

KENNESAW STATE UNIVERSITY FOUNDATION



FOR OUR
STUDENTS,
ALUMNI,
FACULTY,
AND STAFF.
FOR A
STRONG
AND
DYNAMIC
FUTURE.

MMXI REPORT







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a clear path to our future

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Our Mission The mission of the Kennesaw State University Foundation is to serve as an advocate for the University, and to receive, invest, account for, and allocate private gifts and contributions in support of Kennesaw State University.

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2011

USHERED IN A
NEW ERA FOR
THE UNIVERSITY.

A Letter from the President



any times, I have said that Kennesaw State University would not be the great university that it is without the KSU Foundation and its trustees.

The proofs of this statement are all around campus: the

students who attend KSU on Foundation scholarships; the faculty and staff who benefit from outstanding performance awards provided by the Foundation; the many residence halls, houses, and parking garages; the Student Sports and Recreation Park and Stadium ... the list goes on and on.

And of course, of special note is the successful completion of KSU's \$75 million Comprehensive Campaign, the university's first ever, concluded this summer 15 months ahead of schedule. Several major campaign gifts received in the last few months including a \$500,000 scholarship pledge and an anonymous gift of \$250,000 to the College





of the Arts' theatre program helped push the campaign past its goal ahead of the scheduled October 2012 completion date.

Launched in October 2007, the "New Faces of Kennesaw" Campaign is a tremendous achievement for Kennesaw State and everyone involved with the campaign. The campaign's success shows that Kennesaw State has tremendous support, and that many people and organizations recognize that KSU is a great university on its way to becoming nationally recognized.

Hitting the goal more than a year ahead of schedule underscores Kennesaw State's great growth, both in enrollment and in national stature. As the university approaches its 50th anniversary in 2013, campaign contributions are helping KSU move to the next level as an academic institution of national renown.

The campaign has enabled Kennesaw State to add student scholarships, construct much-needed buildings and facilities, and fund research. During the campaign, KSU won its largest grant ever (\$8.9 million from the U.S. Department of Education); received the largest single private gift in its history (\$5 million from an anonymous donor); and benefited from many other highlights as well.

A gift from Dr. M. Bobbie Bailey led to the creation of the Dr. Bobbie Bailey & Family Performance Center, with Dr. Bailey also gifting to the university 27 Steinway pianos, earning KSU the designation as an "All-Steinway School."

The Clendenin family donated the largest single gift ever to the university for scholarships to endow the Clendenin Graduate Fellows Program, which supports graduate students pursuing master's or doctoral degrees.

Funds from many gracious donors provided 41 new endowed scholarships and 42 new annual scholarships that help KSU students attend the university.

A major anonymous donation helped create the annual KSU recognition and award program for faculty



and staff who excel in service, teaching, and research, providing over \$180,000 a year to faculty and staff, the largest such program in the University System of Georgia.

The Harnisch Foundation provided a \$1.5 million gift to establish the Center for Sustainable Journalism, housed in the College of Humanities and Social Sciences. The Osher Foundation donated \$3.3 million for re-entry scholarships for students who interrupted their college careers for five years or more, and also provided funding for adults 50 and older to participate in lifelong learning through KSU's continuing education programs.

A significant grant from the Robert W. Woodruff Foundation helped build Phase I of the KSU Art Museum; Don Russell Clayton donated his extensive collection of work by the Italian-born Georgia artist Athos Menaboni, which is now displayed in Phase I of the KSU Art Museum.



Bernard A. Zuckerman donated \$2 million to the university to construct Phase II of the KSU Art Museum, which will show many of the sculptures created by his late wife, renowned Atlanta sculptress Ruth Zuckerman;

A 56-acre historic farm in Bartow County donated by Marietta resident *Jodie Hill*, valued at \$1 million, has been transformed into the KSU Harmony Hill Organic Farm & Apiary.

Dr. Wes Wicker, KSU's out-going vice president for university advancement, who played a major role in the success of the campaign, credits the leadership of KSU Foundation trustees and campaign co-chairs Bob Prillaman and Chet Austin and trustee U.S. Senator Johnny Isakson, who served as honorary chair, for the campaign's success. "We succeeded because people like Bobbie Bailey, Tommy Holder, Tommy Bagwell and the Clendenin family believed in us," Dr. Wicker stated. "They've made investments in KSU that will benefit generations of KSU students."

Although this campaign has ended, Kennesaw State is already planning additional fund-raising campaigns. KSU's next comprehensive campaign will be tied to its 50th anniversary in 2013. Before this, however, the newly-created KSU Athletic Association will initiate an athletically-oriented fund-raising campaign as it strives to bring football to KSU and expand the number of women's athletics programs at the university.

To reiterate, KSU would not be the great university that it is without the help of the KSU Foundation and its trustees. On behalf of our more than 24,000 students and over 2,000 faculty and staff, thank you!

Daniel S. Pepp





A Letter from the Chair

Dear Fellow Trustees and Friends of KSU,

Every year since I began serving on The Board of Trustees, our University and the Foundation have experienced significant and unprecedented growth. In fact, we continue to achieve, and then surpass, one significant milestone after another.

Recently, when I reflected on our history, it struck me that when you view our incredible progress not by the year, but by the span of this past decade, we have made truly remarkable and often revolutionary progress in just about every important category. When I joined the Foundation board in 2000, we had almost no real estate, or income from it! We managed a mere \$6 million dollar endowment with a little more than \$500,000 in unrestricted funds, and we struggled to balance our meager budget. Our annual net contribution to the University then was just over \$200,000. At the same time, the school had only 11,000 commuter students and nearly half were part-time.


Today, our endowment has eclipsed \$30 million. We have just as much in unrestricted funds today as we held in our entire endowment a decade earlier. We have added nearly \$500 million in buildings, infrastructure and real estate since then, almost doubled the acreage of the campus, and helped transform KSU into a true live-learning University. The Foundation made a dramatic impact in KSU's growth, and today our annual financial contribution to the University is measured in the millions. This year, KSU topped 24,000 students and most of them are full-time. We boast five doctoral degrees, an expanding Division I sports program, and we are on our way to becoming a recognized Research (II) university.

During this period, the Foundation has hired a Chief Operating Officer, a Director of Real Estate, a Chief Financial Officer, and other professionals to ensure our growing organization is able to meet the expanding needs of an exciting and dynamic institution. Our Foundation today is big business providing critical support to a truly amazing institution under the leadership of a great president, Dr. Daniel Papp.

This phenomenal growth didn't just happen. The trustees of our Foundation, and the leadership at our University made bold decisions, and did the hard work, breaking new ground every day to ensure our success. Thank you for everything you do every day to make KSU an emerging University of national excellence.

I am honored to serve as your chair.

Very truly yours,







The 42nd

ANNUAL MEETING

Held on Monday, October 17, 2011, at 6:00 p.m. at the Renaissance Waverly Hotel in Atlanta, Georgia, where awards were given, acknowledgements made and a wonderful time was had by all.

Chair Norman Radow welcomes Barbara and Vince Dooley to the 42nd Annual Meeting of the KSU Foundation Board of Trustees. Dr. Wesley K. Wicker celebrates the completion of the \$75 Million Comprehensive Capital Campaign. Trustee Mark Kirk and Mrs. Dorothy "Dot" Dunaway enjoy the evening.



The Clarice C. Bagwell Medal For Distinguished Service

This award is presented annually to a Kennesaw State University Foundation trustee who has, through unselfish and tireless efforts over time, enabled Kennesaw State University to advance its leadership position in higher education and offer responsive educational opportunities to students. This individual will have left an indelible mark on both the Foundation and Kennesaw State University and consequently the broader community they serve.

The Erwin Zaban Prize For Entrepreneurial Spirit

This award is presented annually to an individual or corporation that exemplifies Erwin Zaban's entrepreneurial spirit, values, and accomplishments. The recipient will have demonstrated a respect for education through their relationship with Kennesaw State University, and for the free enterprise system which will represent strong corporate citizenship through the thoughtful application of their position and resources for the good of mankind through education.



On behalf of Richard Holmes of Georgia Power, Pedro Cherry of Georgia Power and Douglas Jones of the Southern Company receive the Erwin Zaban Prize for Entrepreneurial Spirit from Chair Norman J. Radow and President Daniel S. Papp. (right) Chair Norman J. Radow and President Daniel S. Papp congratulate Thomas Holder on being the 2011 recipient of the Horace Sturgis Award.

The Chairman's Award

The Kennesaw State University Foundation's executive committee established The Chairman's Award in 2001 to recognize an outstanding individual whose contribution of time and energy are an inspiration to both staff and other volunteers and whose talents clearly benefit the University and the community. The award is presented annually to a Kennesaw State University Foundation trustee whose volunteerism recognizes innovative solutions to complex situations.

The Sturgis Award

This award is given annually to an individual whose leadership and vision has influenced and impacted the growth of Kennesaw State University and the campus community as a whole.

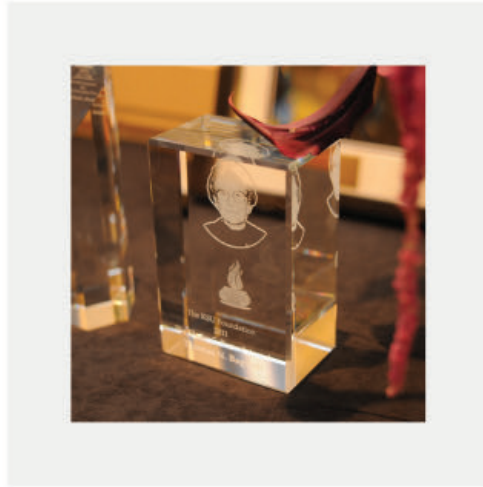
2011 SERVICE AWARD RECIPIENTS

Bagwell Medal for Service
Thomas N. Bagwell

Zaban Prize for
Entrepreneurial Spirit
Richard L. Holmes
Douglas E. Jones

Chairman's Award
Richard G. Harp

Sturgis Award
Thomas M. Holder



The Clarice C. Bagwell Medal

A VERY SPECIAL 2011 RECIPIENT

In honor of his dedication and commitment to Kennesaw State University and its Foundation, the Clarice C. Bagwell Medal went to her son Tommy Bagwell at this year's KSU Foundation annual dinner. The Foundation award is given annually to a trustee for unselfish and tireless efforts over time. "After fifteen years, we will be retiring the old medal – Tommy is the last trustee to receive it—and we are now awarding a newly designed Clarice C. Bagwell award", says Norman Radow, Chair of the KSU Foundation.

"What a pleasure it was to see Norman give out this award. Not very often do we have the honor of recognizing someone extremely close to Clarice," says Daniel Papp, President of Kennesaw State University

Last year, the Chantal and Tommy Bagwell Scholarships were conceived with a donation of \$500,000—the largest annual scholarship awards in the history of Kennesaw State University. A total of twenty students (fifteen undergraduate and five graduates) will be awarded a \$5,000 renewable scholarship until the time of their graduation.

Tommy Bagwell is the CEO of American Proteins, Inc., an animal byproduct rendering company in Cumming, GA. His father, Leland Bagwell, started the company in 1949 and Tommy became CEO in 1972 after the death of his father. Tommy credits his success to three key business philosophies discussed in *Smart Business* magazine in 2006, hire talent that fits your culture, avoid miscommunication and know when to delegate.

"Because of Tommy Bagwell's business acumen and philanthropy, we are privileged to have him as a Trustee," says Richard Corhen, COO of the KSU Foundation.



Tommy Holder, Dr. Daniel Papp, Chair Norman Radow, Tom Clendenin, and Dr. Ken Harmon pose with the 2011 Faculty Award Winners.

2011 Foundation Prize Winners

As part of its effort to encourage, support, and recognize original scholarship among tenure-track faculty, the Kennesaw State University Foundation has established The Foundation Prize for Publication to acknowledge high quality publications by Kennesaw State University faculty. The Foundation Prize for Publication consists of an award, cash prize, and funds for support of scholarship.

College Of The Arts:
Mr. Ivan Pulinkala
"Chakra"

Coles College of Business:
Dr. Divesh Sharma
"Former Audit Partners on the Audit Committee and Internal Control Deficiencies"

Bagwell College of Education:
Dr. Jo E. Williamson

Dr. Traci C. Redish
"ISTE's Technology Facilitation and Leadership Standards: What Every K-12 Leader Should Know and Be Able to Do"

WellStar College of Health and Human Services:

Dr. John C. Bradbury
"Peak Athletic Performance and Ageing: Evidence from Baseball"

College of Humanities and Social Sciences:

Mr. Jeffrey Stepakoff
"Fireworks Over Toccoa"

College of Science and Mathematics:

Dr. Daniela Tapu
"C NMR Spectroscopy of" Arduengo-type" Carbenes and Their Derivatives"

2011 Faculty Award Winners

Ms. Karen Robinson
The Foundation Distinguished Professor Award

Dr. Kimberly S. Loomis
The Distinguished Teaching Award

Dr. LeeAnn B. Lands
The Distinguished Professional Service Award

Dr. Dana R. Hermanson
The Distinguished Research & Creative Activity Award



Tom Clendenin prepares to hand out the 2011 Clendenin Fellows Awards to guests, including Alyson E. Lischka and Shannon C. Grabich (right).



Clendenin Graduate Fellows Program

The Clendenin Graduate Fellows is the first graduate fellowship program of its kind at Kennesaw State University. The program attracts outstanding individuals interested in earning a master's or doctoral degree with financial awards of \$3,000–\$15,000. Chosen candidates may be invited to teach at KSU for a minimum of two years after receiving their doctorate. The element of having the opportunity to teach at Kennesaw State gives the recipient the opportunity to give back to the University while KSU is given the opportunity to enhance its campus with specialized professionals.

The 2011 Clendenin Fellows recipients are:

- Completing a doctor of philosophy in nursing at Georgia State University *Brian Keith Brooks*
- Completing a doctor of philosophy in epidemiology at the University of North Carolina at Chapel Hill *Shannon C. Grabich*
- Completing a master of science in nursing at Kennesaw State University *Diane L. Keen*
- Completing a doctor of philosophy in international conflict management at Kennesaw State University *Rebecca K. Lefebvre*
- Completing a doctor of education in educational leadership for learning at Kennesaw State University *Alyson E. Lischka*
- Completing a doctor of philosophy in international conflict management at Kennesaw State University *Catherine Odera*



2011 Tommy & Beth Holder Award Winners

The Kennesaw State University Foundation maintains a fund set up in 2008 by Tommy and Beth Holder. Intended to identify and recognize academic excellence, the Tommy and Beth Holder Faculty Awards are designed to support innovative faculty initiatives for enhancing and expanding both undergraduate and graduate course studies. The Tommy and Beth Holder Awards provide research support for distinguished members of the faculty. These awards supplement available resources and/or serve as seed money to encourage the development of new and/or current Kennesaw State University courses. An appointed committee of Foundation Trustees and Kennesaw State University Faculty select the winners based on applications submitted by a faculty member.

Dr. Barbara S. Gainey

Department of Communication
College of Humanities and Social Sciences

Dr. Jennifer Dickey

Department of History and Philosophy
College of Humanities and Social Sciences

Dr. Marina C. Koether

Department of Chemistry and Biochemistry
College of Science and Mathematics

Dr. Yuliya Babenko

Department of Mathematics and Statistics
College of Science and Mathematics



Winners Barbara Gainey, Jennifer Dickey, and Marina Koether

Looking Back

IN THE NEWS

2011
HIGHLIGHTS
OF KSU
MAKING NEWS



JUNE 20, 2011 | THE MARIETTA DAILY JOURNAL

Around Town: Hitting the Mark - Kennesaw State University about to top goal

MOST OF THE ECONOMY seems sunk deep in the doldrums, but you wouldn't know it at Kennesaw State University, which is about to hit its \$75 million, most-ambitious-ever fundraising goal — and not just hit it, but hit it a year early.

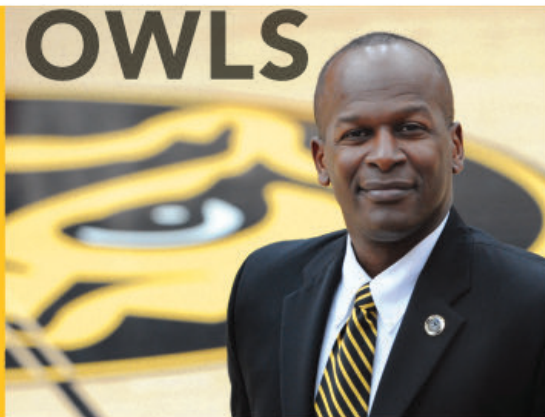
The "New Faces of Kennesaw State" drive was launched in October 2007 and had pulled in \$73.7 million in contributions as of this month. It's expected to surpass its goal by the end of July, according to school officials.

"We're in the deepest recession I've ever seen in my lifetime, and yet it looks like we're going to be able to reach our goal 15 months early," KSUVP of University Advancement Wes Wicker told Around Town. The campaign brought in both the largest grant that KSU has ever received (\$8.9 million from the U.S. Department of Education) as well as the largest single private contribution (\$5 million from an anonymous donor), he said. It also netted 14 new gifts of at least \$1 million each.

KSU OWLS



APRIL 12, 2011
THE MARIETTA DAILY JOURNAL



"The entire University is on an upward path toward excellence in all areas and I want athletics to be a key part of the building process. The vision we have is for us to be champions with integrity in academics, in the community and in athletics."

Kennesaw State University Introduces UConn's Vaughn Williams as New Athletic Director

Former University of Connecticut Associate Athletic Director Vaughn Williams was introduced today as Kennesaw State University's new athletic director, bringing more than 17 years of NCAA Division I senior athletic administrative team experience to KSU.

"It was just a couple of years ago, in 2009, that Kennesaw State's athletics program made the successful transition to NCAA Division one competition," said KSU President Daniel S. Papp. "We are now ensuring that we will have state-of-the-art facilities and the essential resources to allow us to compete in the top-tier of collegiate athletics."

"We are also embarking on a multi-million dollar fundraising initiative that will be critical to making football part of the KSU athletics program," Papp continued, "and the person who will lead these important

athletic initiatives is Kennesaw State's new athletic director Vaughn Williams."

Williams will officially start at Kennesaw State in early May. In his current role at UConn, Williams is responsible for strategic planning, facility master plans and policy/procedure improvement. He also served as chair of the University of Connecticut Sportsmanship/Fan Environment Initiative Committee, which established the Husky Honor Program.

Kennesaw State reaches \$75 million capital campaign target

"We are incredibly pleased that we have reached our \$75 million goal," said KSU President Daniel S. Papp. "This is a tremendous achievement for Kennesaw State and for everyone involved with the campaign. It shows that Kennesaw State has tremendous support in the community — and that the community recognizes that KSU is a great university that deserves support. Many people stepped up to the plate and supported KSU during the worst economic downturn in 75 years. The donors are too numerous to name individually, but they are true heroes and we are proud of their investment in Kennesaw State."



KSU breaks ground on \$26-million student housing addition

Kennesaw State University broke ground today on a \$26-million addition to its portfolio of on-campus student housing. The new structure, scheduled to open in August 2012, marks the 10-year anniversary of KSU as a residential campus. The 207,500-square-foot apartment complex will add 451 beds to the adjacent University Place, a 700-bed development for upperclassmen, which opened in 2002.

Each 1,282-square-foot apartment will feature four bedrooms with private bathrooms, a shared kitchen and living room, washer and dryer, balcony and Wi-Fi connectivity. The new four-story structures also will be equipped with elevators. The six-acre, garden-style complex will consist of three residential buildings, a large multipurpose room and outdoor amphitheater. It also features ample parking and green space as well as a promenade connecting to Kennesaw State University Road.



KSU Gears Up to Host 2011 Women's College Cup

Kennesaw State University will host the 2011 NCAA Women's College Cup, the national championship of women's soccer, at the KSU Soccer Stadium Dec. 2 and Dec. 4.

The Women's College Cup will consist of the four teams remaining in the NCAA Women's Soccer Championship. The NCAA Women's College Cup is the Final Four of women's soccer. The NCAA Women's Soccer Championship began with 64 teams, with regional rounds held at campus sites around the country to determine the field at the College Cup. The event consists of two semifinal matches, which will take place on Friday evening, Dec. 2, and a national championship, to be played on Sunday afternoon, Dec. 4. This event will be the first NCAA Division I national championship to be held in Cobb County.



Scholarship Giving

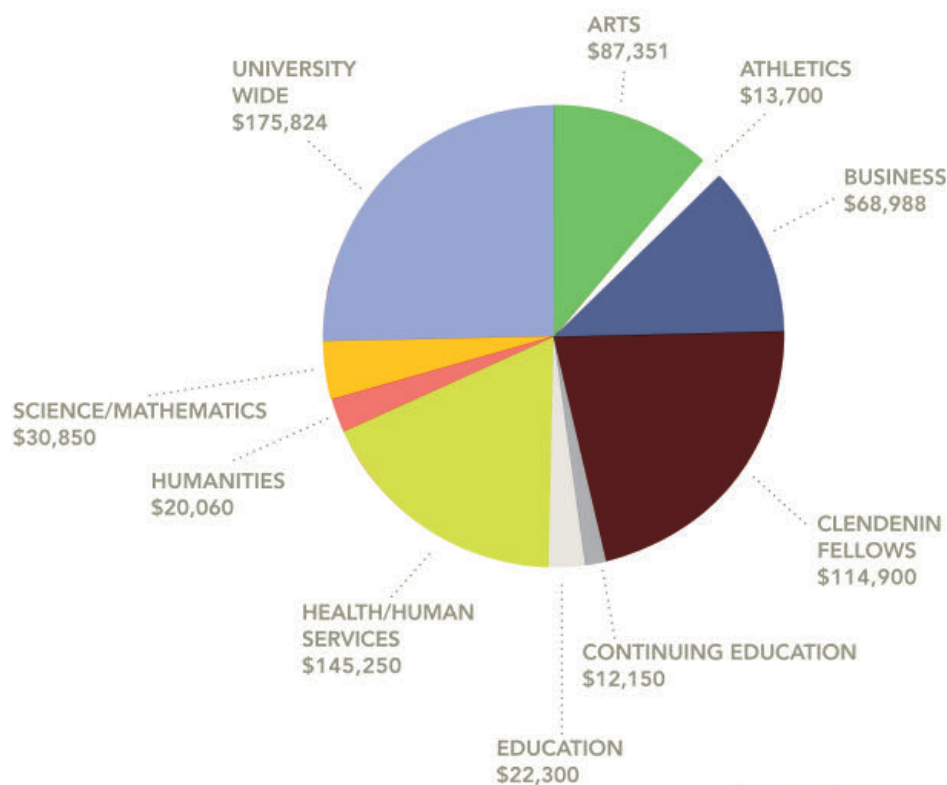
Our goal is to help all Kennesaw State University students to achieve their full potential. Despite facing significant financial hardships, together we can ease their burden and help them reach new heights of success. By investing in these students, we are investing in everything they will become and all of the lives and communities they will positively impact.

scholarships fulfill potential

Scholarship Overview

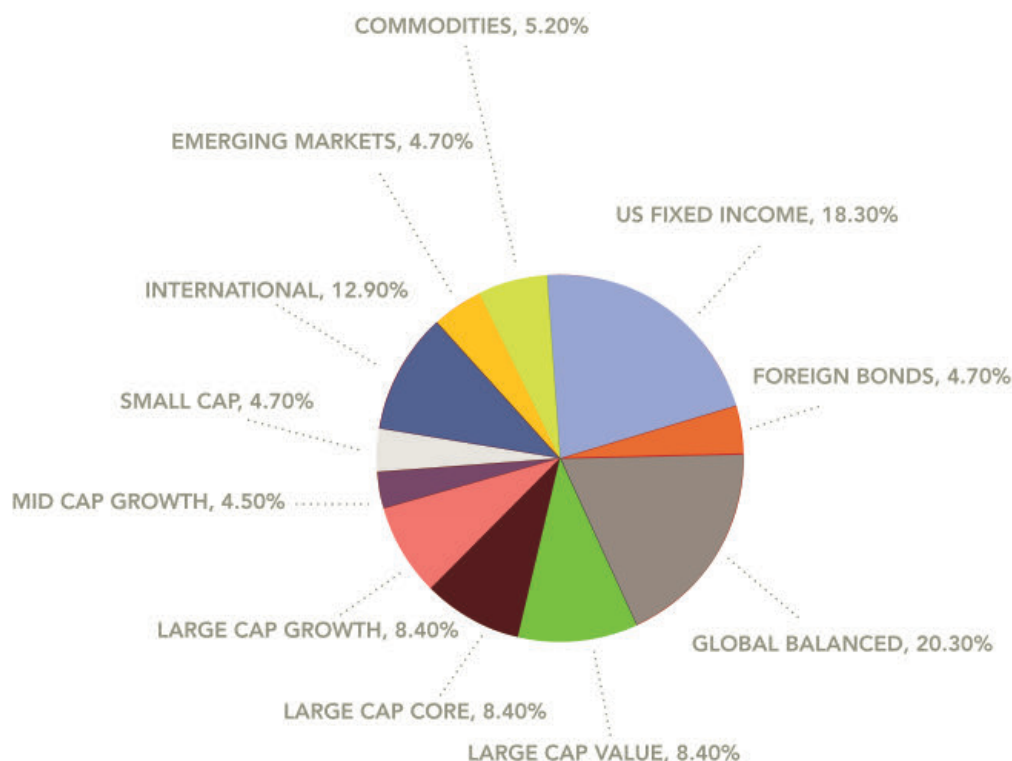
Endowed scholarship gifts	\$1,163,253
Annual scholarship gifts	<u>\$332,876</u>
FY2010-11 total gifts to scholarship	\$1,496,129

Awards by College 2010–2011

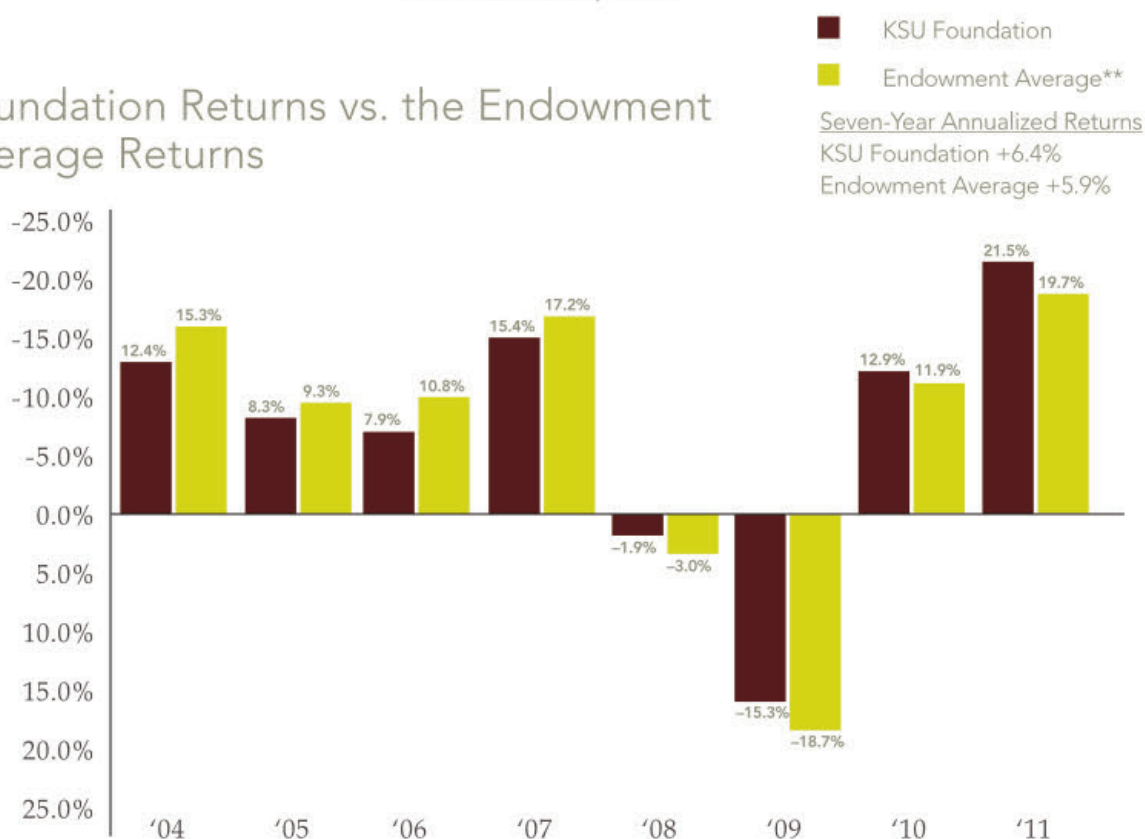


Financial Report

Asset Allocation as of June 30, 2011

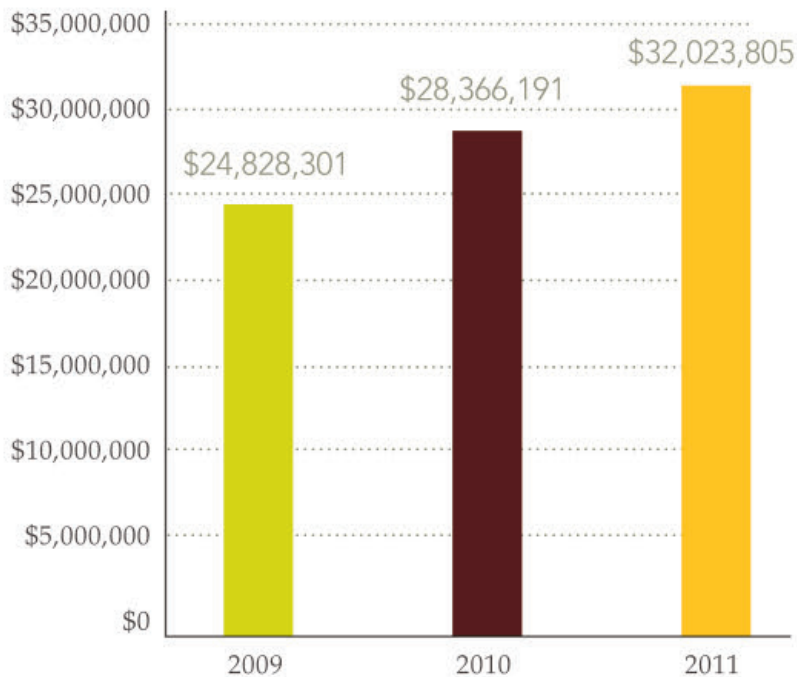


Foundation Returns vs. the Endowment Average Returns

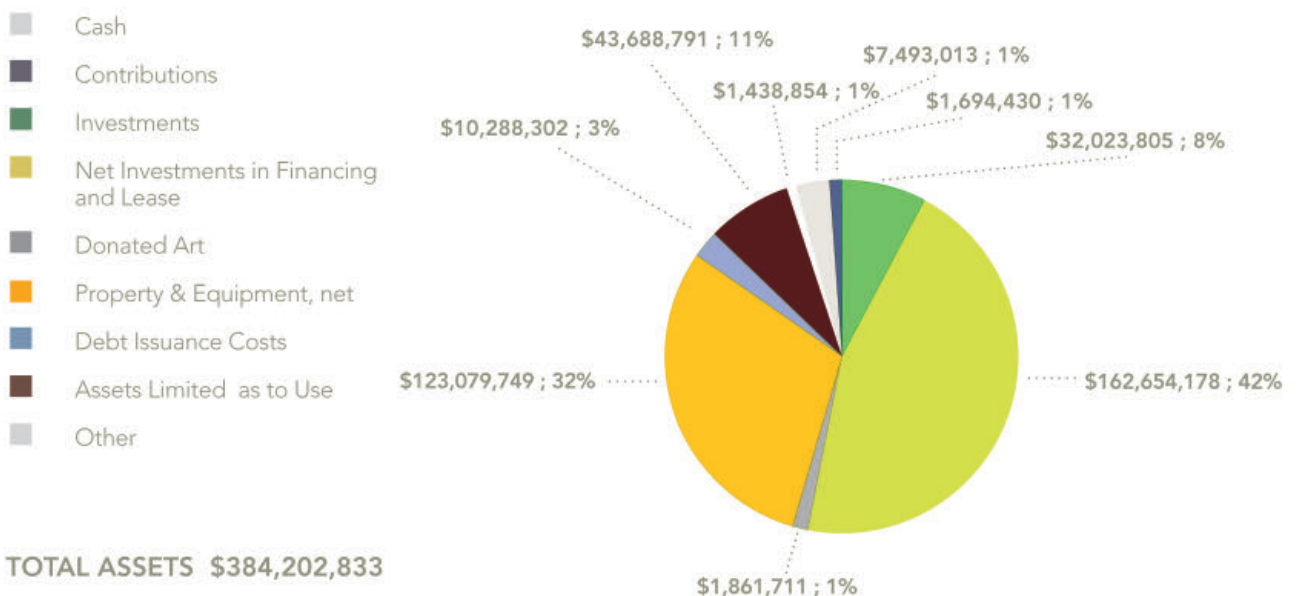


** The Endowment Average is based on the National Association of College and University Business Officers' (NACUBO) Annual Survey of College and University Endowments except for fiscal year 2011. The NACUBO survey for 2011 was not available at the time of this report. The fiscal year 2011 endowment average shown above is based on the Cambridge Associates average of 145 colleges and universities.

Investments



Statement of Financial Position Asset Allocation as of June 30, 2011



Summary of Financial Results

	2011	2010	2009
Total Assets	\$384,202,833	\$376,760,015	\$350,257,245
Total Liabilities	357,343,771	350,936,794	329,085,594
Unrestricted net assets	(6,057,332)	(9,993,766)	(11,718,543)
Temporarily restricted net assets	8,820,467	12,889,476	10,470,676
Permanently restricted net assets	24,095,927	22,927,511	22,419,518
Total revenue	43,568,047	41,039,221	35,200,850
Total expenses	46,215,361	36,387,651	33,752,397
Total leasing income	33,853,290	30,432,705	27,308,944
Total leasing expenses	25,723,023	22,189,504	21,436,412
Profit/Loss – Leasing			
(before depreciation & amortization)	8,130,267	8,243,201	5,872,532
Change in net assets	1,035,841	4,651,570	1,448,453

Summary of Financial Results

Selected financial information

	2011	2010	2009
Cash	\$7,493,013	\$13,359,083	9,659,268
Pledges Receivable	1,694,430	3,326,003	4,848,162
Investments	32,023,805	28,366,191	24,828,301
Investment in Direct Financing Leases	162,654,178	109,822,287	92,131,550
Property and Equipment, net	123,079,749	176,314,862	167,303,391
Assets limited as to use	43,668,791	33,995,462	39,600,693
Bonds Payable	338,735,165	280,055,978	286,587,451
Contributions	3,122,786	6,431,481	10,415,255
Investment Income	1,364,127	1,493,619	2,169,676
Realized/Unrealized gains (losses)	4,666,978	2,058,388	(4,462,615)

The Road Ahead

As this report demonstrates, the KSU Foundation has done extraordinary things for Kennesaw State University. And it will continue to do so. This past year alone, the Foundation has funded two research professorships, increased scholarship awards by 40%, and completed the third phase of a cutting edge sports park. The Foundation will also soon deliver 451 additional student beds, a plaza connecting University Place to the heart of campus, and a first-rate entertainment amphitheatre. All these urgent needs were met by our Foundation, and in just this fiscal year.

Yet the great work that we have done and continue to do pales in comparison to the current and future needs of our university community. Dr. Papp has laid out a road map to ensure KSU becomes a Research II university in this decade. That will take more faculty, graduate research assistants, the completion of our new science building expansion and labs, as well as many new scholarships. While we should be proud of the scholarships we awarded in the 2011-12 academic year, only a small percentage of the students who today need assistance receive Foundation assistance. What's more, our student population is rising, HOPE Scholarships are becoming increasingly problematic, student loan costs are rising, and tuition and fees are increasing. In short, the need is compelling.

Football will add another dimension to the school. This major addition, as well as other new sports and academic programs, will require continued and increased Foundation financial support and leadership.

The Foundation has been extremely active trying to meet the growing needs of our University. However, for KSU to truly become a Research II university and an institution of national excellence, we must accelerate our involvement and support for KSU.

With a completed and committed staff, our new Vice President for University Advancement and Development Mike **Harders**, a vibrant and engaged Board of Trustees, a growing list of financial supporters, and excellent University leadership, our Foundation can and will meet this growing challenge!





Building on the vision of becoming “Georgia’s Engaged University”, Kennesaw State University’s new community engagement initiative, the Corporate Partners Program, was launched in January 2011. Designed with the business community in mind, the Corporate Partners Program was created to help build and expand relationships between Kennesaw State University’s and the business community, a starting place for building long-term strategic partnerships.



Through the Corporate Partners Program, businesses learn more about Kennesaw State University and can draw on the vast expertise and resources the University offers, from faculty experts in nine colleges including the Coles College of Business and Executive Education, to programs that are currently offered or customized to meet the business’ needs. Corporate Partners attend monthly sessions on relevant business topics that allow them to network, address their interests, challenges and help them seize new opportunities.

Corporate Partners is 21 companies strong, gaining momentum, with more expected to be added in the coming months and years.



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