

University Relations Committee meeting
9:00 a.m. March 27, 2012
Room A, 18th Floor Patterson Office Tower

Committee Members present: Jo Curris, chair, Pam May, Sheila Brothers, Terry Mobley and Micah Fielden

Other Board Members present: Bill Gatton, Erwin Roberts, Barbara Young, Bill Britton, and Sandy Patterson

Jo Curris publicly thanked Terry Mobley for volunteering to chair this meeting if Ms. Curris' plane had been delayed on the evening of the 26th.

Meeting called to order at 9:04 a.m. with a roll call of committee members and a Go Big Blue!!

Motion was made and seconded to approve the minutes from the February 21st University Relations Committee meeting.

Regarding the recommendation made in the February meeting for Chair Curris to meet with Dr. Capilouto to discuss support of political issues-- a meeting has not been established yet. Most likely the meeting will occur before the May UR committee meeting.

Chair Curris introduced Stan Key, Director of UK Alumni Association as the presenter for the meeting.

Stan Key said that he appreciates the opportunity to share with the committee, as he looks around the room, acknowledges that most of the committee has been involved with the Alumni Association. His goal today is to share more details (about the Alumni Association) in a few areas.

Stan noted that the Alumni Association is not just an athletic booster organization. That is a constant challenge—to show that they do more than support athletics. Everyone gets engaged with athletics—his challenge is to foster involvement in areas other than athletics.

The Alumni Association became a member dues-supported association in 1971 when the Office of Development was established for the purpose of receiving gifts to the university. Prior to that time, the UK Alumni Association was considered the fundraising office of the university

Alumni Board – 130 members, good number, allows to engage a lot more alums, give them a role. UK's large number of board members differs from other benchmark institutions—those institutions generally have 15-30 member boards.

Facilities – The Alumni Association was housed in the Student Center until 1963. The King Alumni House opened in 1963—and underwent major renovations in 1998.

Vision for the University – the number one goal of the Alumni Association is to support the mission and goals of the University. The Alumni Association’s strategic plan is built around the mission and goals.

In 1992 the UK Alumni Association invited the UK Athletics Association and the University as partners with the official university credit card. Since then, the association has provided gifts from the royalty income to the UK Athletics Association of more than \$7M and to the University of more than \$1.5M.

The Alumni Association provides \$64,714 for academic college alumni relations activities.

The Alumni Association has developed one records database—most of the colleges utilize the database for communication with alumni. Currently there are 260,062 living alumni (first degree) registered in the database. This database supports fundraising directly.

Terry Mobley interjected that one of the great challenges of maintaining this database is that half of the graduates in the system graduated in the last 18 years. With such a “young” database list, keeping up with addresses is very difficult as younger graduates tend to move around a lot. It takes a lot of service to keep the database up to date.

Stan Key noted one of the more interesting experiences of data base maintenance is when they are informed that an alum is deceased. Then a few months later, the same alum contacts the office to request basketball tickets!

Social Media has become a new challenge—Facebook, and Twitter— to newer alum that is what they consider “engagement.”

One great value of the database is the ability to target messages to a geographical region. Examples include when Dr. Capilouto visited Richardsville Elementary school in Bowling Green—the area alums were notified. When tornados came through Western Kentucky last month, a specific message was sent to area alums offering support. That particular email generated many replies thanking UK for their support.

The Alumni Association engages through programs. Over 31,000 attendees were on hand for events last year. Activities such as recruitment fairs, Senior Send-offs, club meetings, as well as pre-game athletic events.

The Alumni Association engages through scholarships with \$2,026,754 in endowments. The Alumni Clubs generate \$1.3 million of that total with the Association generating \$423,233 and individuals contributing \$265,855.

Two specific scholarship programs include:

- Wildcat Alumni Plaza Pavers - \$70,000 generated annually to scholarship funds
- UK Kentucky affinity license plates - \$247,650 generated since January 2012

Specific examples of Alumni programs include:

- Great Teacher Awards
- Career Services
- Alumni clubs - All Alumni Clubs have a set of expectations to “do something.” Examples include support recruitment fairs and hold regular meetings
- Student Clubs - The Alumni Association supports a Program Coordinator position that plays an active role in contacting colleges and groups, talks with students to create a better understanding of how to be an alum. One focus is to educate students on what it takes to have classrooms and instructors.

The Alumni Association has 38,438 dues-paying members. One area of concern centers on the question, does an alumni group compete with a Development Office? Research has shown that members of an alumni group (depending on level of involvement) are up to 19.8 times more likely to make a gift to the University than a non-member. Alumni and Development have a close kinship.

The Alumni Association works to promote diversity and inclusion by arranging speakers at association programs well represented by diverse backgrounds and topics; and offering specific programs to attract alumni attendees of diverse backgrounds. The Association has increased diversity on the Board of Directors to 14%. As little as 5 years ago the Board represented 0% diversity.

The Alumni Association is looking to engage through tradition.

One example of “Tradition” is the new Wildcat Bronze sculpture and Alumni Plaza. The Plaza is located across from Memorial Coliseum and will be home to a bronze Wildcat sculpture beginning April 3, 2012. Leading up to the development of the Plaza area and sculpture, it was noted that all of the university’s benchmarks had some kind of on-campus statue of their mascot. The Wildcat sculpture and Plaza idea was initiated by students. Initial funding was supported by the Alumni Board of Directors and the selling of Wildcat Pavers. The selling of the pavers (\$250/ea) was to repay the Alumni Board for the initial \$300,000 to begin the project. It was recommended in January of this year that the Alumni Association take the money collected in the Paver project and dedicate that money to scholarships. The selling of pavers is expected to generate \$70,000 annually for the scholarship fund. The Alumni Association Board of Directors elected to contribute the \$300,000 to the project as a gift.

The Alumni Association engages through Legacy. One particular project to promote a UK legacy occurs with a gift to the children of alumni parents every few years to plant the “UK” seed.

Looking to the future Stan noted that the University has great needs—residence halls in particular. An Alumni Center is an area he would like to see in future campus planning and when the timing is right financially. An Alumni Center would offer nice meeting space for banquets, dinners, and class reunions as well as help with recruitment of members, friends and advocates of the University.

As the presentation came to a close, Stan asked of the group, “What can the Alumni Association do to better support the University?”

General discussion followed:

Chair Curris noted that during the Presidential Search tours across the state, the Alumni Association was invaluable in getting the message out to 120,000 alumni via emails, keeping them updated on the search.

It was noted that the Alumni database is the only service on campus that provides information to all of the colleges.

Terry Mobley commented that the lobbying efforts of UKAN (University of Kentucky Advocacy Network) is alumni-based. UKAN began with members in the Alumni clubs engaging them in Kentucky.

Stan invited the committee to the April 20th dedication and unveiling of the Wildcat bronze sculpture in Alumni Plaza at 3:30pm.

Sheila Brothers asked about the royalties and gifts described and how that money is spent? Stan replied that the funds are available to spend the way the administration deems valuable. The funds are held and used as the University directs.

Terry Mobley gave an example that some of this funding was used for start-up of the UK on Main office in Louisville. A University site office in downtown Louisville.

Jo Curris encouraged everyone to buy a Wildcat Paver. Forms to purchase a paver are in your packets.

A call was made for new business.

Jo Curris thanked Stan Key for an excellent presentation.

Motion was made and seconded, meeting adjourned at 9:48 a.m.