



## 2006-07 SUMMARY

### WHO BELONGS TO THE K-STATE ALUMNI ASSOCIATION?

<b>Membership affiliation</b>	
Alumni	33,000
Students	1,082
Non-alumni friends	3,684
Total member affiliation	37,766

<b>Members by location</b>	
Kansas	22,149
Out-of-state	15,311
International	170
No addresses available	136

<b>Members by decades of first graduation</b>	
1910s	1
1920s	26
1930s	304
1940s	1,694
1950s	3,622
1960s	4,659
1970s	6,844
1980s	4,976
1990s	4,798
2000s	6,743
No class year listed	4,099

<b>Members by college</b>	
Agriculture	4,963
Architecture, Planning and Design	979
Arts and Sciences	7,998
Business	5,059
Education	3,241
Engineering	5,077
Human Ecology	3,928
Technology and Aviation, Salina	294
Veterinary Medicine	1,462
No college affiliation	4,765

<b>All living alumni</b>	
Living alumni in Kansas	70,800
Living alumni out-of-state	70,696
Living alumni abroad	4,487
Addresses not available	4,373
Total living alumni	150,356

The strategic plan for the K-State Alumni Association for the next five years is detailed below. Information was current as of June 30, 2007. Through these new initiatives we will be able to:

*Enhance our Kansas State University family through lifelong involvement.*

### CORE VALUES

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

### GOALS

- Expand the reach of the Association.
- Increase involvement by being relevant in the lives of our constituents.
- Develop and enhance relationships with the university and broader community entities to strengthen and grow the Association.
- Ensure long-term financial growth and stability.

### STRATEGIC INITIATIVES

#### INCREASE USE OF ELECTRONIC MEDIA

- 200 percent increase in number of current visits by June 30, 2010
- *2,029,041 visitors as of June 30, 2007*

#### GROW MEMBERSHIP

- To 30 percent of addressable graduates by June 30, 2010
- *25.1 percent as of June 30, 2007*

#### GROW PARTICIPATION IN EVENT OPPORTUNITIES

- 10 percent by June 30, 2012
- *47,032 participants as of June 30, 2007*

#### GROW ALUMNI ASSOCIATION FUNDRAISING EFFORTS

- Alumni Center endowment commitments to \$5 million by June 30, 2012
- *\$2,766,664 committed as of June 30, 2007*
- Alumni Association annual fundraising will grow 15 percent per year by June 30, 2012
- *\$849,739 raised during fiscal year 2007*

#### PARTNER WITH THE UNIVERSITY TO INCREASE ENROLLMENT

- Student touches grow 10 percent per year by June 30, 2010
- *97,214 student touches as of June 30, 2007*



### ALUMNI CENTER FACTS

- Opened in 2002, the K-State Alumni Center is home to many events for the Alumni Association, university and the Manhattan community.
- More than 47,000 guests attended more than 650 events in the Alumni Center last year.
- Since opening its doors, the Alumni Center has welcomed more than 231,000 visitors at more than 3,000 events.

## 2006-07 FINANCIAL STATEMENT

### STATEMENT OF ACTIVITIES

	2006	2007
<b>CHANGES IN UNRESTRICTED NET ASSETS</b>		
<b>REVENUE AND SUPPORT</b>		
Annual dues	\$ 392,819	\$ 387,887
Life dues	223,474	238,356
Tradition Founders	272,011	319,206
Affinity royalties	428,283	574,255
Merchandising and service programs	249,214	242,563
Net investment revenue (loss)	110,346	211,317
Advertising/sponsorships	88,660	106,270
University/Foundation support	552,763	553,205
Alumni Center rental/fees	264,725	265,883
Contributions	122,667	331,824
<b>Total Revenue and Support</b>	<b>\$2,704,962</b>	<b>\$3,230,766</b>
<b>EXPENSES</b>		
<b>Alumni programs</b>		
Communications/publications	\$ 155,938	\$ 217,949
Information systems and records	333,945	357,956
K-Stater magazine	199,517	185,536
Membership retention/solicitation	61,539	130,945
Alumni and constituent events	201,625	311,758
Tradition Founders/fund raising	53,538	67,302
Board of directors	63,517	95,886
Student recruitment activities	90,445	104,614
Merchandising and service programs	176,971	111,216
Athletic events/activities	116,324	110,328
External relations	67,795	74,898
Awards and scholarships	141,090	141,720
<b>Alumni Center Expenses</b>	<b>\$ 773,473</b>	<b>\$ 776,771</b>
<b>General and Administrative Expenses</b>	<b>\$ 361,870</b>	<b>\$ 412,896</b>
<b>TOTAL EXPENSES</b>	<b>\$2,797,587</b>	<b>\$3,099,775</b>
<b>Addition on fund setup</b>	<b>\$ 6,140</b>	<b>\$ 1,417</b>
<b>Prior year special projects appropriation</b>	<b>\$ &lt;10,000&gt;</b>	<b>\$ &lt;20,000&gt;</b>
<b>Transfer to restricted assets</b>	<b>\$ 0</b>	<b>\$ &lt;7,980&gt;</b>
<b>INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS</b>	<b>\$ &lt;96,485&gt;</b>	<b>\$ 104,428</b>
<b>CHANGES IN RESTRICTED NET ASSETS</b>		
Alumni Center contributions	\$ 47,550	\$ 8,049
Scholarship contributions/additions	230,133	44,966
Other program earnings/(expenses)	19,863	616
<b>INCREASE (DECREASE) IN RESTRICTED ASSETS</b>	<b>\$ 297,546</b>	<b>\$ 53,631</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ 201,061</b>	<b>\$ 158,059</b>
<b>NET ASSETS – BEGINNING OF YEAR</b>	<b>\$12,606,593</b>	<b>\$12,807,654</b>
<b>NET ASSETS – END OF YEAR</b>	<b>\$12,807,654</b>	<b>\$12,965,713</b>

### COMPARABLE BALANCE SHEETS

	2006	2007
<b>ASSETS</b>		
Cash and cash equivalents	\$ 274,425	\$ 423,760
Investments	1,238,036	1,513,591
Reimbursable expenses	31,769	30,640
Inventories	15,586	16,119
Campaign receivables	118,006	69,861
Other receivables	44,375	62,357
Prepaid expenses	17,448	17,578
<b>Total current assets</b>	<b>\$ 1,739,645</b>	<b>\$ 2,133,906</b>
Campaign receivables	\$ 34,250	\$ 0
FF&E – net of depreciation	438,966	385,251
Vehicles – net of depreciation	182,275	163,247
Building – net of depreciation	10,854,776	10,595,990
Land real estate	283,524	283,524
<b>Total non-current assets</b>	<b>\$11,793,791</b>	<b>\$ 11,428,012</b>
<b>Total assets</b>	<b>\$13,533,436</b>	<b>\$ 13,561,918</b>
<b>LIABILITIES</b>		
Accounts payable	\$ 124,742	\$ 129,498
Deferred revenue	32,623	31,101
Funds deposited for others	64,026	74,309
Accrued expenses	105,486	123,940
Notes payable	58,042	100,121
<b>Total current liabilities</b>	<b>\$ 384,919</b>	<b>\$ 458,969</b>
Deferred compensation	\$ 39,461	\$ 54,358
Compensated absences	71,281	82,878
Notes payable	230,121	0
<b>Total non-current liabilities</b>	<b>\$ 340,863</b>	<b>\$ 137,236</b>
<b>Total liabilities</b>	<b>\$ 725,782</b>	<b>\$ 596,205</b>
<b>NET ASSETS</b>		
Undesignated	\$ 150,852	\$ 179,519
Life membership appropriation	715,000	780,000
Alumni Center restricted	47,550	55,599
Other – restricted	31,293	31,909
Scholarships – restricted	293,720	338,686
Alumni Center fund appropriation	11,534,239	11,565,000
Special projects appropriation	35,000	15,000
<b>Total net assets</b>	<b>\$12,807,654</b>	<b>\$12,965,713</b>
<b>Total liabilities and net assets</b>	<b>\$13,533,436</b>	<b>\$13,561,918</b>

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