

FY2024

Advancement Board Annual Report



Dan Martin, KU Endowment; Tammy Peterman, The University of Kansas Health System; Dr. Akinlolu Ojo, KU School of Medicine; Jeannine Strandjord, KU Advancement Board; Bob Page, The University of Kansas Health System



Fall Meeting, Ad Astra Room, KU Medical Center Campus

Thank you for your work to enhance and promote the reputation of the KU Academic Medical Center over the past year! In the 2023-2024 board year, Advancement Board members hosted events, made generous contributions, attended programs to learn about the work of our academic medical center, and helped launch the public phase of KU's Ever Onward campaign. This \$2.5 billion campaign is the largest and most comprehensive in the history of the University of Kansas, KU Athletics, and The University of Kansas Health System. We look forward to continuing our good work together through the campaign's successful conclusion in 2028, and well beyond.



Advancement Board

Promoting leadership in patient care, research and education.

The University of Kansas Medical Center
The University of Kansas Health System

Meeting Highlights:

Spring Meeting — April 18, 2023
Kauffman Foundation Conference Center
60% Board member attendance

Joyce Hayhow and Pat McCown were inducted as Lifetime Members of the Board, and Patty Garney was inducted as an Emeritus Member. Members also voted to approve Jane Henney, M.D. as incoming Board Chair for 2024. 23 members were reappointed to the board, and we welcomed 11 new members in the class of 2023. The new class was 54% female and 40% minority, making it one of the most diverse in Advancement Board history.

Board members were introduced to several new hires at the academic medical center, including Dr. Jeffrey Holzbeierlein, Physician in Chief at the KU Cancer Center; Simon Lee, Ph.D., MPH, Chair of the Department of Population Health; Hubert Tse, Ph.D., Chair of the Department of Microbiology, Molecular Genetics and Immunology; and Dr. Julia White, Vice Chair of Radiation Oncology.

Dr. Roy Jensen, Vice Chancellor and Director of the KU Cancer Center and Jeff Wright, Vice President of Cancer Services at The University of Kansas Health System, provided an update on the cancer center building. Leaders of the Women's Cancer Center gave a special presentation about services offered to prevent, screen, and treat all types of women's cancers at KU. Academic medical center leaders provided updates on the overall work of the KU Medical Center, The University of Kansas Health System and KU Endowment.



Women's Cancer Center presentation group: Dr. Jamie Wagner, Dr. Kelsey Larson, Dr. Andrea Jewell, Dr. Lauren Nye

Fall Meeting — October 31, 2023
KU Medical Center campus
60% Board member attendance

Members approved revisions to the Advancement Board Member Expectations, including a named giving minimum for members of \$1,000 per year to the academic medical center, and defined expectations for member-hosted events. Committee updates highlighted many upcoming programs, tours, and events, as well as the launch of the Advancement Board's new LinkedIn group. Leadership highlights focused on the public kick-off of the Ever Onward campaign and highlighted the campaign priorities for the academic medical center — KU Cancer Center building, Brain Health Initiative, and Scholarships and Professorships.

Dr. Jeff Burns, Co-Director, Alzheimer's Disease Research Center; Dr. Russell Swerdlow, Director, Alzheimer's Disease Research Center; and Dr. Sarah Hon, Vice President, Neurosciences, The University of Kansas Health System gave an engaging presentation on brain health. This was followed by a deeply moving panel discussion with caregivers whose lives have been affected by Alzheimer's Disease and other dementias. The meeting concluded with an optional flu shot clinic and tours of Dr. Swerdlow's research lab.



Alzheimer's and Dementia Caregivers Panel: Jeffri Chadiha, Bob Page, Michelle Niedens, Alexis Del Cid, Angela Kopp, Jill Vonfange

Community Affairs

7 Events | **167** Board members | **44** Guests

In-Person

- JayDoc Tour
- Royals Game & Parade @ The K
- How to Fall Safely
- Parkinson's Disease

Virtual

- Rural Healthcare Access & Education
- Economics of Healthcare
- Health Equity

2 Member hosted events | **89** Attendees

Featured Topics

- Parkinson's Disease
- Women's Cancer Center

Marketing

KU Advancement Board LinkedIn

33% participation from the Board

► The Advancement Board LinkedIn group provides member-specific content and opportunities to share stories from the academic medical center in a native social media environment.

ONE DAY 3.6.2024
ONEKU

Board members had the opportunity to serve as *One Day. One KU.* ambassadors, helping raise

\$1,003,854 from **938 gifts** for the academic medical center.

Government Affairs

Support Letter for \$75M Cancer Center State Budget Request

- 30 signatures, including company CEO's and senior government relations liaisons.
- Letter was used by government affairs staffers to drum up support from Kansas state legislators.

Academic Medicine Advocacy Event – November 13, 2023

11 Board members | **3** Guests

- National guest speaker from the Association of American Medical Colleges
- Panel with academic medical center government affairs staffers

Corporate lobbyist engagement

- Audit of 2023-2024 member companies and organizations revealed 11 Advancement Board companies employ lobbyist(s)
- Committee met with lobbyists from three companies. Identified letter of support for cancer building budget request as best next activation for the group.

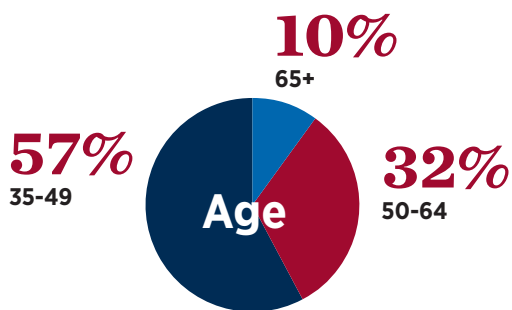


Government Affairs Vice Chair Jason Dalen, Shawn Long, Wayne Powell

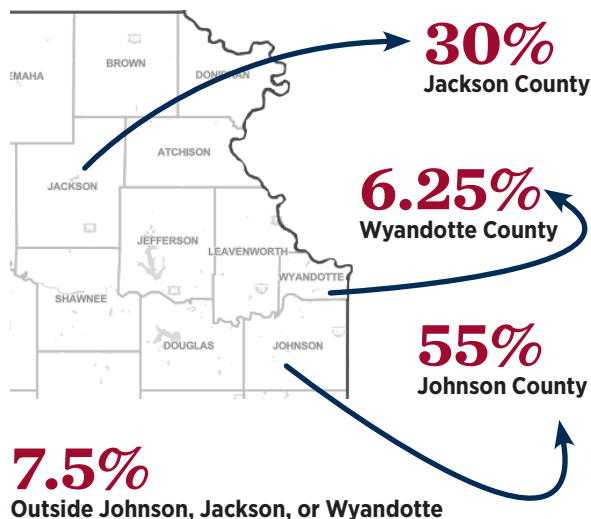
Board Demographics

Race/Ethnicity **27% minorities**

Gender **46% women**



Geography



Board Giving

\$817,660 contributed by Board members to the academic medical center in FY24

- investing in the KU Cancer Center and building
- bringing programs to screen for and prevent the onset of Alzheimer's Disease
- building healthier communities through support of scholarships for future healthcare providers.

91% participation

Board Engagement

65% retention rate

87% acceptance rate of new members in class of 2024



Tour Group with Dr. Russell Swerdlow in his lab at the Alzheimer's Disease Research Center, Oct. 31, 2023



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www.kuendowment.org/advancement-board