



**Roger McClellan '88**

On behalf of the K-State Alumni Association board of directors and the staff who are committed to serve the Wildcat Community, I would like to thank you for your continued support and enthusiasm for the K-State Alumni Association. Through your efforts, fiscal year 2015 was another great year for the Alumni Association.

In this brief note, I would like to focus on the foundation that the board laid in the past year for the future of the Alumni Association. You will read about the other great accomplishments of fiscal year 2015 in Amy's letter.

I was honored to be chair during the year scheduled for the development of the Alumni Association's next five-year strategic plan. We were fortunate to start with a solid foundation that has well-served Kansas State University's more than 285,000 alumni and friends for years. Many thanks to prior board members for their foresight years ago.

In looking toward the future, the board and staff researched opportunities for even deeper service to its alumni and the university. We consulted alumni, students, volunteers, partners and university leaders; we assessed the organization's strengths, weaknesses, opportunities and threats; we reviewed best practices of peer organizations; and we considered K-State 2025, the university's visionary plan.

At the conclusion of this yearlong strategic planning process, we delivered a 2016-2020 strategic plan that is ambitious, yet reasonable, and is inclusive to all in the Wildcat Community. We have a bolder mission with the Alumni Association taking on a stronger and more significant role to "lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat Community." We have six core values that uniquely include the color **Purple** — a metaphor for the genuine sense of family that exists in the K-State family.

The strategic plan is divided into three strategic goals supported by 16 objectives and 48 tactics. Our goals charter a path for creating lifelong connections; for advancing K-State and the interests and voice of alumni; and for ensuring that the Alumni Association's organizational capacity can meet future needs of alumni.

With this plan in place, I am confident the Alumni Association will continue to focus on what it has always done best — to lead and inspire lifelong involvement for the entire Wildcat Community.

Thank you to everyone who participated in developing the plan and thank you to everyone who helped make 2015 another great year for the Alumni Association.

Go Wildcats!



Roger McClellan '88  
2014-15 Chair,  
K-State Alumni Association board of directors



## CORE VALUES

Our core values ground and sustain us and support our commitment to a high-performing organizational culture. Through these six attributes, members of the K-State Alumni Association board of directors, professional staff and volunteers worldwide will achieve our mission.

1. Integrity
2. Excellence
3. Link
4. Tradition
5. Teamwork
6. Purple.....

### How can purple be a core value, you ask?

More than a color, purple is a metaphor for the genuine sense of family that exists among our alumni, students, parents, faculty, staff and friends. It is a symbol of the pride and passion we share for our great university and for one another.

## STRATEGIC GOALS

### GOAL I:

#### Create and advocate lifelong connections

The Alumni Association will lead and advocate for the development of high-quality, high-value programs that ensure lifelong engagement and meet the needs of alumni

### GOAL II:

#### Advance K-State and the interests and voice of alumni

Lead alumni engagement and facilitate two-way communication with the university and our K-State family partners to support K-State's aspirations

### GOAL III:

#### Support and enhance the Alumni Association's organizational capacity to meet future needs

Build resources and infrastructure to support Alumni Association programs and services that meet the growing needs of the university and Wildcat Community

## COMPLETE STRATEGIC PLAN

To read more, visit [www.K-State.com/Mission](http://www.K-State.com/Mission).

# K-STATE ALUMNI ASSOCIATION GRADUATES & FRIENDS

## WHO BELONGS TO THE ALUMNI ASSOCIATION?

### MEMBERSHIP AFFILIATION

Graduates	38,488
Students	1,510
Friends	4,127
Total member affiliation	44,125

### MEMBERS BY LOCATION

Kansas	26,528
Out-of-state	17,265
International	244
Lost	88

### MEMBERS BY DECADE (of first graduation)

1920s	5
1930s	22
1940s	604
1950s	2,502
1960s	4,447
1970s	7,330
1980s	5,987
1990s	5,526
2000s	5,010
2010s	7,055
Friends	5,637

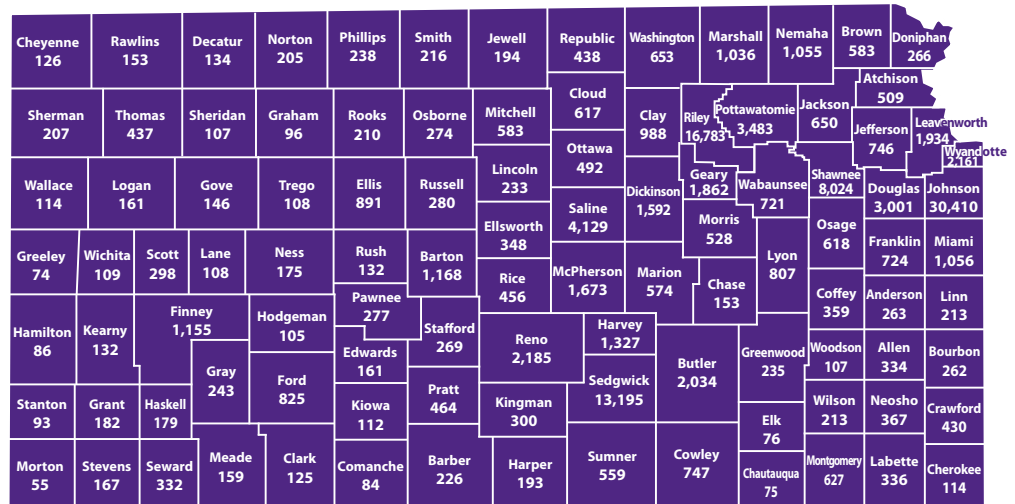
## ALL LIVING K-STATE GRADUATES

Kansas	85,230
Out-of-state	84,930
International	4,501
Lost	4,145
<b>Total living graduates</b>	<b>178,806</b>

## K-STATE GRADUATES/FRIENDS IN KANSAS

126,229  
in 2015

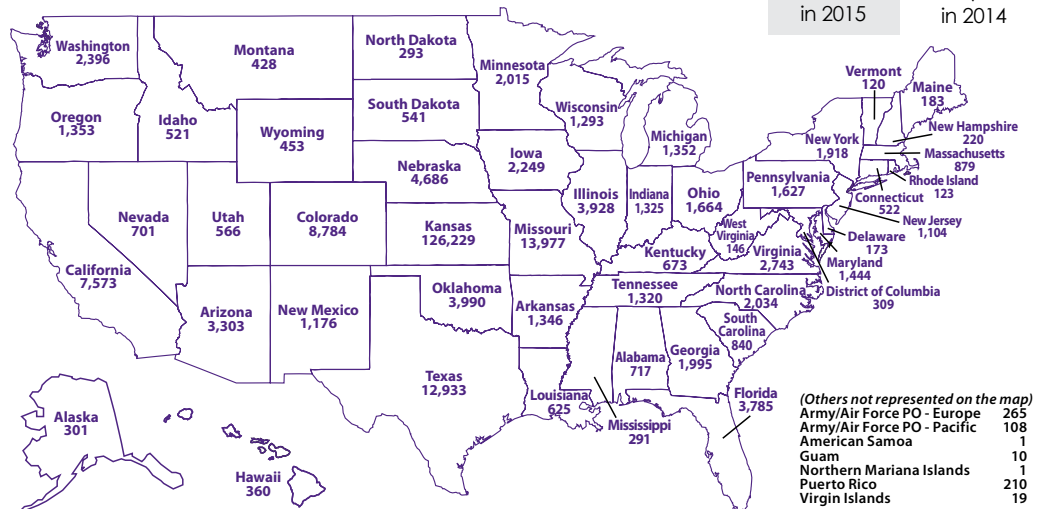
119,257  
in 2014



## K-STATE GRADUATES/FRIENDS IN U.S. TERRITORIES

230,141  
in 2015

219,372  
in 2014



## INTERNATIONAL K-STATE GRADUATES/FRIENDS

Afghanistan	20	Central African Republic	1	Greece	17	Liberia	5	Paraguay	65	Tanzania, United Republic of	24
Algeria	3	Chile	6	Grenada	1	Libyan Arab Jamahiriya	11	Peru	14	Thailand	136
Argentina	23	China	288	Guatemala	15	Lithuania	2	Philippines	66	Togo	1
Armenia	3	Colombia	45	Haiti	1	Macao	1	Poland	1	Trinidad and Tobago	5
Australia	79	Costa Rica	71	Honduras	44	Malawi	6	Portugal	6	Tunisia	8
Austria	6	Côte d'Ivoire	8	Hong Kong	35	Malaysia	110	Qatar	8	Turkey	49
Azerbaijan	3	Croatia	1	Hungary	10	Mali	12	Russian Federation	8	Uganda	10
Bahamas	2	Cyprus	10	Iceland	2	Mauritius	1	Saint Kitts and Nevis	1	Ukraine	4
Bahrain	4	Czech Republic	14	India	343	Mexico	61	Samoa	1	United Arab Emirates	41
Barbados	2	Democratic Republic of Congo	3	Indonesia	57	Moldova, Republic of	1	Saudi Arabia	139	United Kingdom	156
Belgium	16	Denmark	8	Iran (Islamic Republic of)	50	Morocco	14	Senegal	8	Uruguay	4
Belize	1	Djibouti	1	Iraq	39	Mozambique	5	Serbia	4	Uzbekistan	1
Benin	2	Ecuador	195	Ireland	6	Myanmar	1	Seychelles	5	Venezuela	42
Bermuda	2	Egypt	65	Israel	27	Namibia	3	Singapore	42	Vietnam	5
Bolivia	26	El Salvador	2	Italy	11	Nepal	9	Slovenia	3	Yemen	16
Bosnia-Herzegovina	1	Estonia	1	Jamaica	2	Netherlands	20	South Africa	33	Zambia	9
Botswana	26	Ethiopia	12	Japan	176	Netherlands Antilles	1	Spain	22	Zimbabwe	6
Brazil	51	Finland	8	Jordan	59	Nicaragua	4	Sri Lanka	21		
Brunei	2	France	68	Kazakhstan	7	New Zealand	27	Sudan	28		
Darussalam	1	Gaza Strip	2	Korea, Republic of	218	Niger	8	Sudan	28		
Bulgaria	2	Georgia	1	Kuwait	39	Nigeria	273	Swaziland	4		
Burundi	2	Germany	153	Kyrgyzstan	3	Norway	19	Sweden	15		
Cameroon	3	Ghana	7	Lesotho	3	Oman	5	Switzerland	46		
Canada	380					Pakistan	84	Syrian Arab Republic	6		
Cayman Islands	1					Panama	18	Taiwan	228		

**4,858**  
in 2015

**4,767**  
in 2014

# K-STATE ALUMNI ASSOCIATION

## FY2015 FINANCIALS

### STATEMENT OF ACTIVITIES:

	2015	2014
<b>REVENUE AND SUPPORT</b>		
Annual membership dues	\$ 475,048	\$ 492,062
Life membership dues	360,247	342,401
Affinity program royalties	861,465	841,025
Merchandising and service programs	287,224	246,534
Investment revenues (net)	<112,609>	701,707
Advertising/sponsorships	194,525	197,275
University transfer/shared programs	658,952	578,456
Alumni Center rental/fees	325,568	366,772
Contributions	2,376,539	1,684,396
Club and constituent events	297,963	218,644
<b>Total revenue and support</b>	<b>\$ 5,724,922</b>	<b>\$ 5,669,272</b>
<b>Net Assets Released from Restrictions</b>	<b>-</b>	<b>-</b>
<b>Total Support, Revenues and Reclassifications</b>	<b>\$ 5,724,922</b>	<b>\$ 5,669,272</b>
<b>EXPENSES</b>		
<b>Programs:</b>		
Constituent programs and services	\$ 1,451,757	\$ 1,276,902
Scholarship programs and awards	727,495	573,617
Alumni Center	876,109	828,801
<b>Total program expenses</b>	<b>\$ 3,055,361</b>	<b>\$ 2,679,320</b>
Management and general communication	\$ 1,107,005	\$ 1,134,108
Membership development and fundraising	584,068	564,539
<b>TOTAL EXPENSES</b>	<b>\$ 4,746,434</b>	<b>\$ 4,378,267</b>
<b>ADJUSTMENTS TO NET ASSETS</b>		
Expenditure of prior period appropriation	\$ <48,504>	<2,164>
<b>Total adjustments</b>	<b>\$ &lt;48,504&gt;</b>	<b>&lt;2,164&gt;</b>
<b>Change in net assets</b>	<b>\$ 929,984</b>	<b>1,288,841</b>
<b>NET ASSETS – BEGINNING OF YEAR</b>	<b>\$15,632,849</b>	<b>14,344,008</b>
<b>NET ASSETS – END OF YEAR</b>	<b>\$16,562,833</b>	<b>15,632,849</b>

### COMPARABLE BALANCE SHEET:

	2015	2014
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	\$ 1,543,563	\$ 1,158,006
Investments	6,291,833	5,346,013
Reimbursable expenses	24,174	25,837
Inventories	10,434	12,028
Campaign receivables	36,100	37,650
Other receivables	177,931	177,091
Prepaid expenses	98,668	72,090
<b>Total current assets</b>	<b>\$ 8,182,703</b>	<b>\$ 6,828,715</b>
<b>Non-current assets:</b>		
Campaign receivables	\$ 76,700	\$ 86,800
FF&E – net of depreciation	119,652	130,629
Vehicles – net of depreciation	38,864	51,255
Land – real estate	283,524	283,524
Building real estate – net of depreciation	8,863,953	9,074,426
<b>Total non-current assets</b>	<b>\$ 9,382,693</b>	<b>\$ 9,626,634</b>
<b>TOTAL ASSETS</b>	<b>\$ 17,565,396</b>	<b>\$ 16,455,349</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities:</b>		
Accounts payable	\$ 160,786	\$ 142,513
Deferred revenue	159,876	34,288
Funds deposited for others	188,334	206,189
Accrued expenses	95,653	71,374
<b>Total current liabilities</b>	<b>\$ 604,649</b>	<b>\$ 454,364</b>
<b>Non-current liabilities:</b>		
Deferred compensation	\$ 255,813	\$ 232,260
Compensated absences	142,101	135,876
<b>Total non-current liabilities</b>	<b>\$ 397,914</b>	<b>\$ 368,136</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 1,002,563</b>	<b>\$ 822,500</b>
<b>NET ASSETS</b>		
<b>Unrestricted:</b>		
Designated for special projects	\$ 559,723	\$ 530,240
Designated for life membership reserve	2,500,000	2,100,000
Designated for Alumni Center	9,266,581	9,499,525
Undesignated	<222,100>	118,555
<b>Temporarily restricted:</b>		
Other	80,447	31,914
Scholarships	2,332,511	2,016,739
Alumni Center	450,845	283,753
<b>Permanently restricted:</b>		
Other	344,282	110,655
Scholarships	858,908	811,082
Alumni Center	391,636	130,386
<b>Total net assets</b>	<b>\$ 16,562,833</b>	<b>\$ 15,632,849</b>
<b>TOTAL LIABILITIES/NET ASSETS</b>	<b>\$ 17,565,396</b>	<b>\$ 16,455,349</b>

\*A copy of the K-State Alumni Association audit report is available upon request.

# K-STATE ALUMNI ASSOCIATION

## LEADING OUR INITIATIVES

### K-STATERS HELP MAKE ASSOCIATION PROGRAMS POSSIBLE

Fiscal year 2015 was another successful year for the K-State Alumni Association, and we are fortunate to have loyal members of the K-State family who continue to support us and the university.

For the 19th consecutive year, the K-State Alumni Association was No. 1 in the Big 12 Conference for the percentage of graduates who are members. We closed the fiscal year with 42,615 members. Our challenge now is to make it as No. 1 for 20 years in 2016.

The Alumni Association offers a variety of programs and activities that appeal to all generations and make it easy for K-Staters to maintain not only a link for life to the university but also with each other. Last year more than 131,000 K-State family members participated in more than 1,100 Alumni Association activities offered around the world.

We support 98 alumni-related clubs around the country and have established alumni connections in 15 international locations. As the number of international students continues to grow at K-State, we continue to expand our international engagement. In 2015, we hosted nine international events and plan to continue to grow this number.

It's heartwarming to know how much our alumni want to help future K-Staters by supporting our scholarship programs. Through the help of our alumni and friends, the Alumni Association was able to award \$350,000 in scholarships this year. Scholarship funds are raised through several initiatives including our club events and the Wabash CannonBall galas now held in Kansas City, Denver and Houston. The original CannonBall gala location, Kansas City, has built an endowment of \$1.8 million and awarded 308 scholarships totaling \$770,000.

Our license plate program also raises funds for scholarships and student recognition programs. We concluded fiscal year 2015 with 6,956 K-State license plates in Kansas. We are the No. 1 affinity plate in the state, and we outnumber, by far, any other affinity license plate in Kansas. Through the license plate program, the Alumni Association has raised more than \$2.7 million since 1997. We also have license plates in Texas and Maryland.

I would like to thank everyone in the K-State family for their support by being members, by serving on our board of directors, by volunteering for committees, for financial support and for attending our Alumni Association events and programs.

Your support makes a difference. Rest assured the Alumni Association board of directors and the staff will remain dedicated in providing you a link for life to K-State.

Go 'Cats!

Amy Button Renz '76, '86  
President and CEO, K-State Alumni Association

### BY THE NUMBERS

# 19

Years the K-State Alumni Association has been No. 1 in the Big 12 Conference for the percentage of graduates who are members.

Let's #Makelt20

# 42,615

Alumni Association members

# 1,100+

Activities the Alumni Association offers around the world

# 98

Alumni-related clubs in the U.S. We also have alumni connections in 15 international locations.

# \$350K

Amount of scholarships awarded this year

# 6,956

K-State license plates in Kansas (we are the No. 1 affinity plate in the state). The program has raised more than \$2.7 million for scholarships and recognition programs since 1997.



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