

Minutes of the Human Resources and University Relations Committee  
University of Kentucky Board of Trustees  
Thursday, June 18, 2020

The Human Resources and University Relations Committee of the University of Kentucky Board of Trustees met on Thursday, June 18, 2020, via Zoom Webinar.

A. Meeting Opened

Cammie Grant, chair of the Human Resources and University Relations Committee, called the meeting to order at 4:31 p.m.

Chair Grant asked Katie Hardwick to announce the attendance.

B. Roll Call

The following members of the Committee answered the call of the roll: Cammie DeShields Grant, Cathy A. Black, Lee X. Blonder, Robert Grossman, Michael Hamilton, David Melanson, C. Frank Shoop, Sandra Shuffett and Bryan Sunderland.

Other Board members present included: Claude A. "Skip" Berry, Joe R. Bowen, Kimberly McCann, Elizabeth McCoy, Derrick K. Ramsey, Robert Vance, Rachel Watts Webb and Barbara Young.

C. Approval of Minutes

A motion was made by Trustee Shuffett to approve the minutes from the February 21, 2020 Committee meeting. The motion was seconded by Trustee Black. The motion carried without dissent.

D. UK Alumni Update

Chair Grant introduced Associate Vice President for Alumni Relations and Executive Director of the UK Alumni Association Jill Smith to provide a report on the UK Alumni Association. Ms. Smith began with an overview of the Alumni Association and their role at the university, adding that the Alumni Association recently celebrated its 131<sup>st</sup> anniversary.

Ms. Smith detailed the Alumni Association's core values:

- Building community
- Achieving excellence
- Promoting diversity and inclusion

Ms. Smith then discussed the Alumni Association's Strategic Plan, which is being created and detailed the strategic objectives:

- Diverse relationships
- Engaged philanthropy
- Governance
- Optimized resources

The Association will complete a new governance structure that will begin in the next fiscal year. This strategic initiative is the last initiative to be completed as part of the UK Alumni Association's Strategic Plan which ends on June 30, 2020.

Ms. Smith explained the organizational structure of the Alumni Association pointing out that their officers and Board of Directors are volunteers. She then discussed programs the Association oversees including:

- Awards
- Career services
- Clubs
- College outreach
- Constituent groups
- Homecoming
- Legacy
- Reunions
- Scholarships
- Students
- Student recruitment
- Travel
- Wildcat Alumni Plaza

Ms. Smith expounded on the Association's college outreach on campus. "The Alumni Affairs Council contains a representative from each academic college. Throughout the year, they work with the Alumni Association on a variety of programs, services and reunions. During the past couple of years, the Alumni Association has tried to become more of resource and meet colleges where they are in their alumni programming."

Ms. Smith continued by discussing the Association's constituent group programs including the Lyman T. Johnson Black Alumni, Alumni Band, DanceBlue, Pride Cats and the Young Alumni group. The Association collaborates on programs with these constituents throughout the year and partnered with campus units during the 70 Years of Integration Celebration as an example of this collaboration.

Ms. Smith then discussed the legacy program, which is unique to the UK Alumni Association. This program is geared toward children of UK Alumni, in hopes that by "sending touches" their way or keeping in contact throughout their lifetime, they will be more likely to attend UK when they are of college age. Ms. Smith supplied examples of some outreach methods the Association has used throughout the years including sending birthday cards or gifts and hosting events for this demographic.

Ms. Smith continued, “The travel program has also been instrumental in engaging alumni throughout the country. Many alumni associations have a travel program that allows alumni to go on trips and excursions, mostly abroad. Due to COVID-19, this is currently on pause, but in the past has been a great way to engage people and allow alumni to truly get to know each other.” Ms. Smith stated, “The Alumni Association strives to react to the needs of the university, as well as, keeping with the traditions that the university and alumni have. Because of this, the Association engages with people in a variety of ways.”

Ms. Smith detailed the Alumni Association’s communication platforms including the *Kentucky Alumni Magazine*, which is produced quarterly and is now available in a digital format online; two quarterly electronic newsletters – *Wildcat Ten*, which is distributed to young alumni, and *Wildcat Voices*, which is distributed to Black alumni; and the Association’s monthly electronic newsletter, *Wildcat Connection*, which is distributed to all alumni. In addition, the Association has a standard website, social media and broadcast emails, and sends broadcast emails and mailed invitations for colleges on campus. The Alumni Association additionally has a mobile application which provides a unique way to engage alumni, blog alumni news and share with the greater university and alumni audiences.

Ms. Smith announced that the Alumni Association’s membership model had changed to make the Association more inclusive of UK’s alumni. There was confusion about whether an individual was a member, due to separate alumni associations being offered by some individual colleges.

Ms. Smith continued by detailing the new dues structure. “Alumni Association active members are defined as those who give \$75 annually to any UK unit; \$25 of this amount has been designated for students who graduated within the last five years. This has been a great way to engage more people, allow them the opportunity to show their appreciation and reduces the number of solicitations they receive. The life member program remains intact.”

Ms. Smith continued, “As of July 1st, 2019, the Alumni Association had 32,239 active members. As of the end of May 2020, there are 46,026 active members. It has helped increase the number of active members in the Alumni Association, and the association hopes that this growth will continue.”

Ms. Smith described resources and services the Association has offered to remain relevant to the alumni during the pandemic including the Alumni Career Services program. “Since we entered quarantine and social distancing the Association has hosted 15 virtual career programs. This has been a great way to engage alumni throughout the country and offer alumni a service that’s very timely and needed.”

Ms. Smith described another service called the Job Club, which occurs twice a month at the Fayette County Cooperative Extension office in partnership with the College of Agriculture, Food and the Environment, UK’s Human Resource Department and the

career services team. “These partnerships help the Association produce this bi-weekly event, and since the program has been virtual, they have been able to include alumni from across the country, as opposed to just participants from Central Kentucky.”

Ms. Smith discussed additional services that have attracted alumni who have never participated in their programs including virtual networking events; Wildcat Career conversations and Bobcat Career conversations; Career Center drop-in hours where the career counselors offer resume critiques, job search and interview skills; a virtual 5K; and “the most successful event during this time – the Kentucky Unemployment Insurance Webinar that was hosted in early April. This event was offered on Facebook Live and Zoom, and between the two platforms it had over 5000 views.”

The Alumni Association also launched a program called Great Teachers on Great Challenges. This was in place of the Great Teachers Awards Program, which is the longest, continuous awards program for faculty at UK but was cancelled due to the pandemic. The new event features faculty speaking on challenges around COVID-19 including economics, food and public health. This bi-weekly virtual event is in partnership with the Alumni Association and the Provost’s Center for the Enhancement of Learning and Teaching (CELT). Ms. Smith stated, “The Great Teachers Awards Program – hosted dinner is wonderful, but most of the attendees live locally. The new program has been a great way for us to showcase our teachers and faculty members throughout the country to various groups of alumni. During the first session, the speaker who participated was in Japan. It was exciting for the Association to have someone participate who is located outside the country.”

Ms. Smith continued, “Students are another priority for the Alumni Association and remain a priority during this time. A unique program hosted this year specific to the class of 2020 was the Class of 1970 Project. The Association connected the class of 1970, who also did not participate in commencement, to the class of 2020. Ironically, they are 50 years apart. It was unique to both groups to connect at the end of the program.”

Chair Grant opened the floor for questions. Trustee Webb asked if there had been more talk about another One Day for UK giving day. Ms. Smith reported there are two potential dates in September, and the information should be released in the coming months.

Trustee Grossman asked if, in light of the protests over the last few weekends, had the Alumni Association reached out to Black alumni or people of color to give them a forum for discussing some of these issues. Ms. Smith replied that the Association’s June addition of *Wildcat Connection* focused on Breonna Taylor. Additionally, the Association forwarded President Capilouto’s message concerning the issue and reached out to the senior administration, offering for the Alumni Association to be a part of the solution. In addition, they have been meeting with Sonja Feist-Price in the Office of Institutional Diversity concerning efforts the Alumni Association can provide. “The position we always want to take is to be supportive of the overall efforts of the university, and the Alumni

Association is committed to having those conversations and being supportive in this realm”, said Ms. Smith.

Chair Grant mentioned that “great teachers make great speakers” for clubs and organizations and explained how the Board can contact the Alumni Association for more information.

Chair Grant thanked Ms. Smith and asked if there was any further business to come before the Committee. Seeing none, the meeting was adjourned at 4:57 p.m.

Respectfully submitted,

Sarah Alegria  
Human Resources and University  
Relations Committee Secretary