

2016 ANNUAL REPORT



K-STATE ALUMNI ASSOCIATION



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.

On behalf of your K-State Alumni Association board of directors and the fantastic Alumni Association staff, I am proud to share a few highlights from the past year.



Travis Lenkner '01

Fiscal year 2016 marked the first year of the Alumni Association's five-year strategic plan, which was developed under the leadership of my predecessor, Roger McClellan '88. Entitled "Leading and Inspiring Lifelong Involvement," the plan strikes an inclusive note, focusing on the Alumni Association's service to the university and "all members of our Wildcat Community." Although the goals are ambitious, the Alumni Association already is making significant progress across many of the key objectives.

Ambitious plans demand resources, and our generous alumni continue to answer the call. This was another record-breaking year for the Alumni Association's annual fund, Tradition Founders, which supports many important programs. Donors provided \$581,527, including 176 Founders Circle members with gifts of \$1,000 or more.

K-Staters also reached new heights with the success of the Powercat affinity license plate program. The K-State plate is the most popular affinity license plate in Kansas by a wide margin, and through the years it has generated more than \$3 million for student scholarships and recognition programs. It's great to see so many Powercats on the road throughout Kansas!

Speaking of Kansas, it's no secret that the state government continues to face significant budget challenges. Public universities have suffered deep cuts that shortchange today's students and increase the barriers to higher education. Elected officials' shortsightedness will hurt K-State for decades — frustrating our ability to keep pace with urgent needs and placing us at a significant competitive disadvantage compared to our peer institutions.

Recognizing these challenges, the Alumni Association continues to help alumni advocate for K-State (and all higher education funding) in Topeka. Given the critical issues at stake, it is now more important than ever that we as K-Staters make our voices heard.

Alumni voices also are an important part of the process of selecting a new university president. Alumni Board member Sylvia White Robinson '71 and I are honored to serve as the Alumni Association representatives on the presidential search committee. In addition, Student Body President Jessica Van Ranken, who also sits on the Alumni Association Board, and former Board Chair Jerry Boettcher '63 also serve on the committee. Rest assured that we are keeping your interests in mind as we interview qualified, experienced candidates and make a recommendation to the Board of Regents.

In closing, the Alumni Association is strong and our future is bright because of the passion of K-Staters from around the world. Thank you for your continued support of the Alumni Association and Kansas State University!

Wildcat proud!
Travis Lenkner '01
2015-16 chair,
K-State Alumni Association board of directors



ALUMNI ASSOCIATION
YOUR LINK FOR LIFE

800-600-ALUM (2586)
www.K-State.com
Alumni@K-State.com

K-STATE ALUMNI ASSOCIATION

OUR 2016-2020 STRATEGIC PLAN INITIATIVES

This was the first year of the 2016-2020 strategic plan.

MISSION

To lead and inspire lifelong involvement that will benefit Kansas State University and all members of the Wildcat Community.



I. CREATE AND ADVOCATE LIFELONG CONNECTIONS

- Hosted 976 events that engaged 110,403 Wildcat fans around the world.
- Expanded programming for multicultural and international alumni and students.



Hosted 14 international and eight multicultural alumni events with a 500 percent increase from five years ago.

Hosted eight international and nine multicultural student events with a 68 percent increase in participation from five years ago.



- Received Outstanding Support for International Initiatives award from K-State's Office of International Programs.
- Special celebration for 100 years of Homecoming — showcasing traditions and building connections among the many generations of Wildcats.



K-STATE ALUMNI ASSOCIATION

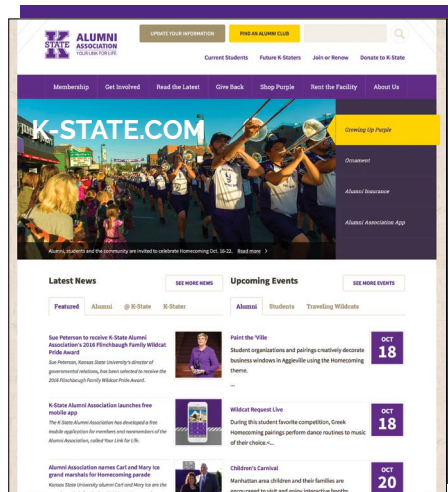
OUR 2016-2020 STRATEGIC PLAN INITIATIVES

II. ADVANCE K-STATE AND THE INTERESTS AND VOICE OF ALUMNI

- Celebrated 10th anniversary of Kansas City Wabash CannonBall and announced addition of a fourth Wabash CannonBall for North Texas in 2017. In 2016, paid out \$168,750 in student scholarships from funds raised in the Wabash CannonBall galas in Kansas City, Colorado and Houston.
- Partnered with colleges and departments for increased alumni engagement.
- Expanded Junior Wildcats Club to include kids age 2-12. The club had 686 members in 2016.
- Improved communications through redesigned @K-State newsletter with college sections, redesigned website with easier access to information, doubled social media activity and added Instagram.



KANSAS CITY WABASH CANNONBALL COMMITTEE MEMBERS



JUNIOR WILDCAT CLUB BASKETBALL DAY

III. SUPPORT AND ENHANCE THE ALUMNI ASSOCIATION'S ORGANIZATIONAL CAPACITY

- 42,277 members — membership ranks in the top five in the Power Five Athletic Conference based on percentage of graduates who are members.
- Raised \$581,527 through Tradition Founders program to support alumni and student programs. Founders Circle donors of \$1,000 or more reached 176 in FY2016.
- Raised \$12.9 million toward the Alumni Association goal of \$18 million in the Innovation & Inspiration campaign for Kansas State University. The campaign runs through 2018.
- Database Management — reached 99 percent addressability for member records and 92 percent for overall records.



ALUMNI ASSOCIATION DONOR RECOGNITION RECEPTION

K-STATE ALUMNI ASSOCIATION

LEADING OUR INITIATIVES

LEADING AND INSPIRING LIFELONG INVOLVEMENT FOR K-STATE

As I look back on fiscal year 2016, I am proud of our many accomplishments and would like to thank our loyal alumni and friends who continue to support our initiatives and stay involved with the university and our K-State family. Your time and resources are investments in the future of K-State.

In 2016, the Alumni Association sponsored 976 events and activities that engaged 110,403 Wildcat fans around the world. We strive to offer a variety of programs and events that will appeal to multiple generations, cultures and interests.

Over the past five years, we have increased the number of multicultural and international alumni events by more than 20 percent, while the participation in those events increased by nearly 500 percent. Last year, the Alumni Association was recognized by K-State's Office of International Programs with the Outstanding Support for International Initiatives award.

We all have many fond memories of our experiences at K-State so it's natural that alumni want to help future K-Staters have the same experience by supporting our student scholarship programs. Every year we continue to increase the number and the amount of scholarships we award to K-State students. In 2016, we paid out \$395,075 in scholarships to 444 students. We couldn't have done it without your support.

Last year we were honored to announce that we will add a fourth Wabash CannonBall gala to our successful series of Wabash CannonBall galas in Kansas City, Colorado and Houston. In 2016, we awarded \$168,750 in student scholarships as a result of funds raised during the three Wabash CannonBall events. The new gala will be held in North Texas on May 19, 2017.

Communications plays an important role in helping our Wildcat community stay connected. Last year we were able to enhance our communications efforts by redesigning our website and @K-State monthly e-newsletter. We hope you are enjoying these improvements and we are always interested in your feedback.

We have many other accomplishments that are highlighted elsewhere in this annual report. I hope you take the time to read about them.

In closing, I would like to say thank you to everyone for your continued support. Thank you to our volunteers — board members, committee members and club leaders — who give generously of their time. And thank you to our dedicated staff members who continue to develop creative programs and services that provide the Wildcat community a lifelong link to K-State.

Go 'Cats!

Amy Button Renz '76, '86

President and CEO, K-State Alumni Association



Amy Button Renz
'76, '86

BY THE NUMBERS

976

Sponsored events and activities for alumni, students and friends of the university.

110,403

Participants engaged at Alumni Association sponsored events.

176

Founders Circle members — a record number of donors contributing \$1,000 or more.

42,277

Alumni Association members

No. 1

Affinity license plate in Kansas. The program has raised more than \$3 million for student scholarships and recognition programs since 1997.



BOARD OF DIRECTORS

TRAVIS LENKNER '01 — Chair
Chicago, Ill.

DANYUNK '71, '75, '87 — Chair-elect
Manhattan, Kan.

ROGER MCCLELLAN '88 — Past chair
Wichita, Kan.

JADA ALLERHEILIGEN HILL '88
Cincinnati, Ohio

STEVE DUNNING '86
Hutchinson, Kan.

ALAN FANKHAUSER '82
Brookfield, Wis.

KENDAL FRAZIER '73
Centennial, Colo.

JAY HEIDRICK '99
Olathe, Kan.

STEVE JOHNSON '75
Lawrence, Kan.

NABEEHA KAZI HUTCHINS '96
Washington, D.C.

MEL KOPF '61
Topeka, Kan.

TINA MARTIN GLOVER '80, '84
Mission Viejo, Calif.

JOHN MORGAN '74, '76
Spicewood, Texas

BILL MUIR '77
Manhattan, Kan.

COURTNEY NOVAK RILEY '91
Hiawatha, Kan.

DR. KATE PERKINS '91, '93
Howard, Kan.

ALLAN SICAT '03
Marietta, Ga.

MICHELLE SWIM MCGUIRE '93
Bentonville, Ark.

LORI SWART SPORER '85
Oakley, Kan.

PHIL STROUPE '76, '77
Waukesha, Wis.

KRISTY TREDWAY HAWKINS '05
Auburn, Kan.

SYLVIA WHITE ROBINSON '71
Kansas City, Kan.

CAROLYN WITTORFF JACKSON '75, '81
Arlington, Va.

STANDING DIRECTORS

KIRK SCHULZ
Former K-State president

RICHARD B. MYERS '65
K-State president

RAND BERNEY '77
KSU Foundation, board of directors chairman

CURT FRASIER '73
Treasurer

AMY BUTTON RENZ '76, '86
Secretary

ANDREW HURTIG '16
2015-16 Student body president

TAYLOR FRY
2015-16 Student Alumni Board president

GREG WILLEMS
KSU Foundation, president and CEO
Ex officio member

K-STATE ALUMNI ASSOCIATION LEADING OUR INITIATIVES

K-STATE ALUMNI ASSOCIATION BOARD OF DIRECTORS



K-STATE ALUMNI ASSOCIATION STAFF



LYNN BEIER
Assistant to the president and CEO

ALLISON BROOKS '08
Administrative office assistant

ANDREA BRYANT GLADIN '02
Director of alumni programs

AMY BUTTON RENZ '76, '86
President and CEO

BILL CECIL
Alumni Center facility coordinator

LAUREN CHARD '08
Alumni Center manager

LINDA COOK '77
Assistant vice president of communications

CHRISTINA DAVIN
Alumni records assistant

CRYSTAL DANKER (fs)
Information services coordinator

ANITA EAGAN
Alumni records assistant

MICHELLE ELKINS '87
Associate director of awards and special events

JESSICA ELMORE '06, '15
Associate director of diversity programs

GAVIN HARGRAVE '08, '10
Associate director of alumni programs

MONTA HARRIS
Alumni Center receptionist

ANGELA HAYES '84, '90
Assistant director, alumni and graduate career services

ANNIE HOLLE
Alumni records assistant

TRAVIS JENSEN
Custodial specialist

MEGAN JURGENSMEIER '11
Associate director of membership

JEANINE LAKE
Senior director of information services

AMANDA LEE '08
Assistant director of student programs

JACOB MARINTZER
Network administrator

CHELSI MEDVED '10, '12
Alumni programs coordinator

ASHA NAGARAJA (fs)
Assistant to the senior VP/accountant

ASHLEY PAULS
Communications coordinator

KATIE PHILLIPS '13
Alumni programs assistant

KIMBERLEY RALSTON '07
Electronic communications and social media manager

LINDA REIM
Custodial specialist

DARCIE RIORDAN
Graphic designer

TIM SCHRAG '12
Editor, *K-Stater* magazine

BRAD SIDENER '80
Senior vice president and COO

MARY STUEVE
Alumni records assistant

DEE TEBBUTT
Information services assistant

CRETA TOOTHAKER
Alumni records assistant

TERIN WALTERS '05
Director of development programs and travel

K-STATE ALUMNI ASSOCIATION

FY2016 FINANCIALS

STATEMENT OF ACTIVITIES:

	2016	2015
REVENUE AND SUPPORT		
Annual membership dues	\$ 456,032	\$ 475,048
Life membership dues	355,387	360,247
Affinity program royalties	879,147	861,465
Merchandising and service programs	221,443	287,224
Investment revenues (net)	<193,973>	<112,609>
Advertising/sponsorships	181,045	194,525
University transfer/shared programs	638,611	658,952
Alumni Center rental/fees	306,414	325,568
Contributions	2,157,117	2,376,539
Club and constituent events	183,001	297,963
Total revenue and support	\$ 5,184,224	\$ 5,724,922
Net Assets Released from Restrictions	-	-
Total Support, Revenues and Reclassifications	\$ 5,184,224	\$ 5,724,922
EXPENSES		
Programs:		
Constituent programs and services	\$ 1,365,458	\$ 1,451,757
Scholarship programs and awards	860,092	727,495
Alumni Center	864,272	876,109
Total program expenses	\$ 3,089,822	\$ 3,055,361
Management and general communication	\$ 1,201,772	\$ 1,107,005
Membership development and fundraising	637,308	584,068
TOTAL EXPENSES	\$ 4,928,902	\$ 4,746,434
ADJUSTMENTS TO NET ASSETS		
Expenditure of prior period appropriation	\$ <184,825>	<48,504>
Total adjustments	\$ <184,825>	<48,504>
Change in net assets	\$ 70,497	929,984
NET ASSETS – BEGINNING OF YEAR	\$ 16,562,833	15,632,849
NET ASSETS – END OF YEAR	\$ 16,633,330	16,562,833

COMPARABLE BALANCE SHEET:

	2016	2015
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 1,336,903	\$ 1,543,563
Investments	6,652,417	6,291,833
Reimbursable expenses	150,963	24,174
Inventories	4,210	10,434
Campaign receivables	53,500	36,100
Other receivables	147,935	177,931
Prepaid expenses	76,243	98,668
Total current assets	\$ 8,422,171	\$ 8,182,703
Non-current assets:		
Campaign receivables	\$ 98,284	\$ 76,700
FF&E – net of depreciation	103,064	119,652
Vehicles – net of depreciation	26,473	38,864
Land – real estate	283,524	283,524
Building real estate – net of depreciation	8,639,697	8,863,953
Total non-current assets	\$ 9,151,042	\$ 9,382,693
TOTAL ASSETS	\$ 17,573,213	\$ 17,565,396
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable	\$ 131,974	\$ 160,786
Deferred revenue	129,476	159,876
Funds deposited for others	198,695	188,334
Accrued expenses	54,810	95,653
Total current liabilities	\$ 514,955	\$ 604,649
Non-current liabilities:		
Deferred compensation	\$ 271,502	\$ 255,813
Compensated absences	153,426	142,101
Total non-current liabilities	\$ 424,928	\$ 397,914
TOTAL LIABILITIES	\$ 939,883	\$ 1,002,563
NET ASSETS		
Unrestricted:		
Designated for special projects	\$ 432,541	\$ 559,723
Designated for life membership reserve	2,750,000	2,500,000
Designated for Alumni Center	9,078,214	9,266,581
Undesignated	<699,276>	<222,100>
Temporarily restricted:		
Other	131,606	80,447
Scholarships	2,684,014	2,332,511
Alumni Center	459,874	450,845
Permanently restricted:		
Other	525,406	344,282
Scholarships	869,815	858,908
Alumni Center	401,136	391,636
Total net assets	\$ 16,633,330	\$ 16,562,833
TOTAL LIABILITIES/NET ASSETS	\$ 17,573,213	\$ 17,565,396

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

FUN FACT

\$395,075

Awarded in scholarships to 444 students.

K-STATE ALUMNI ASSOCIATION GRADUATES & FRIENDS

WHO BELONGS TO THE ALUMNI ASSOCIATION?

MEMBERSHIP AFFILIATION

Graduates	38,107
Students	1,788
Friends	4,170
Total member affiliation	44,065

MEMBERS BY LOCATION

Kansas	26,153
Out-of-state	17,596
International	222
No address	94

MEMBERS BY DECADE (of first graduation)

1920s	5
1930s	16
1940s	506
1950s	2,143
1960s	4,342
1970s	7,199
1980s	5,879
1990s	5,482
2000s	5,206
2010s	7,302
Friends	5,985

ALL LIVING K-STATE GRADUATES

Kansas	86,946
Out-of-state	86,715
International	4,465
No address	4,230

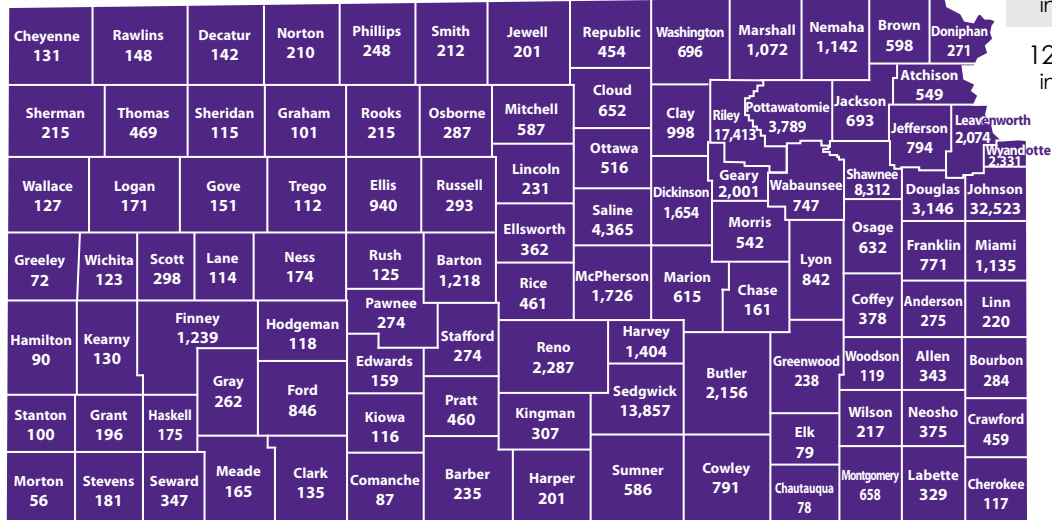
Total living graduates 182,356

Membership ranks in the

Top 5

in the Power Five Athletic Conference based on percentage of graduates who are members.

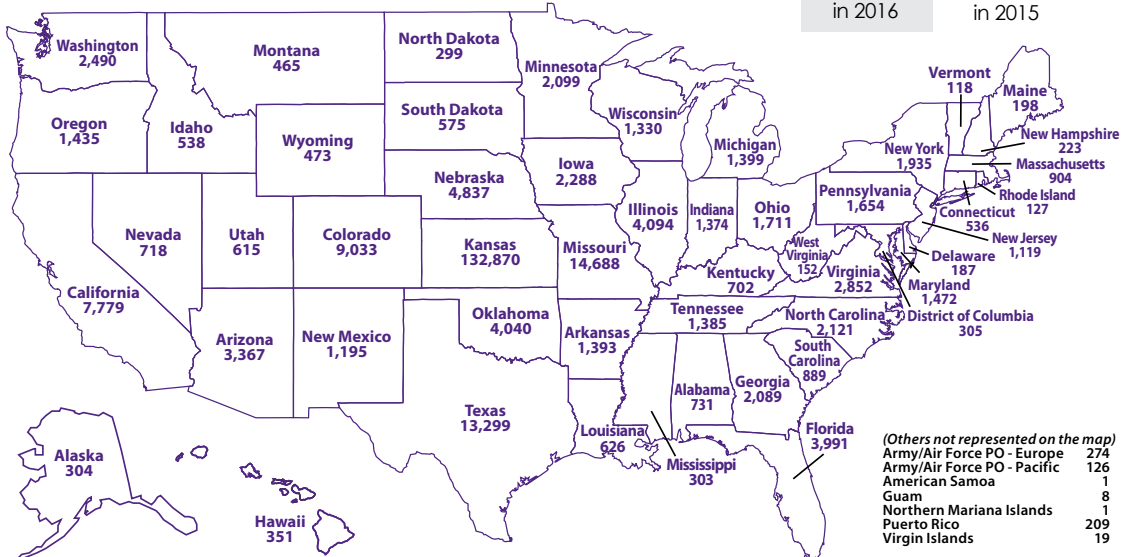
K-STATE GRADUATES/FRIENDS IN KANSAS



132,870
in 2016

126,229
in 2015

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



240,316
in 2016

230,141
in 2015

INTERNATIONAL K-STATE GRADUATES/FRIENDS

Afghanistan 21	Central African Republic 1	Guatemala 15	Lithuania 2	Philippines 68	Togo 1
Algeria 3	Chile 7	Guinea 3	Macao 1	Poland 3	Trinidad and Tobago 6
Angola 1	China 368	Haiti 1	Malawi 8	Portugal 6	Tunisia 8
Argentina 24	Colombia 45	Honduras 45	Malaysia 109	Puerto Rico 1	Turkey 53
Armenia 3	Congo, The Democratic Republic 4	Hong Kong 40	Maldives 1	Qatar 9	Turkmenistan 1
Australia 85	Costa Rica 78	Hungary 10	Mali 12	Russian Federation 10	Uganda 10
Austria 6	Cote D'Ivoire 8	Iceland 2	Marshall Islands 1	Rwanda 1	Ukraine 4
Azerbaijan 3	Croatia 1	India 353	Mauritius 1	Saint Kitts and Nevis 1	United Arab Emirates 48
Bahamas 2	Cyprus 10	Indonesia 60	Mexico 65	Saudi Arabia 152	United Kingdom 166
Bahrain 4	Czech Republic 16	Iran (Islamic Republic Of) 49	Moldova, Republic of 1	Senegal 9	Uruguay 5
Bangladesh 10	Denmark 8	Iraq 39	Morocco 14	Serbia 4	Uzbekistan 1
Barbados 2	Djibouti 1	Ireland 11	Mozambique 5	Seychelles 5	Venezuela 43
Belgium 18	Egypt 209	Israel 27	Myanmar 1	Singapore 43	Vietnam 5
Belize 2	El Salvador 2	Italy 11	Nepal 9	Slovenia 4	Yemen 16
Benin 2	Estonia 1	Jamaica 2	Netherlands 21	South Africa 34	Zambia 10
Bermuda 4	Ethiopia 13	Japan 188	Netherlands Antilles 1	Spain 25	Zimbabwe 6
Bolivia 27	Finland 8	Jordan 60	New Zealand 27	Sri Lanka 25	
Bosnia and Herzegovina 1	France 75	Kazakhstan 8	Nicaragua 5	Sudan 28	
Botswana 26	Gaza Strip 2	Kenya 39	Niger 8	Swaziland 4	
Brazil 54	Georgia 1	Korea, Republic of 230	Nigeria 274	Sweden 18	
Brunei Darussalam 1	Germany 159	Kuwait 44	Norway 19	Switzerland 45	
Bulgaria 2	Ghana 8	Kyrgyzstan 3	Oman 5	Syrian Arab Republic 5	
Burundi 2	Greece 19	Lebanon 15	Pakistan 87	Taiwan 229	
Cameroon 4	Grenada 1	Lesotho 3	Palau 2	Taiwan 229	
Canada 399		Liberia 5	Panama 18	Tanzania, United Republic of 25	
Cayman Islands 1		Libyan Arab Jamahiriya 11	Paraguay 78	Thailand 139	

5,165
in 2016

4,858
in 2015

Thank you for supporting
the K-State Alumni Association.



Download our new mobile app
K-State Alumni Link for Life at www.K-State.com/App

800-600-ALUM (2586)
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