STRAIGHT TALK ABOUT K-STATE & PHILANTHROPY

Is college worth the expense?

Does K-State Athletics take from the academic budget?

How do I benefit from K-State research?

GOOD FOR K-STATE

KSU Foundation Magazine  Fall 2018

YOUR QUESTIONS ANSWERED
Earning your commitment to K-State

Transparency is one of our core values and the ultimate communications tool in fostering a trusting relationship. At the KSU Foundation, we value transparency with our staff to earn their fullest commitment to our mission and deliver exceptional experiences for our university partners and donors. We also value transparency with our university partners so we can effectively work together with donors, inspiring and guiding gifts to their programs. For our donors, transparency is imperative to earn the right to be their number one philanthropic priority and their commitment to remain a lifelong shareholder in the future of Kansas State University.

Our professional staff constantly get questions about how we operate, what K-State does with the funds that are donated, and quite frequently, are asked to address wide-ranging misperceptions about what we do. In this issue, we are excited to share many of our all-time favorite questions, concerns or misconceptions we have addressed over time about who we are and what we do for K-State. We hope you find this issue informative and fun! If we do not address questions or thoughts you have about us, please reach out to us. We value our relationship with you and your passion for K-State, and vow to always be transparent and keep the channels of communication open.

With Purple Pride,

Greg Willems
President and CEO
KSU Foundation
This magazine is devoted to the inspiration and impact of philanthropy for Kansas State University. We invite your comments, questions and ideas. Just send an email to good@ksufoundation.org. We look forward to hearing from you.

Editor
Marisa Larson, Editorial Manager

Art director
Kim Zerfas, Graphic Design Manager

Contributing writers
Allie Lousch, Marketing Manager
Darchelle Martin, Public Information Officer, K-State Libraries
Corbin McGuire, Sports Extra Writer, K-State Athletics
Ariana Mihesuah, Communications Assistant (student)
Mary Rankin, Editor, College of Engineering
Sara Wallace, Communications Assistant (student)

Designer
Jack Wilson, Graphic Designer

Photography
David Mayes Photography
K-State Division of Communications and Marketing
K-State Athletics
Haley Ahlers
Kansas 4-H
Kansas PRIDE
David L. Sewell

Editorial team
Susan Wolf Berhow, Associate Vice President of Strategic Communications
Kim Downing, Communications Specialist
Jameson Sedlacek, Director of Communications Services

Video
Mary Bourne, Video Production Manager
Clarissa Weers, Video Producer
Zoë Conde, Video Assistant (student)

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linkedin.com/company/kansas-state-university-foundation

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HOSPITALITY MANAGEMENT PROGRAM AT K-STATE HAS BEEN RANKED AMONG THE BEST IN THE COUNTRY

The hospitality management department has been ranked 22nd for Best Master’s in Hospitality Management by College Choice. Kansas State University has the only program that offers both undergraduate and graduate programs in hospitality management and the only program accredited by the Accreditation Commission for Programs in Hospitality Administration in Kansas. The department was also ranked 18th for best Hospitality Management Degree programs by Best Value Schools and 32nd for Best Hospitality and Leisure Management programs by the QS World University Rankings.

Collegian opinion writer wins national contest

Kyle Hampel, Collegian’s opinion editor, is a national winner in the Society of Professional Journalists’ Mark of Excellence Awards. He won in the General Column category for his three opinion pieces published in the Collegian in 2017 titled, “What can K-State actually do to fight bigotry?”, “Witch-hunting does nothing to stop racism on campus,” and “The ‘alt-right’ movement is built on lies, misinformation.”

Online engineering master’s programs No. 1 in national ranking

According to the new national ranking, Kansas State University’s online engineering master’s programs are the best in the nation. K-State ranked No. 1 of 25 on the Best College Reviews ranking for 2018. The spot was earned based on their customizable options within the degree program, tuition and each program’s unique offerings.

Post-graduation report shows success for K-State grads

According to the university’s post-graduation report, 95 percent of K-State 2016–2017 undergraduates are employed. Executive director of the K-State Career Center, Kerri Keller, said this is the highest placement rate in the last two decades. Keller says, “Mentors, internship coordinators, faculty, advisors, coaches and staff spend time talking with students about their aspirations and connect them with opportunities to turn their dreams into realities.”
National award given to anthropology student for modeling of ancestral burial mounds

Jakob Hanschu, junior in anthropology and geography, is the 2018 recipient of the Society for American Archaeology/Institute for Field Research Undergraduate Student Poster Award. Hanschu’s independent research involved creating a predictive model to aid in the recording of prehistoric burial mounds titled, “Quantifying the Qualitative: Locating Burial Mounds in North-Central Kansas.”

“To be recognized for my research at the national level is a tremendous honor,” Hanschu said. “I think my winning of this award says a lot about the quality of the anthropology program at K-State. Though our program is small, it is close-knit, which allows mentors like Dr. Lauren Ritterbush to engage with students and encourage them to be active in the field. That was a key to my success.”

Education professor named top 25 influential women in higher education

Diverse magazine’s annual special report highlights 25 influential women in higher education, and College of Education Professor Kakali Bhattacharya is among them. Bhattacharya’s work with gender, race and ethnic studies made her contributions noteworthy. This special edition highlights women who have made a difference in society by tackling some of higher education’s toughest challenges, exhibiting leadership skills and making a difference in their respective communities.

K-State Polytechnic aviation professor honored with FAA’s prestigious Wright Brothers Master Pilot Award

Bill Gross, aviation professor and chief flight instructor at the K-State Polytechnic Campus, was the recipient of the Wright Brothers Master Pilot Award, the most prestigious honor issued by the Federal Aviation Administration. The award celebrates aviators who have practiced and promoted safe flight operations for 50 or more years. Fewer than one-half of 1 percent of all pilots have earned this recognition.

SIX K-STATE STUDENTS, ALUMNI TO SERVE IN PEACE CORPS

Six K-State students and alumni were accepted and invited to serve in positions in the U.S. Peace Corps. The service to be done ranges from secondary English volunteers in Sierra Leone and China, to health volunteers as HIV/AIDS educators in Swaziland, Zambia and Lesotho. “We are so excited that K-State had so many students accepted from our university into the U.S. Peace Corps program this semester,” said Becky Carnes, K-State’s Peace Corps representative.

K-State’s design team awarded EPA grant for innovative technology

K-State’s design team was among 31 schools selected to receive phase I grants from the Environmental Protection Agency’s People, Prosperity and the Planet competition research grant program. This is a unique competition for college and university students working to design solutions addressing real-world challenges involving all areas of environmental protection and public health. The team’s research focuses on the end goal of increasing ethanol concentration and ethanol yield, as well as developing bio-based adhesives from plant protein and the biofuel byproduct lignin.

From left: K-State's Donghai Wang, professor of biological and agricultural engineering, with doctoral students Jun Li, Sarocha Pradyawong, Yizhou Chen and Youjie Xu, members of the university’s team in the EPA competition.
Lifting up KANSAS COMMUNITIES
By Ariana Mihesuah

Excited yet hushed chatter filled the hallway as nervous students prepared to present their business plans to a panel of judges. The Kansas Entrepreneurship Challenge (KEC) was underway, with high school and college students from around the state pitching business ideas ranging from meal plans to computer applications to surgical tools. The KEC is just one way the Kansas Masonic Foundation and Kansas State University are working together to lift up Kansas communities.

Last year, the Kansas Masonic Foundation invested in and partnered with three K-State programs — the Center for the Advancement of Entrepreneurship, Kansas PRIDE and the Office of Military and Veterans Affairs have received funding, as well as volunteers from local Masons across the state. As of 2017, Masons from 220 lodges had raised $2.5 million to support these three K-State programs. As well as partnering with these organizations, the Kansas Masonic Foundation also helps students achieve a college education through the donation of scholarships.

The Kansas Masonic Foundation is a nonprofit organization that was established for the purpose of expanding philanthropy in the fields of scientific, educational and charitable programs. This foundation is funded by endowments from Kansas Masons, their families and friends, as well as voluntary gifts.

Kansas Entrepreneurship Challenge

The Kansas Entrepreneurship Challenge is a new business idea competition for Kansas high school and college students. The competition is hosted by the Center for the Advancement of Entrepreneurship in the College of Business Administration on K-State’s campus. This program includes financial prizes for the winners, as well as mentoring opportunities with community business leaders. Kansas Masons are encouraged to mentor teams from local high schools and universities, and in order for high school teams to be eligible for this competition, they need to be sponsored by a local lodge.

Chad Jackson, director of the Center for the Advancement of Entrepreneurship, believes the Kansas Masonic Foundation is making an extraordinary impact in communities all across Kansas through their support of programs like the Kansas Entrepreneurship Challenge.

“The Kansas Masons and the Kansas Masonic Foundation have had a tremendous impact on the K-State Center for the Advancement of Entrepreneurship and the interest in entrepreneurship across the State,” Chad said. “Because of their generous support of the Kansas Entrepreneurship Challenge, a statewide competition featuring the best high school and university entrepreneurial talent, the program has had a dramatic increase in participation and impact, which ultimately leads to the inspiration and support of the next generation of Kansas entrepreneurs.”
Kansas PRIDE

The Kansas PRIDE program has been successful in creating a better future for people living in cities, towns and neighborhoods all across Kansas, reaching 500 communities to date. This program is continuing to reach more communities with their model and strategic planning approach to better communities. PRIDE partners with K-State Research and Extension for the “First Impressions” program, which shows the community its strengths and weaknesses by using a first-time visitor survey and comparisons to other communities.

The Kansas PRIDE program has benefited from the Kansas Masonic Foundation in many ways: capacity building, community funding and promotion.

“Seven Kansas PRIDE communities have benefited from $67,000 of grant funding provided through our partnership with the Kansas Masons since spring of 2017,” said Jaime Menon, Kansas PRIDE program manager. “The PRIDE communities are: Almena, Grainfield, Grinnell, Iola, Lincoln, Norton and Russell. These projects have provided opportunities for the communities to build and strengthen partnerships between PRIDE communities and Masonic lodges on a local level.”

The Kansas Masonic Foundation has invited Kansas PRIDE program coordinators to speak at their annual conference to promote the program to their membership. With capacity building, the Kansas PRIDE program now benefits from a new co-coordinator to assist in programming education, delivery and promotion.

Ellis PRIDE street beautification project partnered with youth from 4-H and a local church.

Park City PRIDE created a butterfly garden for their community with funds from a Kansas PRIDE grant.
Office of Military and Veterans Affairs

The partnership between K-State’s Office of Military and Veterans Affairs and Kansas Masons helps provide vital comprehensive services to current and former members of the military from Kansas and their families. Their work supports post-9/11 military veterans’ readjustment to productive civil life and work. Art DeGroat, director of the K-State Office of Military and Veterans Affairs, shares that “The multi-year partnership with Kansas Masons has enabled the delivery of much-needed community education regarding how best to assist the integration of post-9/11-era military veterans and their families into Kansas communities. The Kansas Masonic Foundation has been exceptionally generous in creating access with their many statewide and local lodge leaders for the application of current K-State research on the process of veteran transition and reintegration that is proving to be helpful to recent veterans after their service in Iraq and Afghanistan.”

Art believes the partnership has a very natural feel, largely because both K-State and the Masons are value-based service organizations that respect people, communities and the knowledge and character that bind people together.

“In my more than 35 years of professional service in the military and higher education, I find the Kansas Masons to be one of the absolute best teams of people that I have ever worked with,” Art said. “I look forward to a long partnership in service together ensuring that the state of Kansas remains one of the top military and veteran-inclusive places to live, work and enjoy family in America.”

Scholarships

The Kansas Masonic Foundation also awards scholarships to Kansas college students and residents, awarding almost $250,000 worth of scholarships annually. They offer three scholarships. The general scholarship is for those who plan to attend one of seven Kansas four-year universities or one of the many Kansas community colleges. The Legacy Scholarship is for a student who is either personally involved with a Kansas Masonic lodge or is the child of a Kansas Mason. The third scholarship is the Cynthia Ruth Russell Scholarship that is awarded to a Kansas resident who has a medically approved disability. All of these scholarships are renewable each year by reapplying. In fall 2017, the Kansas Masons awarded scholarships to 66 K-State students.

“There are simply very few gifts we receive that have had the overall impact as the generous support we enjoy from the Kansas Masonic Foundation,” said Pat Bosco, dean of student life. “My students and the families we serve are most grateful.”
Larry and Laurel Erickson help current and future K-Staters

By Mary Rankin and Allie Lousch

Since his first semester at Kansas State University in 1957, Larry Erickson has been a student, research fellow and instructor . . . often all at once. After more than 60 years of study and discovery, he still keeps consistent office hours throughout the week and is an active researcher in the Tim Taylor Department of Chemical Engineering. Because of Larry’s prolific academic and professional commitment, he understands how students and faculty must be resourceful and collaborative to make best use of funding and to advance knowledge.

PHOTOS: K-STATE DIVISION OF COMMUNICATIONS AND MARKETING

Chemical engineering faculty and students benefit from the Ericksons’ investment.
“I’ve had many good experiences during that time,” said Larry, emeritus professor of chemical engineering. “I have always appreciated the quality of education and scholarships I received.”

As a way of showing that appreciation, he and his wife, Laurel, established the Larry E. and Laurel Erickson Chemical Engineering Enrichment Fund in support of departmental professional travel to meetings, conferences and workshops, seminars and visiting lecturers.

“Larry and Laurel’s gift supports student travel, faculty travel and training, emergency equipment repairs and safety improvements,” said Jim Edgar, Department of Chemical Engineering head and university distinguished professor. “For Larry to have such confidence in our department and our work is a boost in every way.”

The Ericksons established a charitable remainder unitrust or CRUT to contribute to an enrichment fund for the chemical engineering department. The CRUT provides the Ericksons a charitable tax deduction while paying a specific percentage of the trust’s assets each year to them. When the trust terminates, the remaining principal will be made available to the chemical engineering department.

Aside from creating the enrichment fund, Larry and Laurel have contributed to the university since 1975 in support of many colleges, K-State Libraries, Global Campus, K-State Athletics and toward a graduate student fellowship fund established by a donor with Erickson’s name attached to it.

“When we invest in students, we do not know their future contributions to society,” Larry said. “Graduate students at K-State have gone on to become university faculty, as well as leaders in government and industry.”

K-State researchers benefiting from Larry and Laurel’s gift are working to improve energy efficiency of organic matter used as fuel. They are also working on issues related to health care, national security and improving crop yields.

“The Erickson fellowship embodies Larry and Laurel Erickson’s commitment to education and support of next-generation engineering researchers,” said Bin Liu, assistant professor of chemical engineering. “With this support, graduate students in my group are able to pursue innovative research.”

Larry Erickson has also donated his professional time at K-State since taking on emeritus professor status in 2015.

“Financial support for our educational program has been impacted by reductions in state funding. My motivations for continuing to serve without compensation include the opportunity to work with students and to contribute to the challenges society faces,” he said. “I believe the impact of my time has been as meaningful as our financial gifts.”
Library and IT services are vital to K-State every day. Restoring those services was a priority after the May 22 fire that devastated Hale Library. Donations to Help for Hale ensured that library staff were equipped to provide research assistance, access to online resources and instruction within weeks.

Library services have been relocated across campus, including this new Library Help Desk in K-State’s Student Union, ensuring students get the assistance and access to resources they need while Hale Library is being rebuilt.

To support Hale Library recovery efforts, visit give.evertrue.com/ksu/help-for-hale, and to follow the libraries’ progress, visit blogs.k-state.edu/hale.

Alternate locations for studying, printing and reference help have been established across campus, including this Library Help Desk in the K-State Student Union, bringing vital services to students while Hale Library undergoes repairs and renovations.
Is higher education worth the cost?

Taxpayers, students, parents, legislators … many people are asking this question.

The answer is YES. Having thriving institutions of higher education is key to Kansas’ prosperity; it’s crucial for a flourishing state economy and it’s essential to the health, well-being and success of students, families and Kansas communities.

The value of a college education is just one of the questions frequently asked of KSU Foundation staff that we address in this issue. Do you want to find out how research at K-State benefits you? Have you wondered why private support for faculty is so important? Keep reading to find the answers to these questions and more.
IS A COLLEGE EDUCATION WORTH THE EXPENSE?
Absolutely. It is one of the best investments you can make. For example, the average student debt of a K-State graduate is $27,198, which is equivalent to the cost of a new Ford Taurus. The car will last about 10 to 15 years, but the college degree will bring benefits for a lifetime. A college education prepares people not just for their first job, but for their fourth and fifth job as well. Attending college teaches students how to think, not what to think. While they do receive training in their specified fields, the most important skills they gain are critical thinking, problem solving, relationship building, how to present themselves professionally, and how to intelligently and thoughtfully discuss issues with people of varying opinions and backgrounds. As technology and jobs change and evolve, these skills make a person marketable for their entire life.
Kansas State University has been recognized as providing the best return on investment in the state of Kansas. For the fourth year in a row, the national study SmartAsset found K-State is the best education value in Kansas. The study measures tuition, living costs, average scholarships and grants, starting salary upon graduation and retention rates of 10 Kansas schools to determine the state’s best value schools. SmartAsset is a financial data and technology company.

How philanthropy supports education affordability

Scholarships and other forms of student support provided by generous donors help make a college education more affordable for many K-State students and their families. They also provide opportunities for enhanced learning experiences in and out of the classroom.

- In FY18, $37 million in private scholarship and student success funds were donated to K-State students through the KSU Foundation.
- 59 percent of K-State undergraduate students receive scholarships.
- In the last seven years, the KSU Foundation has more than doubled the private dollars in scholarship and other student support made available to the university.
- 170 new scholarships were created by generous donors in FY18.
- $254 million of K-State’s endowment pool is designated for scholarships and student support. That’s just over 50 percent of K-State’s total endowment pool, valued at more than $500 million, as of FY18.

“Students in the College of Architecture, Planning and Design learn and develop a tremendous work ethic and graduate with a set of skills that can be applied in any number of professions. It was my education at K-State that gave me the base to build my professional career and it was my experience at K-State that taught me the importance of community.”

—Kurt Thompson, ’01 graduate in architecture
The value of higher education is undeniable

- By 2020, more than **two-thirds of all jobs** in Kansas will require education beyond high school.

- K-State returns **$12** to the state economy for every $1 invested.

- Unemployment rate for individuals with a bachelor’s degree is **2.5 percent**, while it is 4.6 percent for those with a high school diploma.

- On average, people with a bachelor’s degree earn **$461 more** per week than those with a high school diploma.

- College graduates contribute 91 percent more in taxes per year than high school graduates.

- Lifetime earnings are as high as **$1 million** more for college and advanced degree holders.

- College graduates require less public assistance and donate more to charities.

- Average annual retirement income is more than **4 times higher** for college graduates than high school graduates.

- College graduates are typically healthier, **live longer** and are more involved in their communities.

- Higher education **develops leaders** and entrepreneurs who create jobs and support communities.

- Nearly 9 of every 10 adults lifted above the poverty line through government programs (12.2 million adults) are lacking a college degree.

Sources: National Association of College and University Business Officers (nacubo.org), Lumina Foundation (luminafoundation.org), Kansas Board of Regents (kansasregents.org).
Q: HOW DO I BENEFIT FROM RESEARCH CONDUCTED AT K-STATE?
If you like to hit the snooze button on your alarm clock, thank a K-Stater for that innovation. Anyone who eats wheat products benefits from K-State research. Every Kansan benefits directly or indirectly from research conducted at Kansas State University by gains to the economy, advances to industry and improved community and individual well-being. In fact, the benefits of this research spread across the United States and the world.
From cancer research to drama therapy to prosthetic design — every department across campus conducts research that benefits society. Research at K-State helps address pressing issues, such as strengthening food production systems, getting the most from limited water supplies, improving the health and well-being of individuals, developing future leaders and helping communities remain vital.

How philanthropy supports research

In the face of flat federal investment in fundamental research and diminishing state funding for higher education, philanthropic gifts will help ensure K-State students are engaged in the hands-on learning that research provides across all disciplines. Students involved in research are more likely to graduate in less than six years and are more likely to pursue graduate or professional studies than those who do not. This is especially true for first-generation students and traditionally underrepresented students.

- Philanthropy from individuals, corporations and foundations helps fuel research conducted at K-State. This support broadens student learning opportunities, as well as leading to innovations and discoveries that benefit individuals and society as a whole.
- Research faculty are on the cutting edge of their professions and deliver the most up-to-date information and instruction to students.
- Private support for research helps provide opportunities for students to engage in research, which teaches skills that are not always available in the classroom.
- Students who engage in research while obtaining their degrees are better prepared with critical thinking and problem-solving skills that employers value.
- Faculty support through endowed chairs and professorships subsidizes student research opportunities, as faculty members use these funds to invest in research and enhanced opportunities for their students.
- Program support provides funds that are directly used for research and to invest in technology that enables and enriches research.
- Excellence funds provide flexibility to deans and academic leaders to advance emerging opportunities, such as providing funds needed to complete research or providing seed money to make grant applications more awardable.

Inventions created by K-State faculty and alumni

- **Fibersym® RW** is a resistant wheat starch that delivers a minimum 85 percent of total dietary fiber, found in products like FiberOne, low-carb tortillas and high-fiber pastas.
- **SmartLic** supplements improve health, reproduction and feed efficiency in livestock.
- The high-efficiency, directional microwave ablation antenna is an electrosurgical device used to deliver microwave energy to cause targeted tissue removal.
- **The technique to create graphene** — a material used in electronics and batteries — is more economical, environmentally friendly and efficient for large-scale production.
- **BioBarrel** livestock feed container biodegrades, eliminating labor and costs associated with collecting and returning feed barrels.
- Herbert Dimond ’41, graduate in electrical engineering, invented the snooze button while working for General Electric.
K-State Research and Extension by the numbers for 2017

K-State Research and Extension is a prime example of how discoveries made at K-State are launched from the lab to your doorstep.

- Present in all 105 Kansas counties.
- 55 certified Stay Strong, Stay Healthy instructors helped 647 seniors improve balance, strength and flexibility.
- Supplemental Nutrition Assistance Program Education reached 38,318 individuals.
- 74,837 youth experienced hands-on learning and leadership opportunities through 4-H.
- Facilitated 8 statewide meetings for farm families facing tough decisions about the future of their operations.
- 4,185 downloads from recent swine, cattle and dairy research reports.
- Conducted 70 meetings on weed control for 4,500 growers, crop consultants and other agriculture clientele.

“We make better decisions on our farm because I can get help from K-State. They review the science, help me understand what we’re doing, and then monitor and figure out if something is right. They do a good job of sharing their knowledge and bringing it to a practical level for those of us in the field.”

—Michael Springer, managing partner of Springer Family Farms, Sycamore, Kansas
WHY IS K-STATE MAKING SUCH AN EFFORT TOWARD DIVERSITY AND INCLUSION ON CAMPUS?

In November 2017, K-Staters walked together to Anderson Hall lawn for KSUnite and reaffirmed the university’s commitment to diversity and inclusion.
The richness and perspectives that diversity brings to Kansas State University is healthy for the growth of students and the university. Diversity at K-State creates an environment that mirrors the world, bringing different perspectives to problem solving and critical thinking in research and in the classroom.
The first thing employers talk to me about is study abroad. It helps set me apart from other students. When you get immersed in the culture, you have to fend for yourself a little bit. I gained a lot of independence doing that. I’m grateful for the generosity of the K-State family in helping make that possible for me.

— Reagan Kays, ’15 graduate in agricultural economics

Diversity is one of the eight common elements that underlie the K-State 2025 vision and goals, which is to be an outstanding model of diversity and inclusion excellence among top 50 public research universities. Diversity is the comparative analysis, different perspectives and richness that each individual at K-State brings to make students and the university stronger.

K-State has many diversity and inclusion initiatives, including the KSUnite movement. Established in November 2017 and celebrated for a second year this October, KSUnite encourages individuals to explore how to develop an inclusive community, have meaningful conversations and respond to healthy discussion.

“K-State is an institution that values and champions the contributions, interests and narratives of diverse cultural and social groups,” said Bryan Samuel, chief diversity and inclusion officer. “We understand and appreciate the importance of professional and career development that ensures inclusion, engagement and empowerment of all members.”

To learn more about KSUnite and diversity and inclusion initiatives at K-State, visit k-state.edu/about/values.
How philanthropy supports diversity and inclusion

- **Scholarships** based on need, merit or talent help to increase educational access for students from all backgrounds — especially first-generation and low-income college students.

- **Programs** for multicultural students, such as Project IMPACT, McNair Scholars and Developing Scholars, provide support services for students and diversity programs, and events for the entire university community.

- **Education abroad scholarships**, so students are able to gain international experience either through a class trip or a semester studying abroad. In the 2016–17 academic year, 882 students had an education abroad experience.

- **Student organizations** allow students to come together around commonalities, interests and causes, as well as allowing students to learn from and with others whose backgrounds may be different from their own.

Points of pride

- In fiscal year 2018, K-Staters from underrepresented groups earned **685 degrees** — the highest number in K-State history.*

- K-State received the **2018 Higher Education Excellence in Diversity Award** for its fifth consecutive year.

- Kansas State Black Student Union has been named the **Big 12 Outstanding Black Student Union** for 10 of the past 13 years.

- For the second year in a row, Campus Pride listed K-State in its **30 Best of the Best LGBTQ-friendly colleges and universities** with its highest ranking.

- In the 2016–17 academic year, K-State international students contributed **$61.8 million** to the local economy.**

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*KSU Office of Institutional Effectiveness  
**NAFSA: Association of International Educators
WHY SHOULD DONORS GIVE TO SUPPORT FACULTY? AREN’T THEY PAID BY THE STATE?
State funds and tuition cover the base salary for K-State faculty and staff. Private gifts enable K-State to offer more competitive salaries to recruit and retain outstanding faculty.
According to the Association of Public Land-grant Universities, faculty salaries at K-State are 15 percent lower than that of other APLU institutions. Despite the lack of competitive faculty wages, K-State is consistently recognized by entities such as the Princeton Review and American Institute for Economic Research as a stand-out, student-focused university. K-State is ranked No. 1 as having the greatest return on investment in higher education in Kansas by SmartAsset for 2018 and by Money Magazine in 2017. K-State’s College of Veterinary Medicine is ranked fourth in the nation’s veterinary schools by nationally published College Magazine, and the College of Agriculture ranks fourth nationally by Niche.com.

How philanthropy supports faculty

Chairs and professorships enable K-State to recruit and retain top-notch faculty by safeguarding funding necessary to keep highly sought-after faculty, which helps to attract outstanding students. These faculty are known to put funds from their award back into supporting their students’ academic experience and toward equipping their classroom and laboratory.

- More than $12 million was donated to create new endowed chairs and professorships at K-State in FY18.
- The work of 75+ K-State faculty are supported by endowed chairs or professorships.
- Endowed chairs and professorships enable instructors and researchers to hire student assistants who help forward research goals while gaining valuable academic and professional experience.
- Endowed faculty often fund student travel to conferences and academic networking opportunities so students are exposed to a depth of experience and understanding beyond their campus learning and advance their own research and professional careers.
- Heightened faculty accomplishment through endowed faculty positions advances the university toward its goal of becoming a top 50 public research university by 2025.
“This is a very important issue that I see and hear colleagues dealing with all over the country. The steady decline in salaries is gutting our education system by subtly encouraging committed and talented faculty to other sectors and universities for better pay. Faculty have to make these decisions if they expect to survive.”

— April Petillo, assistant professor, American ethnic studies
DOES K-STATE ATHLETICS TAKE MONEY FROM THE ACADEMIC BUDGET?
It does not. In fact, K-State Athletics (KSA) is the lone athletic department in the state and one of only eight across the country to operate with no direct university and student funding or state support. In 2018, KSA provided $10 million to the university budget for tuition and fees and annual institutional support fees, not to mention the premium seating KSA allots for its student sections at prices that have not increased since 2009. The gameday experience KSA creates for all students and fans is another less quantifiable but important value provided to the university. Last year, students and fans could enjoy the success of a football team that went on to win its second straight bowl game and a men’s basketball team that made an exciting run to the Elite Eight of the NCAA Tournament. Annually, KSA also provides $200,000 to the university’s Pride of Wildcat Land Marching Band’s budget, another example of its commitment to the university and all students.
K-State Athletics began the process toward self-sufficiency in 2010 when 6.1 percent of its budget, roughly $2.6 million, came from direct university support. By 2016, KSA had eliminated all direct support received. Last spring, under new athletics director Gene Taylor, KSA took another step toward helping the university and its students. In conjunction with the Student Governing Association (SGA), KSA agreed to end its annual receipt of student privilege fees beginning in 2018–19, a year earlier than originally planned. The legislation eliminated the scheduled $200,000 KSA was to receive from SGA for fiscal year 2019.

How philanthropy made KSA’s self-sufficiency possible

The generosity of thousands of Kansas State University fans makes KSA’s ability to operate without direct university and student funding or state support possible. Each dollar gifted to the Ahearn Fund not only goes directly toward supporting Wildcat student-athletes, it also, indirectly, helps alleviate the need for financial support from the university, its students or the state.

- In FY18, more than 8,000 Wildcat fans gave $30.9 million to the Ahearn Fund, and $18.9 million of KSA’s revenue, or roughly 25 percent, came from these gifts. Add in support from ticket sales, and K-State’s fans accounted for more than 43 percent of KSA’s revenue.
- The Ahearn Fund’s National Leadership Circle (NLC), donors who give at least $10,000 annually, has more than 475 members across 19 states.
- Of those NLC members, 40 percent gave to the Ahearn Excellence fund, meaning their gifts went beyond priority seating and capital gifts and provide support to the greatest needs of K-State student-athletes.

“One of the beautiful things about K-State is our fans are extremely supportive of our program. I would say our fans support us, pound-for-pound, equally as well as anybody in the country. The great thing about their gifts are that they go directly to support student-athletes. They can feel pretty good that the success of our programs, the success of our student-athletes, really comes from their support.”

— Gene Taylor, K-State Athletics Director
K-State Athletics' support of K-State in FY18

• **One** of eight universities nationally to operate without receiving money from the state, university or students.

• **Only athletic department in Kansas** to operate without state, university or student funds.

• Contributed **$10 million** to the university budget.

• Provided **$200,000** to the Pride of Wildcat Land Marching Band’s budget.

• **$10 million** of the Ahearn Fund goes to scholarships for student-athletes.

• KSA achieved a **balanced budget** and **surplus** for ninth consecutive year.

• **$0** in state tax revenue.

• **$0** from the State of Kansas budget.

• **$0** directly from K-State budget.

• **$0** from K-State student fees (beginning FY19).

“Together, K-State Athletics and the Student Governing Association have ensured the best student section, consistently low ticket prices for tight budgets, and each year students continually have their voice heard for what they want to see on game day. Last spring, the partnership between K-State Athletics and SGA reached a peak as funding to athletics, provided by student fees, was eliminated. That decision allows dollars to be redistributed and used for additional needs across campus.”

— Jordan Kiehl, 2018–19 student body president
WHAT DOES STATE FUNDING SUPPORT AT K-STATE? AND WHAT DOES PHILANTHROPY SUPPORT?

A: State funds and tuition cover most salaries and operating expenses at K-State. Private gifts pick up where state support ends, providing a margin of excellence for students, faculty and programs.

Costs covered by state appropriations and tuition dollars*

- Salaries and state-mandated benefits (health insurance, retirement, etc.)
- Utilities
- Facilities and grounds maintenance
- Teaching and work supplies

Private donations to K-State are used for:

- Scholarships and student support
- Some new buildings and renovations
- Supplementary research funds
- Supplementary program funds
- Supplementary faculty funds

*This list is not exhaustive.
WHAT IS THE RELATIONSHIP BETWEEN STATE SUPPORT AND TUITION AT K-STATE?

Over the past 10 years, as state support has decreased, tuition has increased.

10-year change: 32.2% decline in state funding

How you can advance K-State

As donors, you have the ability to make a difference by reversing these trends. Your gifts provide an important margin of excellence, enabling Kansas State University to continue its land-grant mission and tradition of research, education and outreach. You can continue to boldly advance the K-State family by making a gift and sharing the K-State story in your communities.
Kansas Board of Regents:
Supporting higher education in Kansas

To learn more about how you can help, contact Sue Peterson, chief government relations officer at Kansas State University; 785-532-6227 or skp@ksu.edu.
The Kansas Board of Regents (KBOR) recently announced its unified appropriation request for the public higher education system for the next two fiscal years. For the state universities, the request includes $50 million for fiscal year 2020 and an additional $35 million for fiscal year 2021. The total investment of $85 million would create more opportunities for individual Kansans and provide Kansas businesses with the talent they need to succeed in this competitive economy.

State universities have seen repeated cuts since fiscal year 2009. The requested restoration of funding aligns with the Regents’ strategic goals of increasing the number of Kansans with a certificate, degree or other credential, and will help keep higher education affordable for students and their families.

The request for state appropriation also includes tuition assistance for National Guard members, full funding for the Excel in Career Technical Education Initiative, funding for the postsecondary tiered and non-tiered technical state aid gap, state aid for Washburn University and funding for additional need-based student financial aid with a private match.

Education beyond high school offers Kansas families the best path to prosperity, trains the skilled workforce demanded by businesses, and is an engine of economic growth. We are asking the legislature to restore state universities and make other strategic investments in our students that will benefit our state’s economy.

— Dennis Mullin, chair, Kansas Board of Regents

Kansas Board of Regents
The nine-member Kansas Board of Regents is the governing board of the state’s six universities and the statewide coordinating board for the state’s 32 public higher education institutions (six state universities, one municipal university, 19 community colleges, and six technical colleges).
The KSU Foundation effectively and efficiently stewards donor funds through the long-term investment pool to support K-State today and for the future. Responsibility for oversight of the foundation assets is placed with the KSU Foundation Board of Directors and the board’s Asset Management Committee.

Inspiring and guiding philanthropy

How KSU Foundation maximizes your generosity

A STANDOUT AMONG TOP PERFORMERS

$174.2 million
raised in FY18

$92.2 million
made available to campus in FY18

$4.2 million
raised per KSUF development officer

11¢
KSU Foundation spends for each $1 raised.*
The national average is 20¢.

22 of the 172
top-performing development officers nationally work for the KSU Foundation.*

*Per national study of U.S. colleges and universities
Fast facts

Founded in 1944
$2.50 first gift

125 full-time employees and 30 part-time student employees

5,500 personal visits with K-Staters all over the country

$2+ billion raised since 1944

$539 million Market value of the long-term investment pool

Leading industry innovations like K-State Office Park

By giving to K-State through the nonprofit KSU Foundation, philanthropic contributions are tax-deductible, are directed as the donor intends for today and in the future, and cannot be reallocated by the state and Board of Regents to be used elsewhere.
Call Me MISTER Program, College of Education

Kansas State University’s Call Me MISTER (Mentors Instructing Students Toward Effective Role Models) program works to increase the pool of male educators from diverse backgrounds. Current MISTERs are undergraduate students pursuing degrees in the College of Education at K-State. MISTERs meet bi-weekly and gain relevant training through tailored academic and social activities. Upon graduation, MISTERs are well-prepared to lead their students and positively impact their educational communities. Established in 2016, K-State’s Call Me MISTER program will graduate its first participant in December 2018. As a supporter, you can help other potential MISTERs grow as educators, as well as productive citizens. Your generosity will impact future generations.

To support the Call Me MISTER program, give online at give.evertrue.com/ksu/education, fund #S54680, or contact Abel Frederic, senior director of development for the College of Education at 785-532-7586 or abelf@ksufoundation.org.

Help for Hale

“Kansas State University is built on a strong foundation of resiliency, tradition and community. Together we overcome adversity.” President Richard Myers released this statement in the wake of a fire that occurred at Hale Library in May. The Library experienced losses due to fire, smoke and water damage. With many areas of the library now down to the studs, the university is preparing to move forward with a long-planned renovation that will create the next-generation library vital to today and future K-State students and researchers.

You can help restore and rebuild Hale Library, the heart and soul of the university, by giving online at give.evertrue.com/ksu/help-for-Hale, fund #C76700, or contacting Chris Spooner, associate vice president of development programs, at 785-532-7697 or chriss@ksufoundation.org.

Tables in Hale Library’s Great Room, with several inches of water on the floor. Photo taken May 24, 2018, two days after the fire.
Earning your commitment to K-State

Transparency is one of our core values and the ultimate communications tool in fostering a trusting relationship. At the KSU Foundation, we value transparency with our staff to earn their fullest commitment to our mission and deliver exceptional experiences for our university partners and donors. We also value transparency with our university partners so we can effectively work together with donors, inspiring and guiding gifts to their programs.

For our donors, transparency is imperative to earn the right to be their number one philanthropic priority and their commitment to remain a lifelong shareholder in the future of Kansas State University.

Our professional staff constantly get questions about how we operate, what K-State does with the funds that are donated, and quite frequently, are asked to address wide-ranging misperceptions about what we do. In this issue, we are excited to share many of our all-time favorite questions, concerns or misconceptions we have addressed over time about who we are and what we do for K-State.

We hope you find this issue informative and fun! If we do not address questions or thoughts you have about us, please reach out to us. We value our relationship with you and your passion for K-State, and vow to always be transparent and keep the channels of communication open.

With Purple Pride,
Greg Willems
President and CEO
KSU Foundation

Business of Sports and Entertainment certificate

K-State has a proud tradition of innovative marketing education. The new multidisciplinary Business of Sports and Entertainment certificate, launching spring 2019, demonstrates the university’s commitment to educate future leaders and to lead the industry. Integrating current research, mentoring by industry leaders and a strategic and challenging curriculum, K-State offers students the opportunity to become credentialed in one of the fastest-growing fields in the world. Your gift will help launch K-Staters into high-level sports and entertainment careers, as well as establish K-State as the university of choice for aspirational market leaders.

To support the Sports and Entertainment Marketing certificate program, you can give online at give.evertrue.com/ksu/cba, fund #G31400, or contact Galen Bunning, director of development for the College of Business Administration at 785-532-7515 or galenb@ksufoundation.org.

Sports marketing students and advisers met with Kristin Johnson (center), a recent K-State graduate who landed a career in sports marketing.

Helping K-State Polytechnic students keep planes in the air

For Kansas State University Polytechnic students of aviation maintenance, hands-on experience is crucial to learning the craft and requires students to acquire a specialized set of tools. The Robert M. Grindell Memorial Scholarship provides financial assistance to qualifying juniors or seniors enrolled in aviation maintenance and can be used to help purchase necessary tools. This scholarship helps ensure K-State Polytechnic students gain the experience and learn the skills crucial to building and maintaining airplanes that are used each day.

To support the Robert M. Grindell Memorial Scholarship, you can give online at give.evertrue.com/ksu/polytechnic, fund #Y45289, or contact Trevor Jueneman, assistant director of development for K-State Polytechnic, 785-532-3762 or trevorj@ksufoundation.org.

Advancing K-Staters’ online learning

More than 10,000 K-Staters in Kansas and around the world depend on the flexible scheduling of online learning via K-State Global Campus to earn their degrees. Full- and part-time undergraduate and graduate students who are enrolled in a degree program offered through K-State Global Campus and maintain a 3.0 grade point average are eligible to apply for a $1,000 K-State Global Campus Scholarship.

You can help K-State Global Campus students advance their education by giving online at give.evertrue.com/ksu/ug, fund #N22234, or contacting Chris Spooner, associate vice president of development programs, at 785-532-7697 or chriss@ksufoundation.org.

PHOTOS: K-STATE DIVISION OF COMMUNICATIONS AND MARKETING
For future Wildcats

K-Staters are well known as family — generous people who give so future students have access to a world-class K-State education. Together, we help prepare Wildcats to address the issues of an ever-changing world.

Together, we boldly advance K-State family.

ksufoundation.org