RESOURCE MANAGEMENT DATA MART (RMDM) **Minutes**

Advisory Committee

8/24/04 - 203 Student Center Addition - 10:00 – 12:00

ATTENDEES: Leonidas Bachas, Jayna Cheesman, Lisa Collins, Penny Cox, Ben Crutcher, Liz Demoran, Jill Esham, Kathy Farah, Phil Kraemer, Marc Mathews, Connie Ray, Susan Sponcil, Jack Supplee

PRESIDING: Connie Ray

PROJECT COORDINATOR: Jayna Cheesman

<table>
<tr><th>AGENDA ITEM</th><th>DISCUSSION</th></tr>
<tr><td>•</td><td>• Handouts/Attachments:
o Agenda dated 8/24/04
o Minutes from 7/27/04 Meeting (Draft)
o Endowment Performance Measures for Data Mart
o Optimize the Management of Resources at the University of Kentucky</td></tr>
<tr><td>• I. Welcome and needed introductions</td><td>•</td></tr>
<tr><td>• II. Updates from previous meetings</td><td>• <u>Review of July Minutes</u>
o Connie reviewed the minutes from the July meeting for clarification on a few points so they can be finalized and posted on the website.
▪ ACTION: Deb will make the changes discussed to the 7/27/04 Minutes and send them to the committee members for review. (Completed 8/24/04.)
o Leonidas said there is no easy way to collect publication information other than for graduate students.
o Leonidas suggested asking Bob Yokel, Associate Dean for Research, to assist with the teaching and research performance measures.
▪ ACTION: Connie and Leonidas will get together a sub-group to discuss the teaching performance measures and present these at the September meeting.

• <u>Information Value Chain not yet updated with research performance measures</u>
o Connie said she has not updated the Information value chain with the research performance measures but will do so.</td></tr>
<tr><td>• III. Planned activities</td><td>• <u>Endowment</u>
o Marc discussed the Endowment Performance Measures handout.
o Marc said the Endowment database includes the information for these performance measures and asked if this would be duplicated in the Data Warehouse. Jayna said she is not familiar with the Endowment database, but said if it is used for data entry, you would not want to report against it. She said the data would end up in the Data Warehouse or the SAP Business Warehouse (BW), but this decision has not been made yet. She said the data could be available in summary or detail format.
o Marc said the performance measures listed assume the data in the Endowment database will go into the Data Warehouse.
▪ Endowment Performance Measures
• <u>Market value of each endowment account as of the end of each month</u>
o Marc said the market value (of assets) should be available by corporation and by value.
o Should also be available monthly, quarterly and yearly.
• <u>Total dollar value (for market value) of each endowment account that comes from principal contributions (corpus) over time</u>
o Sort by account, department, corporation, monthly, quarterly, yearly.</td></tr>
</table>

AGENDA ITEM	DISCUSSION

	• <u>Total dollar value of each endowment account that comes from net appreciation over time</u>
	  o Net appreciation is anything over the principal.
	  o Sort by account, department, corporation, monthly, quarterly.
	• The sum of the principal contributions over time and the net appreciation over time should equal the market value.
	• <u>Estimated funds available for spending (current year)</u>
	  o Sort monthly, quarterly, yearly.
	• <u>Estimated funds available for spending (future year)</u>
	  o Sort monthly, quarterly, yearly.
	• <u>Endowment return over time</u>
	  o This is a percent of what is earned over time.
	  o This would come from external data.
	  o Marc said he thinks this would be at the dashboard level. There will be one number for all accounts. Marc said the dashboard could display the actual and benchmark information. The benchmark information is provided each month by the investment advisors. Marc said this information is often used by the President or others going to see prospective donors.
	  o The pooled endowment fund is outsourced to professional money managers.
	• <u>Related spending distribution account</u>
	  o Available balance
	    ▪ Marc said every account earns so much money each month. This is distributed to the ledger 5 accounts. If everything is not expended, a percentage of the earnings can go back to be re-invested, depending on how the agreement is written. Susan said they have a scholarship endowment for Dairy Science. Some years they don't have anyone pursuing a degree in Dairy Science so the available balance is re-invested in the principal.
	    ▪ Connie asked if any analysis could be done on the unexpended funds of how much is spent and what it is spent for.
	    ▪ Marc said they would like to trade endowment scholarships for institutional scholarships when possible. There are 'quasi' endowments the Board of Trustees makes decisions on, not the external donor.
	  o **(ADD)** Expenditures by PCS
	  o Discussion about RCTF data for the Data Warehouse.
	  o There is a group, including someone from Angie's office, Lisa Wilson and Bessie Geurrant who are gathering information about RCTF to have one source of information.
	    ▪ **ACTION: Marc will think about the possibility of chairs and professorship information coming from the Endowment database and report to the committee at the September meeting.**
	  o Connie asked if these endowment performance measures were covered in the existing Revenue and Expenditures Performance Measure #8, *Endowment market value, investment revenue, and investment income budgeted and expended, by source (Objectives I.3, I.4; Key Indicator I.D)* or if a separate section for Endowment performance measures is required.
	  o Revenue and Expenditures Performance Measure #8 does not include chairs and professorships.
	    ▪ **ACTION: Connie will create a separate section for Endowment Performance Measures, to include chairs and professorships.**
	
	• <u>Student/Alumni/Donor Engagement</u>
	  o When asked about donor giving history, Liz said this information would be in Millennium, which tracks all gifts, not just endowments.
	  o Liz said she and Kathy and Pat Terrell worked on performance measures that address the Return on Investment and the Return on Relationships.
	  o The Objectives referenced are from the Strategic Plan.
	
	    ▪ <u>Ability to show investments, productivity, and outcomes for programs</u>

AGENDA ITEM	DISCUSSION
	• ‘Programs’ include membership programs, student activity programs, fellows program events, NCAA, Welcome Week. ▪ <u>Budgeted and actual expenditures – total and as percentage of budget, by function and category (Objectives 1.4, 1.5)</u> • ‘Categories’ include personnel and operating expenses sorted by object code. ▪ <u>Membership numbers and dollars (compare monthly, quarterly and annually)</u> • Includes national associations and individual college associations. ▪ <u>Private giving received by campaign and donor characteristics (Objectives 1.3, 1.4, II.1) (compare monthly, quarterly and annually)</u> • ‘Donor characteristics’ include fellows, alumni, friend, parent, etc. ▪ <u>Outstanding pledges and payment forecasts for private giving (Objectives 1.3 and I.D) alumni membership</u> • Information required by the Treasurer’s Office. ▪ <u>Research Challenge Trust Fund commitments by characteristics (Objectives III.1, III.5, IV.2, IV.4)</u> • This is currently tracked in a spreadsheet by Sharon Flock and includes about 80 characteristics, such as the date approved by the Board of Trustees, when the request was sent to the state, date the money was received, the college, the program, etc. ▪ <u>Planned gift commitments and forecasts of future income (objectives I.3, I.D)</u> ▪ <u>Percentage of total costs to raise $1 of gifts and membership dues (Objectives I.4, I.5)</u> • This is calculated for each program. The average is that it costs about 4 cents to raise $1.00. Some programs, such as the Phonathon have higher costs closer to 15 cents per dollar. Direct mail programs run about 10 cents per dollar. ▪ <u>Percentage of alumni who make a gift</u> • This information is supplied to US News and is also something Dr. Todd is very interested in. • Liz said this is represented as a percent of how many are contacted each year. Not everyone is contacted each year, primarily because of the expense in doing so. ▪ <u>Percent of change in total dollars raised and the number of donors (Objectives I.3, I.5)</u> • This measure and the percentage of alumni who make a gift, will help build profiles of who is most likely to donate. ▪ <u>Survey response analysis of programs</u> ▪ <u>Anecdotal feedback</u> **<u>(DELETE)</u>** ▪ <u>Newspaper clippings and other (tracking) measures of media contacts (compare monthly, quarterly and annually)</u> • Media refers to TV and radio. • Several searches notify Liz when the article sees ‘University of Kentucky’. The faculty or alumni name is usually provided in the article and this is tracked. • Measures of media include airtime, number of inches of text, etc. ▪ <u>Web hits and unique visitor traffic (compare monthly, quarterly and annually)</u> • Liz said there are primarily four categories on their website. The number of hits received against each category helps

AGENDA ITEM	DISCUSSION
	them determine whether or not changes are made to the sites. • Penny said these statistics are available at: http://ukcc.uky.edu/%7Ewebstats.391/. ▪ <u>Relationship management measures (compare monthly, quarterly and annually)</u> ▪ <u>Volunteer participation of students, faculty, staff, alumni and parents (numbers, hours, economic value of volunteer services provided by type, unit, group and category)</u> • 'Numbers' refers to numbers of people. • This is a relatively new statistic that is being tracked, approximately two years. • The Arboretum has a database of volunteers. • Some benchmarks include Minnesota and Penn State, which also have volunteer databases. • It is important to be able to track and advertise the time the university community puts into volunteering and the market value of this time. Liz said the University of Louisville does this very well. • Measures such as income, leisure time and propensity to give are tracked. These also help build profiles. ▪ <u>Number of volunteer agencies and individuals receiving volunteer services compared to number of requests for services</u> • Some of this information is available from the student volunteer center. ▪ <u>Parent participation in university-related activities (Parent Weekend, UKAN, etc.), annual giving, alumni affairs, and athletics</u> • Student Affairs tracks some of the parent information. • UKAN is a legislative initiative. • There was a 7% return on the Parent mailing, which is very good. ▪ <u>Community participation in university-related activities (Art Museum, WUKY, Children's Miracle Network, Hospital volunteers, etc.)</u> ▪ <u>International interaction of students, faculty, staff and alumni (American students studying abroad, international student studying at UK, UK faculty as guest faculty, conference presenters, etc. in other countries; international faculty as guest faculty, conference presenters, etc.) at UK</u> • Outcomes and productivity include tracking the number of people that come to an event. This is the initial event that started the relationship. Patterns are analyzed to determine what circumstances resulted in gifts and to help determine where future focus should be. • Moves Management is utilized to track back to the point of contact. • Most measures need to be tracked by geography, membership category (family member, same organization, fellow, alumni, friend, parent, etc.). • Non-degree alumni usually self-identify. • A solicitation code identifies the campaign. • The Council for Aid to Education report has a data miner package that resides on their database to look at benchmark data. Liz recently purchased a license to utilize this database. Data is sent to US News and World report once a year. This data cannot be downloaded. • Alumni include all graduates, and anyone coded as alumni, usually with more than 12 credit hours. • The website is used to help build awareness of the Top 20 initiative and to get messages out to alumni. • Relationship management tracks the activity or relationship with the University. For instance, which students join the Alumni Association and which are more likely to give to the University? o **ACTION: Jayna and Connie will update the IV Chain.** o **ACTION: Penny and Bob will present the Facilities performance measures at the September meeting.** o **ACTION: Connie will talk to Kim Wilson about the Human Resource performance measures.**

AGENDA ITEM	DISCUSSION
• **IV. Meeting Schedule**	• **Fourth Tuesday of Every Month, 10am – 12 noon; 203 Student Center Addition**
• **NEXT MEETING**	• **Tuesday September 28, 2004**