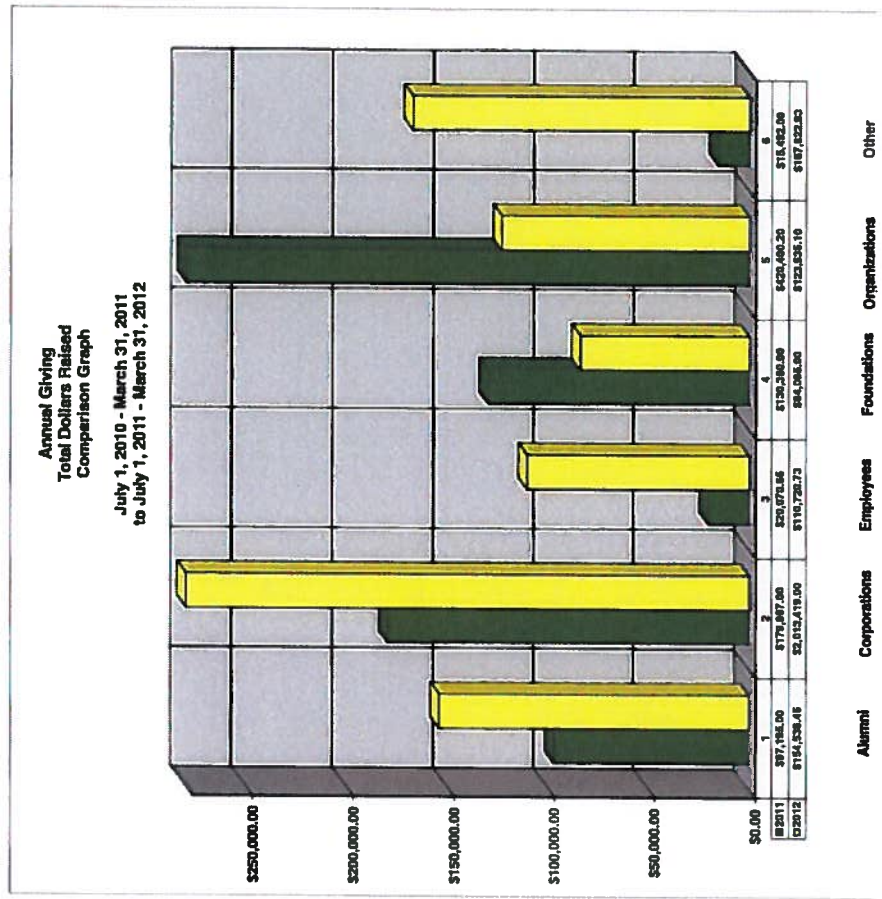
**Executive Contributions Report and Comparison**  
 July 1, 2010 - June 30, 2011  
 to  
 July 1, 2011 - June 30, 2012

Constituency Type	Total Dollars Raised July 1, 2010 - June 30, 2011	Total Dollars Raised July 1, 2011 - June 30, 2012	Total Participation July 1, 2010 - June 30, 2011	Total Participation July 1, 2011 - June 30, 2012
Alumni	\$97,195.00	\$154,538.45	287	360
Corporations	\$179,887.00	\$2,013,419.00	39	23
Employees	\$20,070.65	\$110,720.73	120	122
Foundations	\$130,360.00	\$84,085.00	66	36
Organizations	\$420,400.20	\$123,535.10	252	95
Other Individuals	\$15,492.00	\$167,822.93	102	136
<b>Total:</b>	<b>\$863,424.85</b>	<b>\$2,664,121.21</b>	<b>866</b>	<b>772</b>

Total Sponsorship Amount July 1, 2011 - December 31, 2012		Percentage of Alumni Giving
FY 2010-2011 = N/A		FY 2010-2011 = 1.427%
FY 2011-2012 = N/A		FY 2011-2012 = 2.44%
<b>GOAL</b>	<b>Best</b>	<b>\$800,000.00</b>
<b>ACTUAL</b>	<b>Best</b>	<b>#REF!</b>

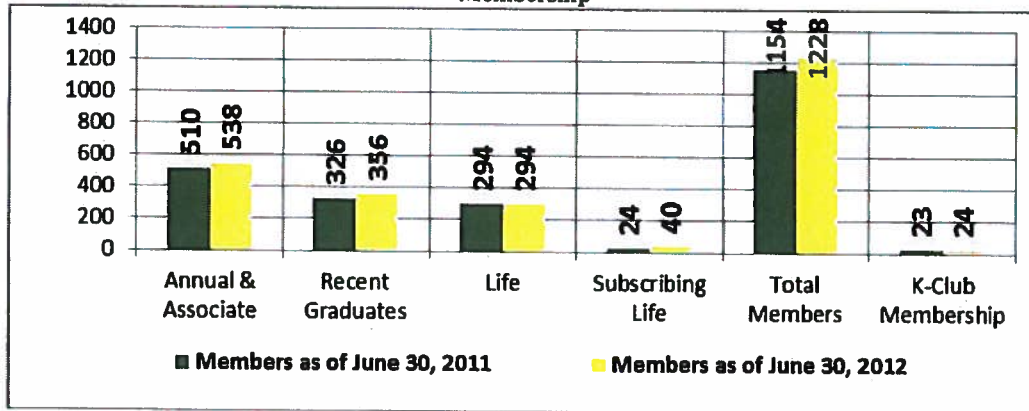
Constituency Type	Total Dollars Raised July 1, 2010 - June 30, 2012	Total Participation July 1, 2010 - June 30, 2012
Alumni	\$251,918	652
Corporations	\$2,236,102	55
Employees	\$197,657	242
Foundations	\$132,605	98
Organizations	\$350,624	283
Other Individuals	\$406,586	313
<b>Total:</b>	<b>\$3,575,410</b>	<b>1,643</b>

Donor Designation	Total Dollars Raised July 1, 2010 - June 30, 2012	Total Participation July 1, 2010 - June 30, 2012
Unrestricted	63,550	228
Scholarships	414,616	483
Other	3,077,244	932
<b>Total:</b>	<b>3,575,410</b>	<b>1,643</b>

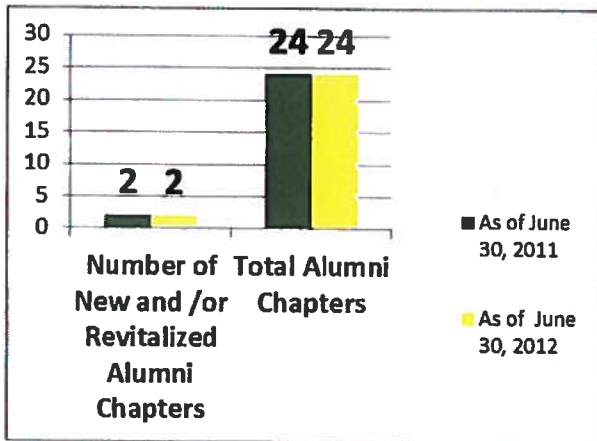


# OFFICE OF ALUMNI RELATIONS REPORT

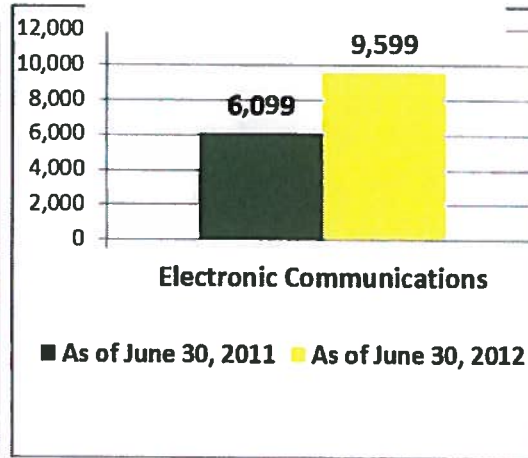
## Membership



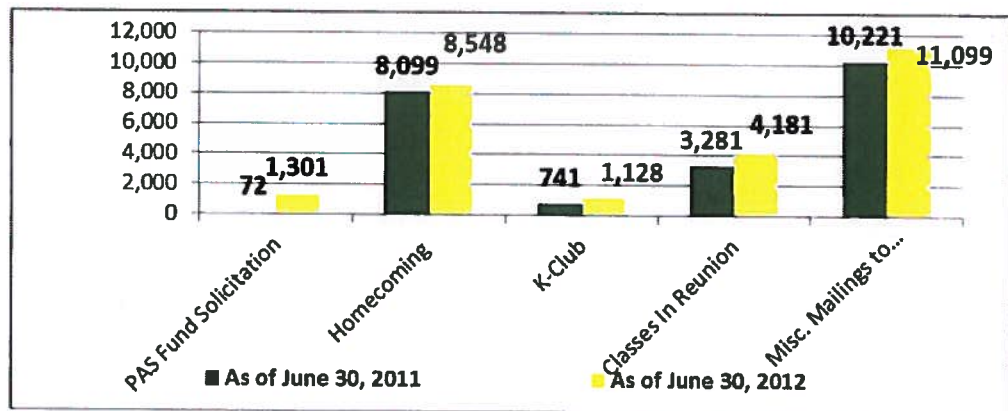
## Alumni Chapter Revitalization



## Electronic Communications



## Mailings



KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS  
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	July 27, 2012
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:	July 27, 2012
Effective Date:	July 27, 2012

## Information Technology

July 2011 – June 2012

Information Technology is actively working toward the completion of projects that will enhance and improve operational efficiency and customer service. It is also working to reduce cost for the overall university. The department is strengthening its internal processes to better serve the needs of the students, faculty and staff.

<b>Banner Enterprise Resource Planning (ERP) Implementation</b>	<b>Phase 1</b>	100%
	Discovery and hardware installation	
	<b>Phase 2</b>	
	Conversion R1	100%
	Data verification and validation	100%
	Data clean-up	100%
	Banner testing and problem resolution	100%
	<b>Phase 2.5</b>	
	Conversion R1.5	100%
	Data verification and validation	100%
	Data clean-up	100%
	Banner testing and problem resolution	100%
	<b>Phase 3</b>	
	Conversion R2	100%
	Data verification and validation	100%
	Data clean-up	100%
	Banner testing and problem resolution	100%
	<b>Phase 4</b>	
	Integration testing (classroom pilot)	100%
	<b>Phase 5</b>	
	Pre-Prod creation for production	100%
	Banner Prod delivery to KSU Dec. 6	100%
	Campus Banner training begun (FI and HR)	100%
	<b>Phase 6</b>	
Campus Banner Training (FI, HR, FA, ST)	100%	
Finance GO LIVE (Jan. 2011)	100%	
Human Resources GO LIVE (Jan. 2011)	100%	
Financial Aid GO LIVE (Feb. 2011)	100%	
Student GO LIVE (March 2011)	100%	
Accounts Receivable GO LIVE (July 2011)	100%	
Student academic history conversion (Aug. 2011)	100%	

<b>Banner Operational Data Store (ODS) Implementation</b>	<b>Phase 1</b> Project schedule development Project team creation	100% 100%
	<b>Phase 2</b> ODS implementation kickoff ODS tech implementation planning	100% 100% (Feb. 2012)
	<b>Phase 3</b> ODS installation – Test ODS installation – Prod	100% 0% (July 2012)
	<b>Phase 4</b> ODS Functional Training	75% (April–Oct. 2012)
	<b>Phase 5</b> GO LIVE	October 2012
<b>Banner Luminis Platform 5 Implementation</b>	<b>Phase 1</b> Project schedule development Project team creation	100% 100% (March 2012)
	<b>Phase 2</b> Luminis implementation kickoff Luminis Tech implementation planning	100% (March 2012) 100% (March 2012)
	<b>Phase 3</b> Luminis installation – Test Luminis installation – Prod	100% 85% (July 2012)
	<b>Phase 4</b> Luminis Functional Implementation	60% (March–Aug. 2012)
	<b>Phase 5</b> GO LIVE	November 2012
<b>Laptop Deployment</b>	Faculty laptop deployment	142 laptops distributed to faculty
	Residence hall laptop deployment	49 laptops distributed to each residence hall for student checkout (7 laptops per 7 residence halls)
<b>Computer Labs Upgraded</b>	School of Business Lab Education Lab Behavioral and Social Science Lab Athletics Lab Student Center Lab Academics With Attitude Lab	41 desktops 27 desktops 10 desktops 10 desktops 50 desktops 18 desktops

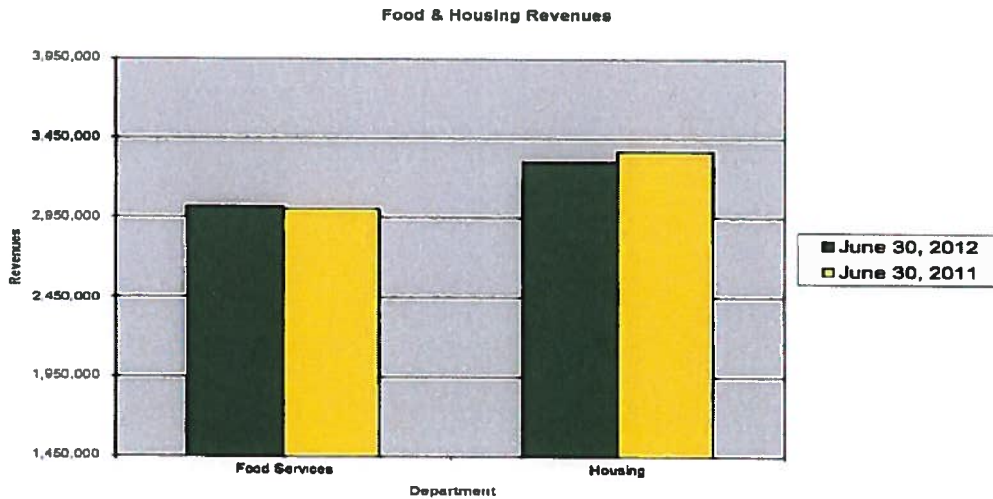
<b>Computer Lab Upgrades in Progress</b>	Carver Math Labs Carver Classroom Lab Physics Lab Nursing Lab Music Technology Lab English Lab Faculty Development Center	20 Desktops 25 Laptops 17 Laptops 10 Desktops 10 Desktops 25 Desktops 20 Laptops
<b>Upgrade and Creation of Smart Classrooms</b>	Currently upgrading 7 classrooms in the School of Business. Upgrade includes classroom furniture.  Upgrading 13 classrooms in Carver Hall  Upgrading 6 classrooms in Exum Center	Multimedia equipment installed in 7 classrooms in Bradford Hall.  Project completion by mid-summer  Project completion by mid-summer
<b>Service Calls July 2011 through June 2012</b>	Opened 2,888 Closed 2,716	Completion rate 94%

**Kentucky State University  
Auxiliary Enterprise Report  
July 2011 - June 2012**

As of June 30, 2012, Auxiliary Enterprise recorded the following revenues:

	Prior Year YTD	Current Year YTD	Variance
Food Services	3,004,000	3,019,000	15,000
Housing	3,367,000	3,302,000	(65,000)
Bookstore	164,000	153,000	(11,000)
Facility Usage	18,000	45,000	27,000
Laundry	59,000	50,000	(9,000)
Vending	2,000	2,000	(0)

Housing variance is due to a decrease in student count. Housing occupancy at the end of the academic year was at 86 percent with 879 students compared to 906 students in 2011. Food Services commissions are up over the prior year.





Capital Planning, Construction and Facility Operations  
Board of Regents Report 2011-2012

	PROJECT	GOAL	RESULTS / COMMENTS
	<b>Projects in Progress</b>		
1	Entrance Gatehouse \$560,000	Controlled access to campus	Project under construction with projected October 12 completion
2	Parking Lot Expansion \$83,000 Capital Planning	More parking for students/faculty/staff	1 lot completed December 2011; two lots under construction
3	Russell Court Interior Renovations \$1,000,000 Auxiliary Services	Modernized Apartments	Design specs from Moody Nolan received in June
4	Privatized Housing RFP \$20 million private developer/ KSU Foundation	New Student Housing	Firm selection completed. Project on hold
5	2010 HUD HBCU Grant \$450,000 (requested budget for next year)	Receive grant to buy property in Hill Top neighborhood	KSU was not awarded grant
6	Redesign President's Suite \$19,000 Capital Planning	Improve safety and enlarge conference room	Design completed in May 2011; project is being advertised for bid in July
7	Construct New Building and Facilities to Service University Needs		One project under construction
8	Determine Renovations of Buildings for New Functions and Upgrades of Building Systems		One renovation project has been established for construction in summer and fall 2012
9	Identify and Address Deferred Maintenance Issues		Six new deferred maintenance projects identified and in progress
10	Initiate An Annual Deferred Maintenance Plan		Annual deferred maintenance plan is in operation
11	Construct New Student Residential Housing		The university is currently holding on constructing new residential housing
12	ADA Access for Hillcrest		Received direction to proceed from Board of Regents committee in May 2012
13	Alumni Stadium Office Roof Replacement 2012 \$306,000	\$ 306,000	Design for new roof to begin in July

	PROJECT	GOAL	RESULTS / COMMENTS
14	Jordan Building and Warehouse Roof Replacement 2012	\$ 229,500	Partial funding of \$90,000 provided. Design beginning in July
15	Carroll ASB Roof Replacement Phase I 2012	\$ 349,000	No funding; will be placed on next year's schedule
16	Cooperative Extension Building 2012	\$ 196,290	No funding; will be placed on next year's schedule
17	Betty White additional Parking	\$ 99,980	Project being advertised for bids
18	Brick Retaining Wall and Fence for Betty White Parking	\$ 106,452	Bids received for retaining wall. Construction to begin in July
19	McCullin Additional Parking	\$ 57,245	Under construction. Completion in July
20	J Parking Lot Paving	\$ 67,000	Under construction
21	Fill and Retaining Wall for J Lot by McCullin	\$ 65,000	Under construction
22	President's Dining Room	\$ 25,000	on hold
23	Vehicle Purchase from Surplus	\$ 13,000	One vehicle purchased from State surplus in April 2012; a second vehicle is being purchased in July
	Auxiliary Services		
24	Russell Court Roof Replacement 2012	\$ 90,318	Design to begin in July
25	Atwood Research Bldg. Interior Renovation 2012	\$ 2,000,000	On hold
26	Office Building Center for Sustainable Farms and Fam 2012	\$ 1,200,000	On hold
27	New Entry Road at Farm	\$ 68,000	Completed in July
28	Work with State Finance Cabinet to Increase Small Purchase Authority Limit from \$40,000 to \$350,000		Final information provided
29	Kentucky Hall Bathrooms		Rescheduled for Summer 2013
30	Hillcrest Bathrooms		Under construction
31	Flower Pots for Kentucky Chandler Sidewalk		Vendor found for large round plastic pots
32	Exum Interior Signs		In progress
33	New Women's Softball Field at Jones Field		Location is being mapped out
34	Bradford Hall Little Theater Renovation to Large Seminar Classroom		Projects on bid
35	Bradford Hall Furniture		Specs and bid documents submitted to purchasing June 1
36	Hillcrest Interior Renovations		In progress
37	Pulley and Ring System at Exum		
38	Campus Turf		In progress

	PROJECT	GOAL	RESULTS / COMMENTS
39	Boiler EPA Violations	Correct violations and letters of warning	Action Plan submitted December 2011; second draft submitted May 2012
40	Replace Chandler Hall Domestic Boiler	Replace boiler to provide hot water	Complete
41	Develop a Technical Training Program to Support APPA Level 2 Standards for Custodial, Grounds, and Maintenance Operations		Research initiatives currently being implemented for a technical training program.
42	Cleaning Out and Disposing of Items in Red Barn and Surplus Vehicles		Operation is being overseen by Purchasing
43	Cheaney Plaza	Fundraising bricks and plaques	Design complete
	\$500,000 Private donations		
<b>Completed Projects</b>			
1	Repair Concrete Steps & Sidewalks	Safe Pedestrian paths	Complete
2	\$150,000 Capital Planning	Control of water runoff	Complete
3	Erosion Control at Motor pool	Restore building	Complete
	\$15,000 Capital Planning		
4	Flood Damage Repair at Old Federal Building	Route storm water around ash pit	Complete
	\$5,000 Maintenance Operations		
5	Extend Storm Pipe at Ash Pit	Stop damage from leaking roof	Complete
	\$5,000 Maintenance Operations		
6	Repair Roof of Old Federal Building	Install Blackboard electronic card readers	Complete
	\$13,000 Capital Planning		
7	Access Control for Governmental Services Center	New Facility	Complete
	\$20,000 GSC Maintenance Service		
8	Mills Lane Farm - Center for Sustainable Farms & Families	New Facility	Complete
	\$4,800,000 USDA		
	Aquaculture Production Technology Laboratory	New Facility	Complete
	\$1,700,000 CPE		

	PROJECT	GOAL	RESULTS / COMMENTS
	\$700,000 federal funding		
9	Rosenwald Center for Families & Children \$2,400,000	New Facility	Complete
10	Renovate Old Federal Building \$1,000,000 federal ARRA funds through National Parks Service	Complete Bldg. Renovation	Complete
11	Replace Roof Sections of Bradford Hall \$270,000 CPE Maintenance Funds	New roof on remaining old roof sections	Complete
12	Police Department - Electrical Upgrade / Electronic Infrastructure for Dispatch \$185,500 Title III	Moving PD to Old Rosenwald	Complete
13	Hathaway Hall Repair chairs/desks \$62,500 State funds	Functional chairs	Complete
14	Re-roof Atwood Research	Non-leaking roof	Complete
15	Feasibility of Constructing a Centralized Mail Hub in Student Center Basement \$ Auxiliary Services	Streamline mail pick-up	
16	Umbrellas for Student Center Tables \$150 Capital Planning	Provide shade for tables on patio	Complete
17	Campus Benches \$10,000 Capital Planning	Replace old benches around campus	Complete
18	New Seating for Bradford Hall Large Auditorium \$120,000 Capital Planning	New seating in Large Auditorium	Complete
19	Scoreboard for Football Stadium	New Scoreboard	Complete
20	(IT) Intercom System at Football Stadium	New intercom system at Alumni Stadium	
21	Submission of Biennium Six-year Capital Plan	Complete capital plan	Complete
22	Chandler Hall Bathroom Renovation \$125,000 Auxiliary Services		Complete
23	Tile Bathrooms at Stadium		Complete
24	Old Federal Building Additional Funding \$60,000		Complete

	PROJECT	GOAL	RESULTS / COMMENTS
25	Additional Funds for Bradford Hall Seating		Complete
26	Office Assignments		Complete
27	ADA Ramp for AWA House		Complete
28	Analyze/Develop New Security & Access Control Technology		Deleted
29	Order New Podiums	New Podiums	Complete
30	Preventive Mold Cleaning	Prevent mold in dorms	
31	Installation of New Carpet in Lounge Area of Hunter Hall		Complete
32	Installation of New Carpet in Lounge Area of Combs Hall		Complete
33	Power Washing and Repainting of tunnel prior to the Opening of school		Complete
34	14' Tall Curtains for Exum		Complete

KENTUCKY STATE UNIVERSITY  
BOARD OF REGENTS  
AGENDA ITEM BACKGROUND

To:	Board of Regents External Relations and Development Committee	Date:	July 27, 2012
From:	Hinfred McDuffie Executive Vice President for Administration		
Subject:	Communications Report		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

N/A

Recommendation:

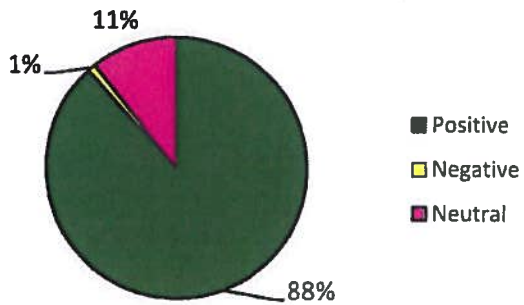
Informational

Initiator:	Hinfred McDuffie Executive Vice President for Administration
Board Action Date:	July 27, 2012
Effective Date:	July 27, 2012

## KSU Media Coverage July 2011 – June 2012

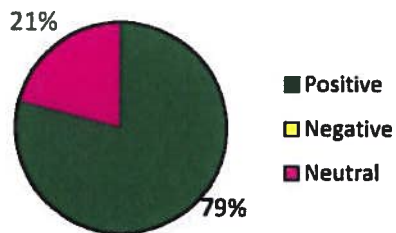
### NEWSPAPER COVERAGE IN KENTUCKY

Number of Stories	-	601 stories
Ad Equivalency	-	\$7,070,440



### TELEVISION COVERAGE IN KENTUCKY

Number of Stories	-	170 stories			
Run Time	-	2 hours, 30 minutes, 10 seconds			
Ad Equivalency	-	\$79,846	Publicity Value	-	\$239,522
Nielsen Audience	-	5,516,423			



**PUBLICATIONS AND MARKETING**  
**STRATEGIC / MARKET IMPACT 2011-2012**

<b>ADVERTISING/ MARKETING</b>	<b>MARKET</b>	<b>TIME PERIOD</b>	<b>MARKET IMPACT</b>
<b>Billboard</b>	Frankfort – various locations in city	Annual	12,834,332 Impressions
	I-64 near Frankfort Exit 58	Annual	12,096,000 Impressions
<b>TV Commercial</b>	Lexington	1 Month	88 percent reach*
	Louisville	1 Month	82 percent reach*
	Northern Kentucky	1 Month	35 percent reach*
	Frankfort	8 Months	94 percent reach*
<b>Airport Display</b>	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 14 campaigns
- Printed materials produced for university events – 134
- Communication pieces – 57
  - o Onward and Upward - 1
  - o President's Report to the Board – 4
  - o President's Report to the Council on Postsecondary Education (CPE) - 1
  - o Good Newsletter for CPE – 5
  - o From the President's Desk – 1
  - o Hoofbeats - 2
  - o Program/Departmental Newsletters & Brochures – 43
- Marketing and advertisement pieces produced – 124
- Designs for general university operations – 56
- Business cards produced – 127

**Land Grant, community and campus community projects and events**  
 (supported by design work and support materials) – 35

**ELECTRONIC COMMUNICATIONS**

**Electronic message board postings** – 164 messages: 131 KSU messages / 33 community messages