

# ALUMNI ASSOCIATION EADING OUR INITIATIVES



## K-STATER LOYALTY STRONGER THAN EVER

What an exciting year for the K-State Alumni Association! We had a 21 percent increase in our event attendance throughout the nation and hosted eight international events. That enthusiasm and excitement was instrumental in reaching more than 55,000 graduates, friends and students. The Alumni Association stands committed to assisting K-State President Kirk H. Schulz in advancing K-State to become one of the top 50 public research institutions in the country.

By supporting the same values in existence since 1863, K-State remains a vibrant and friendly university that continues to be student-centered. We value our heritage and the traditions that are important to all K-Staters. We look forward to continuing to partner with President Schulz, Provost April Mason, Athletics Director John Currie and KSU Foundation President and CEO Fred Cholick to enhance the K-State family through lifelong involvement.

Due to the loyalty of the K-State family, the Alumni Association realized a 10 percent increase in fundraising this year, and we remain committed to being diligent stewards of the revenue generated through programs, services and donations. Once again, our audit reflects that we finished the year on a positive note. That is something our board of directors and staff are very proud of!

As always, we appreciate the ongoing support of our Association members who for the 14th consecutive year have allowed us to remain No. I in the Big 12 for membership.

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

#### **BOARD OF DIRECTORS**

JAROLD BOETTCHER '63 Manhattan, Kan., chai

**AUDREY MROSS '80** 

JACKIE HARTMAN '80, '83 Fort Collins, Colo., past chair

AARON AUSTIN '97 San Diego, Calif

**KENT BRADLEY '88** Valley Center, Kan

JANE BRUNT '77, '80

**GAIL BURGESS ANTENEN '80** 

MARTHA CORNWELL RIDDELL '75 Georgetown, Ky.

**ROGER COULTER '62** 

LEANN DIEHL CLARK '69

LYNN EAGLETON GILLAM '80

MICHELLE ELKINS '87 Lynn Haven, Fla

JILL FLINT GERLACH '76, '81 Overland Park, Kan

BERNARD FRANKLIN '76, '96 Kansas City, Kan.

BARBARA HANAE JOHNSON '78 Abilene, Kan

JIM JOHNSON '84 Colorado Springs, Colo.

**TODD JOHNSON '94** Highlands Ranch, Colo

**TERRY MATLACK '78** Shawnee Mission, Kan

**ROGER MCCLELLAN '88** 

**JASON HEINRICH '00** 

BARBARA NELSON BACHMAN '81 Centralia, Kan.

AARON OTTO '98 Roeland Park, Kan.

REGGIE REDETZKE '95, '96 Dubai, United Arab Emirates

# STANDING DIRECTORS

KIRK H. SCHULZ K-State president

AMY BUTTON RENZ '76, '86

CHARLES CLAAR JR. '74 Treasurer

**DUANE CANTRELL '78** KSU Foundation executive committee chair

IAMIF BALL

Student Alumni Board president

DALTON HENRY

#### **ALUMNI STAFF**

IYNN BFIFR

Senior administrative assistant

ANDREA BRYANT GLADIN '02 Associate director of alumni programs

AMY BUTTON RENZ '76, '86 President and CEO

BILL CECIL

Alumni Center building manager

JESSICA ELMORE '06 Assistant director of multicultural programs

CRYSTAL DANKER (FS)

JEANA GIBBS-BURTON

MONTA HARRIS Alumni Center receptionist

ANGELA HAYES '84, '90 Alumni career services consultant

SHANA JANZEN '01 Assistant director of communications

SARAH JONES '04 Alumni programs secretary

ERIN KELLY '02

Assistant director of communications

JEANINE LAKE Director of information services

**KELLY LAW '01** Associate director of business development

TIM LINDEMUTH '77 Editor, K-Stater magazine

> SARAH LITTLE Alumni records assistant

STEVE LOGBACK '90 Director of alumni communications

IACOB MARINTZER . Network administrato:

DARCHELLE MARTIN '05 Associate director of alumni programs

LAUREN MORANO '08 Alumni Center events manager

ASHA NAGARAJA (FS) Assistant to the senior vice president/accountant

TAMIE REDDING '87 Alumni programs assistant

MORGAN ROESLER '06 Associate director of communications

BOBBI SCHESSER (FS) Communications assistant

BRAD SIDENER '80 Senior vice president and CFO

MARY STUEVE Alumni records assistant

DEE TEBBUTT

CRETA TOOTHAKER Alumni records assistan

TERIN WALTERS '05 Associate director of administrative programs

IODI WEIBERG '90 Vice president of alumni programs



# ANNUAL REPORT 2009-10



ENHANCING OUR KANSAS STATE UNIVERSITY FAMILY THROUGH LIFELONG INVOLVEMENT

# YOU MAKE A DIFFERENCE!



The K-State Alumni Association's mission is to "enhance our Kansas State University family through lifelong involvement" and the involvement of the K-State family this past year has been remarkable! The passion for K-State was evident around the country at alumni events, and the new university leadership team continues to generate excitement. Also, the Association is proud to again claim the No. I ranking in the Big 12 for the percentage of graduates who are Jerry Boettcher '63 members of their respective alumni association!

Other highlights of the year include the K-State Alumni Association Legacy Scholarship program and the success of the K-State License Plate.

The Association board and staff continue to be concerned with rising tuition costs for students, and this year the Association was proud to start a Legacy Scholarship program. Children and grandchildren of K-State graduates are eligible for the \$1,000 scholarship.

The Legacy Scholarship and many other Association student programs are made possible through funds provided by the K-State License Plates. There are more than 3,500 K-State plates in Kansas, and more than \$1.5 million has been raised since 1998!

As the board and staff look ahead, we are finalizing our new strategic plan that will include four major goals:

- · Provide the K-State family a link for life
- Support and enhance the student experience
- · Promote and advance K-State
- · Provide leadership and financial strength

Success in these four areas will ensure the K-State Alumni Association remains one of the leading associations in the country. Thank you to all of our alumni, friends, students and campus partners for your continued support as we strive to be "your link for life."

With purple pride,

feel W Both erry Boettcher '63

2009-10 K-State Alumni Association Board of Directors' chair

#### STRATEGIC INITIATIVES As of June 30, 2010

## INCREASE USE OF ELECTRONIC MEDIA

- 200 percent increase in number of current visits by June 30, 2010
- 2,455,340 visits (Benchmark: 1,900,793)

#### **GROW MEMBERSHIP**

- To 30 percent of addressable graduates by June 30, 2010
- 27.94 percent (Benchmark: 25.1 percent)

#### **GROW PARTICIPATION** IN EVENT OPPORTUNITIES

- 10 percent by June 30, 2012
- 55,944 participants (Benchmark: 38,493)

#### **GROW ALUMNI ASSOCIATION FUNDRAISING EFFORTS**

- Alumni Center endowment commitments to \$5 million by June 30, 2012
- \$2,765,545 committed (Benchmark: \$2,667,977)
- · Alumni Association annual fundraising will grow 15 percent per year by June 30, 2012
- \$996,770 raised (Benchmark: \$1,098,053)

#### PARTNER WITH THE UNIVERSITY TO INCREASE ENROLLMENT

- Student touches grow 10 percent per year by June 30, 2010
- 23,002 student touches (Benchmark: 16,644)



# ALUMNI ASSOCIATION K-STATE GRADUATES/FRIENDS

### K-STATE GRADUATES/FRIENDS IN KANSAS

104,755 in 2009-10 in 2008-09

2008-09

# **ASSOCIATION CORE VALUES**

Accessibility Champion of Tradition Excellence Integrity Sense of Family Strong Work Ethic Teamwork

# WHO BELONGS TO THE ALUMNI ASSOCIATION?

Alumni	37,288
Students	1,613
Friends	3,950

MEMBERSHIP AFFILIATION

Total member affiliation 42,851

BY LOCATION	
Kansas	25,852
Out-of-state	16,695
International	167
Lost	137

(of first graduation)	
1910s	1
1920s	8
1930s	107
1940s	1,176
1950s	3,241
1960s	4,770
1970s	7,465
1980s	5,611

BY DECADE

1990s

2000s

2010s

Friends

#### ALL LIVING GRADUATES

Kansas	76,502
Out-of-state	76,956
nternational	4,035
ost	4,433
otal living gradua	ites 161,926

5,266

7,617

2,027 5,562

													_	
Cheyenne		rlins 24	Decatur 122	Norton 183	Phillips 190	Smith 191	Jewell 178	Republic 418	Washing 552			78 5	Donig 33 Donig 24	
Sherma 187		omas 76	Sheridan 84	Graham 72	Rooks 177	Osborne 230	Mitchell 480	Cloud 620	Clay 893	Riley Pott	tawatomie	Jackson	453	eavenworth 471
Wallace 92	Log		Gove 137	Trego	Ellis 748	Russell 241	Lincoln 204	439		Geary n 1,543	Wabaunse	Shawnee 7,134	Douglas	Wyandot 1.717 Johnson
92	13	•	13/	93	740	241	Ellsworth	Saline 3,513	1,419	Morris 453		Osage 521	2,470 Franklin	23,876 Miami
Greeley 68	Wichita 104	Scott 286	Lane 91	Ness 142	Rush 117	Barton 998	282 Rice	McPherso	n Mario	1	Lyon 721	321	592	853
			nney	Hodgeman	Pawnee 245	Т	418	1,372	465	127	-	Coffey 301	Anderson 209	Linn 156
Hamilton 78	Kearny 97	, 1	Gray	93 Ford	Edwards 122	Stafford 228	Reno 1,879	1,	138	Butler	Greenwood	Woodsor 109	Allen 269	Bourbon 251
Stanton 78	Grant 176	Haskel 162	187	691	Kiowa 89	Pratt 391	Kingmar 262		jwick 726	1,713	Elk	Wilson 160	Neosho 326	Crawford 372
Morton 47	Stevens 148	Sewar 254	1 120	Clark 70	Comanche 71	Barber 198	Harpe 156	Sum 47		Cowley 661	61 Chautauqua 67	Montgomery 556	Labette 296	Cherokee 99



#### INTERNATIONAL K-STATE GRADUATES/FRIENDS

Afghanistan	5	China	94	Honduras	41	Malaysia	100	Oatar	6	Trinidad	
Algeria	4	Colombia	41	Hong Kong	28	Mali	10	Romania	5	and Tobago	3
Argentina	24	Costa Rica	68	Hungary	12	Mauritius	1	Russian		Tunisia	8
Armenia	2	Côte d'Ivoire	7	Iceland	2	Mexico	69	Federation	8	Turkev	45
Australia	77	Croatia	1	India	396	Moldova,		Saint Kitts		Uganda	11
Austria	2	Cyprus	10	Indonesia	55	Republic of	1	and Nevis	1	Ukraine	7
Azerbaijan	2	Czech Republic	19	Iran, (Islamic		Morocco	17	Samoa	1	United Arab	
Bahamas	3	Democratic		Republic of)	47	Mozambique	2	Saudi Arabia	96	Emirates	24
Bahrain	4	Republic		Iraq	42	Namibia	2	Senegal	6	United	
Bangladesh	12	of Congo	3	Ireland	11	Nepal	8	Serbia	2	Kingdom	140
Barbados	2	Denmark	6	Israel	28	Netherlands	17	Seychelles	5	Uruguay	4
Belgium	15	Dominican	- 1	Italy	8	Netherlands		Sierra Leone	1	Uzbekistan	1
Belize	2	Republic	5	Jamaica	3	Antilles	2	Singapore	36	Venezuela	40
Benin	2	Ecuador	30	Japan	147	New Zealand	30	Slovenia	1	Viet Nam	4
Bermuda	4	Egypt	60	Jordan	58	Nicaragua	6	South Africa	33	West Bank	1
Bolivia	30	El Salvador	2	Kazakhstan	2	Niger	7	Spain	17	Yemen	15
Bosnia-		Estonia	1	Kenya	31	Nigeria	278	Sri Lanka	13	Zambia	6
Herzegovina	2	Ethiopia	14	Korea,		Norway	20	Sudan	28	Zimbabwe	6
Botswana	27	Finland	7	Republic of	186	Oman	3	Swaziland	3		•
Brazil	39	France	61	Kuwait	28	Pakistan	87	Sweden	14		
Bulgaria	3	Gaza Strip	2	Kyrgyzstan	2	Panama	18	Switzerland	38	4.221	
Burkina Faso	1	Georgia	1	Lebanon	14	Papua New		Syrian Arab	50	- 1	0
Burundi	2	Germany	145	Lesotho	4	Guinea	1	Republic	5	in 2009-1	U
Cameroon	3	Ghana	7	Liberia	6	Paraguay	46	Taiwan	239		
Canada	324	Greece	18	Libyan Arab		Peru	15	Tanzania, Unit		4 220	
Cantual African		Cuanada		lamahiriya	0	Dhilinnings	70	Danielia of	22	4.229ir	1



TEMENT OF ACTIVITIES		COMPARABLE BALANCE
2010	2009	
		ACCETC

	2010		2009
REVENUE A	AND SUPPORT		
Annual membership dues	\$ 444,591	\$	400,894
Life membership dues	254,343	,	237,670
Affinity program royalties	608,655		587,212
Merchandising and	000,033		307,212
service programs	154,646		139,176
Investment revenues (net)	154,176		<439,908>
Advertising/sponsorships	157,385		134,070
University transfer/shared	137,303		131,070
programs	587,267		577,362
Alumni Center rental/fees	295,957		265,740
Contributions	989,044		959,887
Contributions	303,044		939,007
Total revenue and support	\$ 3,646,064	\$	2,862,103
Net Assets Released from Restrictions	_		_
Total Support, Revenues			
and Reclassifications	\$ 3,646,064	\$	2,862,103
FXF	PENSES		
Programs:	214020		
Constituent programs			
and services	\$ 729,363	\$	689,755
Scholarship programs	,		,
and awards	257,840		318,403
Alumni Center	829,124		801,444
Total program expenses	\$ 1,816,327	\$	1,809,602
Managamant 8 ganagal			
Management & general	ć 4 430 <b>7</b> 54	,	1 126 270
communication	\$ 1,130,751	\$	1,136,270
Membership development			
& fundraising	494,061		436,405
TOTAL EXPENSES	\$ 3,441,139	\$	3,382,277
	'S TO NET ASSET	S	
Addition of pre-existing			
endowment fund		\$	11,633
Expenditure of prior period			
appropriation	\$ <16,000>	\$	<49,000>
Total adjustments	\$ <16,000>	\$	<37,367>
Change in net assets	\$ 188,925	\$	(557,541)
NET ACCETC DECINING			
NET ASSETS – BEGINNING	640 FFC 404		12 112 24-
OF YEAR	\$12,556,406	Ş	13,113,947
NET ASSETS – END OF YEAR	\$12,745,331	\$	12,556,406

COMPARABLE BALANCE SHEET								
	2010	2009						
,	ASSETS							
Current assets: Cash and cash equivalents Investments Reimbursable expenses Inventories Campaign receivables Other receivables Prepaid expenses	\$ 560,202 2,186,130 30,142 13,619 25,250 62,410 88,208	\$ 379,504 1,816,743 42,315 13,168 25,600 77,316 45,678						
Total current assets	\$ 2,965,961	\$ 2,400,324						
Non-current assets:  FF&E – net of depreciation  Vehicles – net of depreciation  Land - real estate  Building real estate –  net of depreciation	\$ 234,580 31,304 283,524 9,828,664	\$ 322,644 48,708 283,524 10,087,689						
Total non-current assets	\$10,378,072	\$ 10,742,565						
TOTAL ASSETS	\$13,344,033	\$ 13,142,889						
LIABILITIES Current liabilities:	and net asse	TS						
Accounts payable Deferred revenue Funds deposited for others Accrued expenses	\$ 174,392 33,491 111,438 83,276	\$ 169,754 26,256 133,443 89,902						
Total current liabilities	\$ 402,597	\$ 419,355						
Non-current liabilities: Deferred compensation Compensated absences	\$ 82,772 113,333	\$ 65,077 102,051						
Total non-current liabilities	\$ 196,105	\$ 167,128						
TOTAL LIABILITIES	\$ 598,702	\$ 586,483						
	T ASSETS							
Unrestricted: Designated for special projects Designated for life	\$ 138,380	\$ 103,500						
membership reserve Designated for Alumni Center Undesignated Temporarily restricted: Scholarships	1,125,000 10,261,412 (469,507) 861,010	1,050,000 10,561,975 (526,164) 573,721						
Alumni Center Permanently restricted: Other Scholarships Alumni Center	151,856 45,962 505,828 125,390	147,816 44,231 482,660 118,667						

\$12,745,331

\$ 12,556,406

\$ 13,142,889

Total net assets

TOTAL LIABILITIES/NET ASSETS \$13,344,033

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