

Kentucky State University

Board of Regents Meeting

External Relations and Development Committee

January 24, 2014

Regent Chuck Whitehead, Chairperson
Regent Elgie McFayden
Regent Phyllis Williams

.

.

Mr. Hinfred McDuffie, Staff

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 am to 10:00 am
Board Room - Academic Services Building
Frankfort, Kentucky

MEETING INDEX

<u>Section</u>	<u>Page</u>
D1 <u>Action Item: External Relations and Development Committee Meeting Minutes (October 25, 2013)</u>	4
D2 <u>Executive Summary Report</u>	7
D3 <u>Executive Contributions Report</u> <u>Alumni Relations Report</u>	9
D4 <u>Auxiliary Enterprises Report</u> <u>Capital Planning, Construction and Facility Operations Report</u>	13
D5 <u>Communications Report</u>	16

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 am to 10:00 am
Board Room - Academic Services Building
Frankfort, Kentucky

AGENDA

- | | | |
|-------------|---------------------------------|---|
| I. | Call to Order | Regent Charles Whitehead,
Chairperson |
| II. | Roll Call | Mr. Hinfred McDuffie, Executive Vice
President for Administration, External
Affairs, and Development |
| III. | Opening Remarks | Regent Charles Whitehead,
Chairperson |
| IV. | Approval of Minutes | Regent Charles Whitehead,
Chairperson |
| V. | Executive Summary Report | Mr. Hinfred McDuffie, Executive Vice
President for Administration, External
Affairs, and Development |
| VI. | Discussion | Mr. Hinfred McDuffie, Executive Vice
President for Administration, External
Affairs, and Development |
| VII. | Adjournment | |

Agenda Item Background

To:	Board of Regents External Relations and Development	Date: January 24, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Committee Meeting Minutes (Oct. 25, 2013)	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the External Relations and Development Committee meeting of October 24, 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 October 25, 2013, meeting.

Approval

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	January 24, 2014
Effective Date:	January 24, 2014

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 25, 2013
9:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky

MINUTES

Regent Phyllis Williams called the External Relations and Development Committee meeting of the Kentucky State University Board of Regents to order at 8:00 a.m. on October 25, 2013. Regent Phyllis Williams asked Mr. Hinfred McDuffie, Executive Vice President for Administration, to call roll:

Charles Whitehead	Present	.	.
Phyllis Williams	Present	.	.
Elgie McFayden	Present	.	.

A quorum was declared.

Presentations:

Mr. McDuffie introduced staff members of the Division of Administration, External Relations and Development 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. McDuffie in the absence of Mr. Harold Hayes, Executive Director of Auxiliary Services.

The Capital Planning, Construction and Facility Operations Report was presented by Mr. Jack McNear, Associate Vice President for Capital Planning, Construction and Facility Operations. Regent Whitehead inquired about the schedule for the pedestrian walkway. Mr. McNear responded that the utility movement and the design phase are being completed concurrently, and the anticipated start for construction is the end of March.

The Alumni Relations and Development reports were presented by Mr. William Wilson, Associate Vice President for Development and Major Gifts. Mr. Wilson distributed materials about the Dr. Henry E. Cheaney Legacy Plaza brick paver project.

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

Action:

Regent Whitehead asked for approval of the minutes from the July 26, 2013, External Relations and Development Committee. The minutes were approved.

The meeting was adjourned at 8:57 a.m. by Regent Whitehead.

Submitted by:

Approved by:

Mr. Hinfred McDuffie, Executive Vice President for
Administration, External Affairs, and
Development

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	Date: January 24, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Executive Summary Report	
Reason for Consideration:	Informational Item	Enclosures: Yes

Background:

N/A

Recommendation:

Informational

Informational Item

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	January 24, 2014
Effective Date:	January 24, 2014

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky

EXECUTIVE SUMMARY

During the period of July 1, 2013, through December 31, 2013, Kentucky State University received contributions in the amount of \$218,622 from 329 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 \$5,088,469 from 2,897 contributors.

The Office of Alumni Relations processed the following memberships through the second quarter of the fiscal year: 624 annual/associate, 288 complimentary to new graduates, 316 life and 45 subscribing life for a total of 1,273 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 (1,302) and miscellaneous mailings (5,157). The alumni association currently has 24 affiliate chapters.

Auxiliary Enterprises reports that housing occupancy was at 90 percent with 919 students at the end of December.

Capital Planning, Construction and Facility Operations had 50 major projects in progress, of which 25 projects have been completed.

The university was covered in 335 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$4,817,109. The university also was covered in 71 television news stories reaching a Nielsen audience of 1,465,794 for a total ad equivalency of \$18,511 or total publicity value of \$55,527. There were 58 messages posted on KSU's electronic message board and 57 press releases sent to the media.

Agenda Item Background

To:	Board of Regents External Relations and Development	Date: January 24, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Executive Contributions Report Alumni Relations Report	
Reason for Consideration:	Informational Item	Enclosures: Yes

Background:

N/A

Recommendation:

Informational

Informational Item

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	January 24, 2014
Effective Date:	January 24, 2014

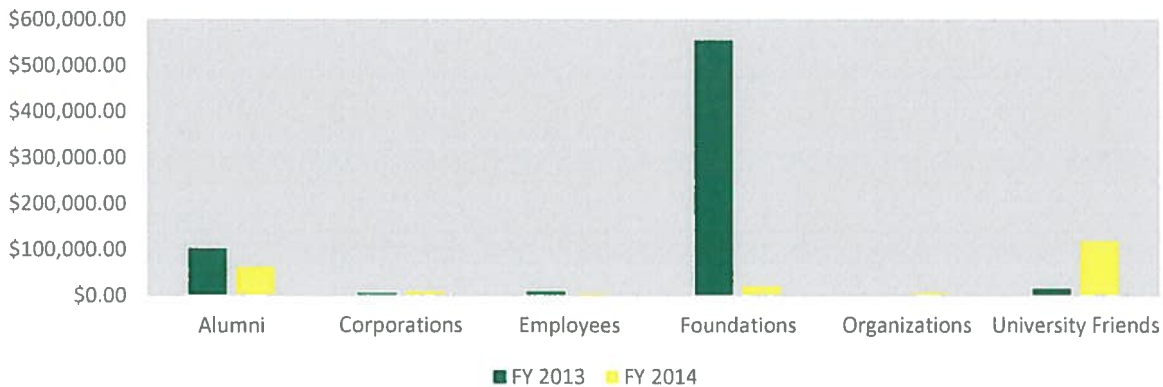
**KENTUCKY STATE UNIVERSITY
DIVISION OF ADMINISTRATION, EXTERNAL RELATIONS AND DEVELOPMENT
OFFICE OF DEVELOPMENT**



**CONTRIBUTIONS REPORT
FY2014 Second Quarter
July 1, 2013 – December 31, 2013**

Constituency Type	Total Dollars Raised July 1, 2012 – December 31, 2012	Total Dollars Raised July 1, 2013 – December 21, 2013	Total Participation July 1, 2012 – December 31, 2012	Total Participation July 1, 2013 – December 31, 2013
Alumni	\$102,076.38	\$61,690.21	182	203
Corporations	\$5,100.00	\$8,792.50	2	7
Employees	\$7,792.10	\$4,135.29	9	29
Foundations	\$555,000.00	\$19,928.46	4	13
Organizations	\$1,029.94	\$6,200.00	4	8
University Friends	\$14,829.66	\$117,906.00	57	69
TOTAL	\$685,828.08	\$218,622.46	258	329

**Annual Giving
Total Dollars Raised
Comparison Graph**



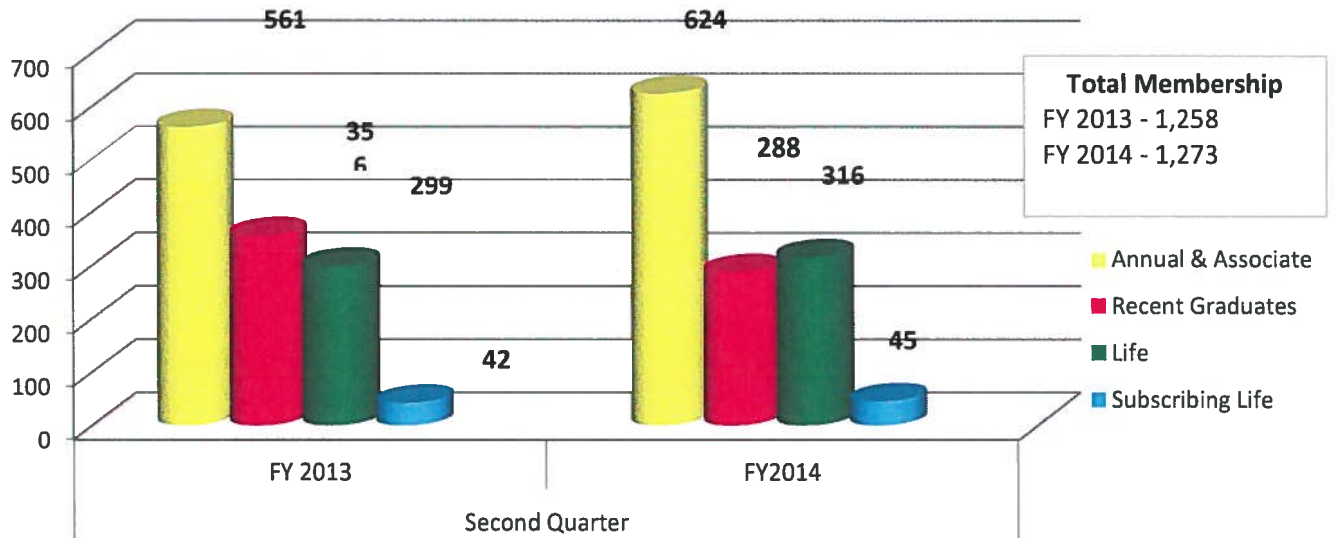
CAPITAL CAMPAIGN GIVING

Constituency Type	Total Dollars Raised July 1, 2010 – December 31, 2013	Total Participation July 1, 2010 – December 31, 2013
Alumni	\$553,913.49	1203
Corporations	\$2,598,690.50	493
Employees	\$157,418.76	372
Foundations	\$927,909.16	120
Organizations	\$607,926.84	334
University Friends	\$242,610.59	375
Total	\$5,088,469.34	2897

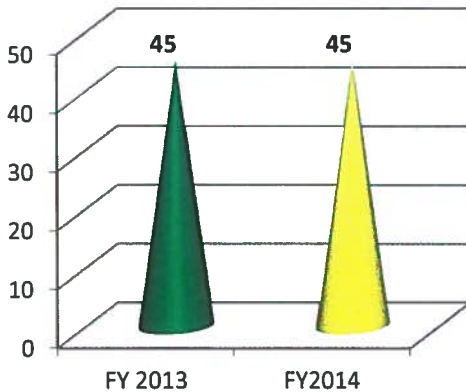
KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 am to 10:00 am
Board Room - Academic Services Building
Frankfort, Kentucky

ALUMNI RELATIONS REPORT

National Alumni Association Membership



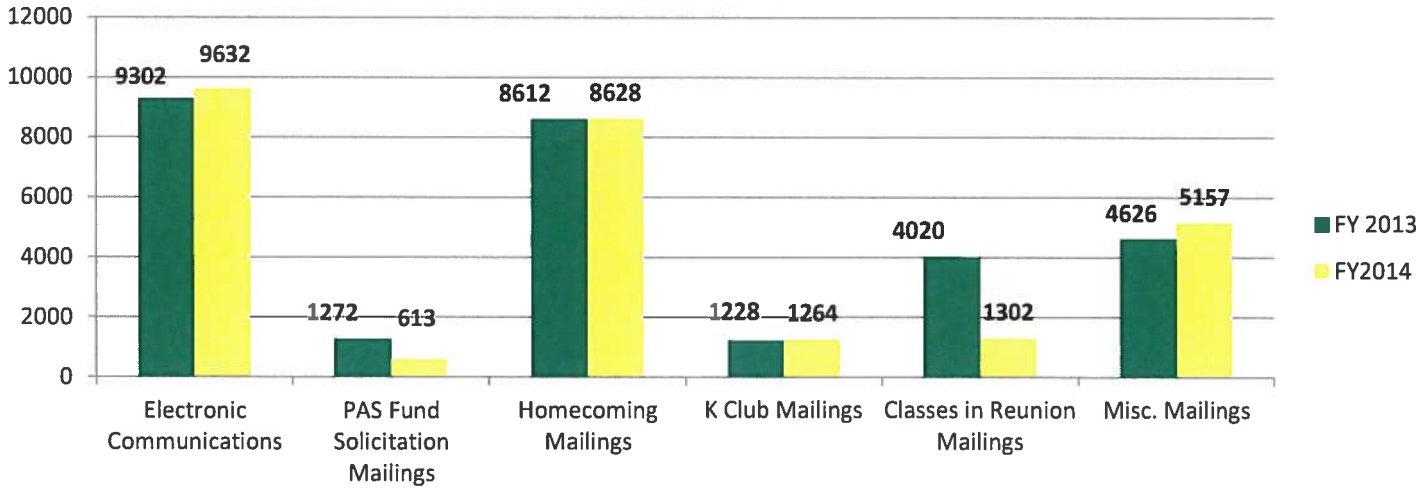
K Club Membership



National Alumni Association Chapter Revitalization

	FY 2013	FY 2014
Total Alumni Chapters	24	24
New / Revitalized Alumni Chapters	0	0

Alumni Relations Communications



Agenda Item Background

To:	Board of Regents External Relations and Development	Date: January 24, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Auxiliary Enterprises Report & Capital Planning, Construction and Facility Operations Report	
Reason for Consideration:	Informational Item	Enclosures: Yes

Background:

N/A

Recommendation:

Informational

Informational Item

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	January 24, 2014
Effective Date:	January 24, 2014

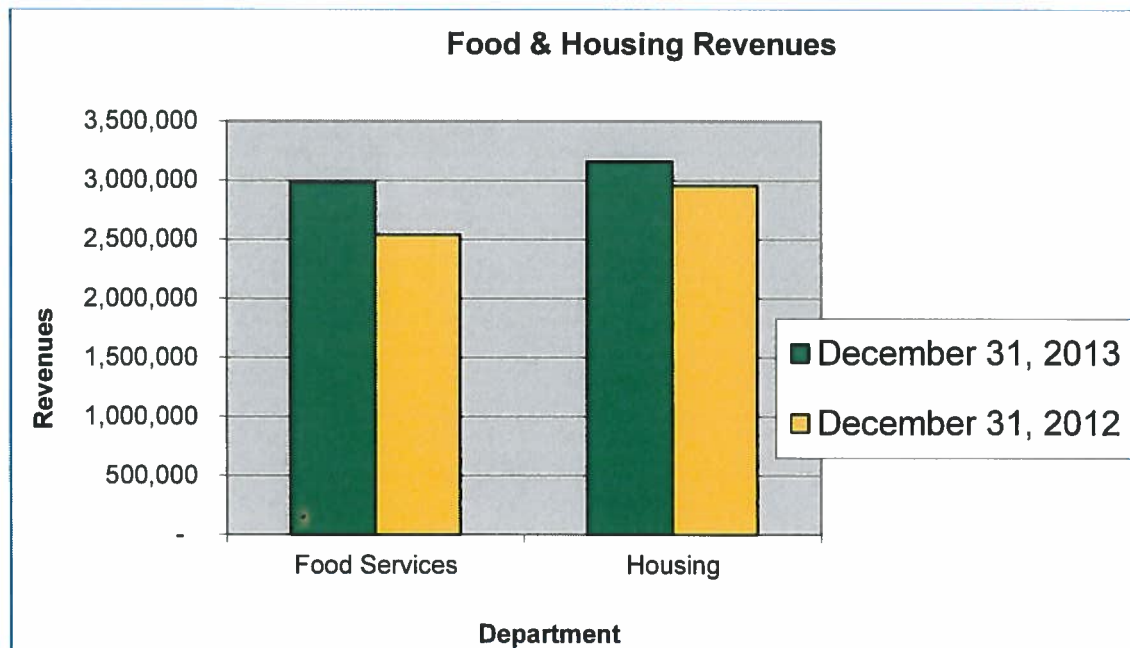
KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 am to 10:00 am
Board Room - Academic Services Building
Frankfort, Kentucky

AUXILIARY ENTERPRISES REPORT

As of December 31, 2013, Auxiliary Enterprises has recorded revenues as follows:

	Prior Year YTD	Current Year YTD	Variance
Food Services	2,542,000	2,981,000	439,000
Housing	2,953,000	3,149,000	196,000
Bookstore	75,000	75,000	(0)
Facility Usage	12,000	9,000	3,000
Laundry	23,000	22,000	(1,000)

The Housing and Food Service variance is due to a higher student count over the previous year. A portion of the food service variance is related to a meal-plan increase. Housing occupancy at the end of December was at 90 percent with 919 students, compared to 821 during the previous year. The housing occupancy portion of the total enrollment is 36 percent compared to 33 percent during the previous year.



Agenda Item Background

To:	Board of Regents External Relations and Development	Date: January 24, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Communications Report	
Reason for Consideration:	Informational Item	Enclosures: Yes

Background:

N/A

Recommendation:

Informational

Informational Item

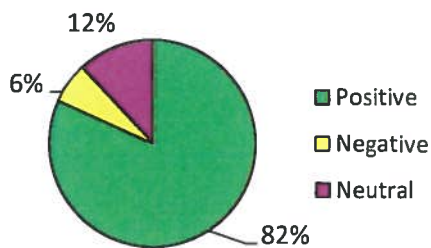
Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	January 24, 2014
Effective Date:	January 24, 2014

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
External Relations and Development Committee
January 24, 2014
9:00 am to 10:00 am
Board Room – Academic Services Building
Frankfort, Kentucky

COMMUNICATIONS REPORT

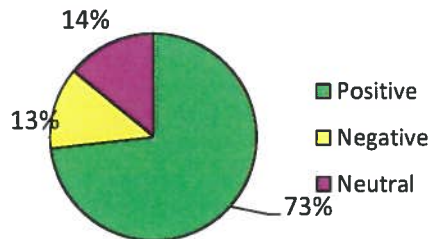
Newspaper Coverage in Kentucky

Number of Stories - 335
 Ad Equivalency - \$4,817,108.66



Television Coverage in Kentucky

Number of Stories - 71
 Ad Equivalency - \$18,511
 Nielsen Audience - 1,465,794
 Run Time - 35 minutes, 36 seconds
 Publicity Value - \$55,527



Quarter To Quarter Coverage

Newspaper Coverage in Kentucky

Quarter	Total # Stories	Positive	Negative	Neutral
Second Quarter Fiscal Year 2013-2014	187	85%	8%	7%
First Quarter Fiscal Year 2013 - 2014	148	78%	4%	18%

Television News Coverage in Kentucky

Quarter	Total # Stories	Positive	Negative	Neutral
Second Quarter Fiscal Year 2013-2014	36	69%	3%	28%
First Quarter Fiscal Year 2013 - 2014	35	77%	23%	0%

Marketing

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 – 8
- Printed materials produced for university events – 44
- Communication pieces – 12
 - o President’s Report to the Board – 2
 - o Good News Newsletter for CPE – 2
 - o Hoofbeats - 1
 - o Program/Departmental Newsletters & Brochures – 8
- Marketing and advertisement pieces produced – 28
- Designs for general university operations – 10
- Business cards produced – 67

Electronic Communications

Electronic message board postings – 58 messages: 55 KSU messages / 3 community messages

Press Releases – 57

KyForward online newspaper – 5 stories plus advertisements