

Kentucky State University

Board of Regents Meeting

External Relations and Development Committee

April 25, 2014

Regent Chuck Whitehead, Chairperson

Regent Travis Haskins

Regent Lavaughn Henry

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
April 25, 2014
9:00 am to 10:00 am
Board Room – Academic Services Building
Frankfort, Kentucky

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KENTUCKY STATE UNIVERSITY
**Regular Meeting of the
Board of Regents
Choose a Committee
April 25, 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: April 25, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Committee Meeting Minutes (Jan. 24, 2014)	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the External Relations and Development Committee meeting of January 24, 2014, 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 January 24, 2014, meeting.

Approval

Initiator:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development
Board Action Date:	April 25, 2014
Effective Date:	April 25, 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

MINUTES

Regent Charles Whitehead called the External Relations and Development Committee meeting of the Kentucky State University Board of Regents to order at 9:00 a.m. on January 24, 2014. Regent Charles Whitehead asked Mr. Hinfred McDuffie, Executive Vice President for Administration, to call roll:

Charles Whitehead	Present	Lavaughn Henry	Not Present
Phyllis Williams	Not Present	.	.
Travis Haskins	Present	Elgie McFayden	Present

A quorum was declared.

Presentations:

The Endowment Summary Report was presented by Ms. LouAnn Atlas and Mr. James Fereday of Fifth Third Bank. Regent Whitehead asked if board presentation materials regarding the endowment could be sent to the regents prior to the board meeting. Mr. Fereday responded in the affirmative.

In his executive summary, Mr. McDuffie stated that the Division of Administration, External Relations and Development will begin reporting according to the president's strategic agenda, using analytics and data to inform decisions and support reports.

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. Harold Hayes, Executive Director of Auxiliary Enterprises.

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.

Action:

Regent Whitehead asked for approval of the minutes from the October 25, 2013, External Relations and Development Committee. The minutes were approved.

The meeting was adjourned at 9:59 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: April 25, 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:	April 25, 2014
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EXECUTIVE SUMMARY

During the period of July 1, 2013, through March 31, 2014, Kentucky State University received contributions in the amount of \$725,859 from 439 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 \$5,596,055.

Auxiliary Enterprises reports that housing occupancy was at 70 percent with 715 students at the end of March.

Capital Planning, Construction and Facility Operations has completed 29 projects since July 2013.

The university was covered in 561 newspaper articles in Kentucky. The advertising equivalency dollar amount (or cost saving) for the newspaper coverage of KSU was \$7,530,029. The university also was covered in 145 television news stories reaching a Nielsen audience of 3,407,171 for a total ad equivalency of \$45,222 or total publicity value of \$134,761. There were 83 messages posted on KSU's electronic message board and 92 press releases sent to the media.

Agenda Item Background

To:	Board of Regents External Relations and Development	Date: April 25, 2014
From:	Mr. Hinfred McDuffie, Executive Vice President for Administration, External Affairs, and Development	
Subject:	Executive Contributions 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:	April 25, 2014
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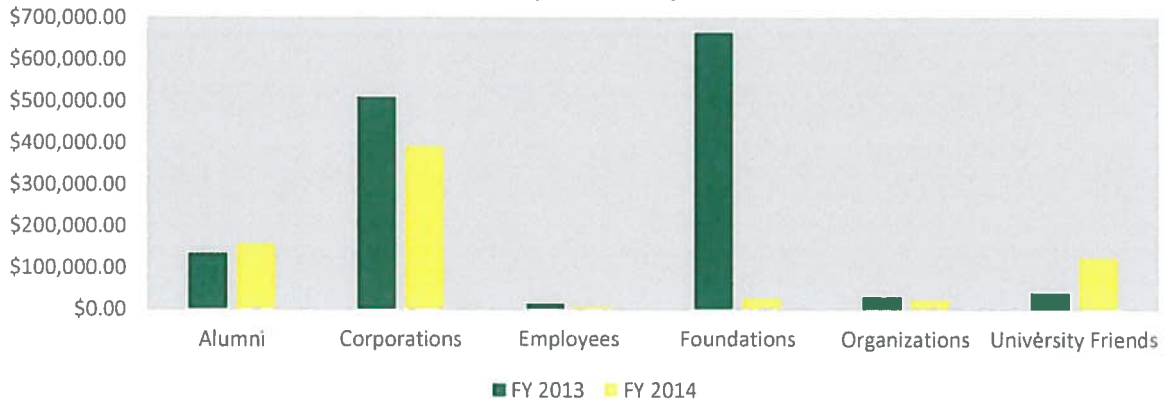
KENTUCKY STATE UNIVERSITY
 DIVISION OF ADMINISTRATION, EXTERNAL RELATIONS AND DEVELOPMENT
 OFFICE OF DEVELOPMENT



CONTRIBUTIONS REPORT
FY2014 Third Quarter

Constituency Type	Total Dollars Raised	Total Dollars Raised	Total Participation	Total Participation
	July 1, 2012 – March 31, 2013	July 1, 2013 – March 31, 2014	July 1, 2012 – March 31, 2013	July 1, 2013 – March 31, 2014
Alumni	\$134,058.38	\$156,560.58	277	252
Corporations	\$509,550.00	\$391,262.50	10	10
Employees	\$13,894.21	\$5,958.14	55	43
Foundations	\$664,500.00	\$25,932.96	8	18
Organizations	\$28,313.85	\$22,998.00	20	16
University Friends	\$39,823.66	\$123,146.50	82	100
TOTAL	\$1,390,140.10	\$725,858.68	455	439

**Annual Giving
Total Dollars Raised
Comparison Graph**



CAPITAL CAMPAIGN GIVING

Constituency Type	Total Dollars Raised	Total Participation
	July 1, 2010 – March 31, 2014	July 1, 2010 – March 31, 2014
Alumni	\$649,383.86	1263
Corporations	\$2,981,190.50	496
Employees	\$159,389.61	391
Foundations	\$933,913.66	125
Organizations	\$624,724.84	342
University Friends	\$247,452.09	404
Total	\$5,596,054.56	3,022

Agenda Item Background

To:	Board of Regents External Relations and Development	Date: April 25, 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:	April 25, 2014
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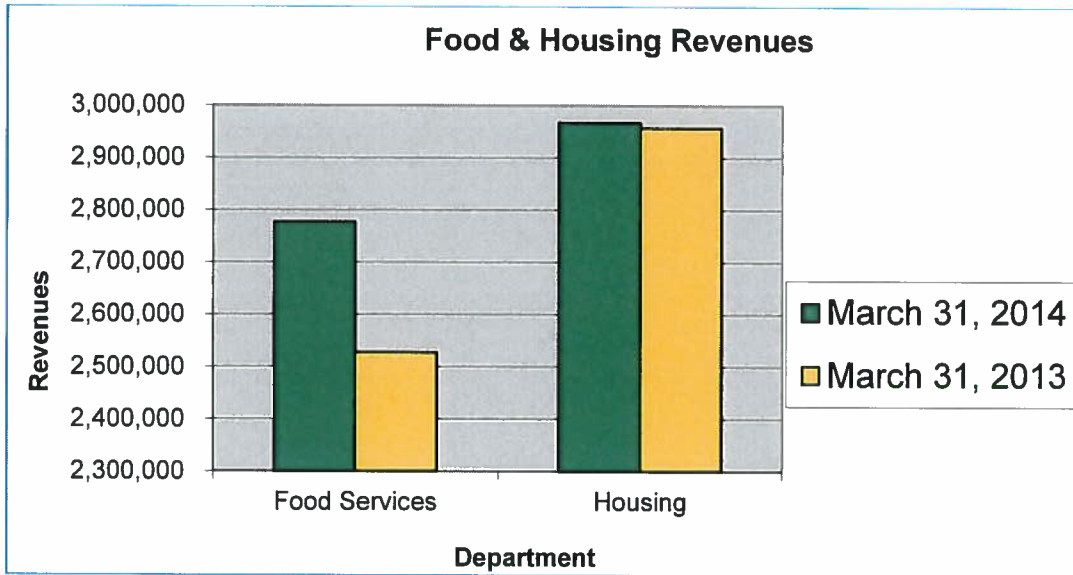
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AUXILIARY ENTERPRISES REPORT

As of March 31, 2014, Auxiliary Enterprises has recorded revenues as follows:

	Prior Year YTD	Current Year YTD	Variance
Food Services	2,527,000	2,777,000	250,000
Housing	2,957,000	2,967,000	10,000
Bookstore	112,000	75,000	(37,000)
Facility Usage	14,000	10,000	(4,000)
Laundry	33,000	34,000	1,000
Vending	1,000	1,000	—

Housing revenues are up slightly over the previous year with about the same occupancy rate. Foodservice revenues are up primarily due to this year's rate increase. Housing occupancy as of March 2014 was at 70 percent with 715 students compared to 732 students in March 2013.



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Capital Planning, Construction and Facility Operations

Agenda Item Background

To:	Board of Regents External Relations and Development	Date: April 25, 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:	April 25, 2014
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Quarter To Quarter Coverage

Newspaper Coverage in Kentucky

Quarter	Total # Stories	Positive	Negative	Neutral
Third Quarter Fiscal Year 2013-2014	226	88%	9%	3%
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
Third Quarter Fiscal Year 2013-2014	74	49%	44%	7%
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 (3)	Frankfort – various locations in city	Annual	12,834,332 Impressions
Billboard (1)	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 nine campaigns/events – 22
- Printed materials produced for university events – 82
- Communication pieces – 33
 - o President’s Report to the Board – 3
 - o Good News Newsletter – 3
 - o Program/Departmental Newsletters & Brochures – 15
- Marketing and advertisement pieces produced – 55
- Designs for general university operations – 33
- Business cards produced – 87

ELECTRONIC COMMUNICATIONS

Electronic message board postings – 83 messages: 78 KSU messages / 5 community messages

Press Releases – 92

KyForward online newspaper – 8 stories plus advertisements