



GOOD NEWS

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KENTUCKY STATE UNIVERSITY TO KICK OFF *135th Anniversary Celebration* with giving campaign, new partnership with Ale-8-One

After navigating the effects of a global pandemic for the last year to deliver access to education, Kentucky State University has more reasons than ever to celebrate its 135th anniversary as an institution of higher education.

Part of the 135th anniversary celebration is a new partnership with the iconic Kentucky soda brand, Ale-8-One Bottling Company. Ale-8-One, local producer of Kentucky's original ginger and citrus soft drink sold in their signature green glass bottles, is also celebrating its 95th anniversary this year. Kentucky State and Ale-8-One will highlight the partnership with a series of collaborations throughout the year.

Through the partnership, a commemorative 135th anniversary Ale-8-One label will be released exclusively to Kentucky State to honor this historic moment. The partnership also includes expanding opportunities and support for Kentucky State University students through internships and scholarships, and an Ale-8-One presence on campus. Finally, Ale-8-One is making its first scholarship donation to the Together Thorobreds campaign and is encouraging others to do so as well.

"This milestone recognition represents a natural partnership between Ale-8-One and Kentucky State. Our shared commitment to agriculture, historic relevance, and of course, our shared colors, brings forth a commonality deserving celebration. We look forward to forming a substantive relationship with the Kentucky State community and strengthening our presence on campus," said Chris Doyle, marketing director for Ale-8-One.

With a goal of raising more than \$3.5 million, Kentucky State will launch its Together Thorobreds 135th Anniversary Giving Campaign. To benefit Kentucky State's efforts to advance its mission to support the institution's four pillars of success — academics, access, athletics and agriculture — gifts representing 1886, the University's founding year, will be requested from constituents through a monthly giving day challenge, highlighting campaign fundraising champions on the 18th day of every month. Gifts ranging from \$18 to \$1886 are encouraged for this campaign.

The Together Thorobreds campaign also provides constituents with the opportunity to join the Thorobred Annual Giving Society. Members may join the President's Society with gifts of \$5,000 or above, the Onward and Upward Society with gifts ranging from \$3,000 to \$4,999, the 1886 Society with gifts ranging from \$500 to \$2,999 or the Green and Gold Society with gifts under \$500. Inaugural members will receive an exclusive 135th anniversary pin and other gifts by designated society level.

The campaign goal is to generate philanthropic support for tuition assistance and to establish eight endowed student scholarship for \$18,886.

Visit [kysu.edu/give](https://www.kysu.edu/give) to participate in the Together Thorobreds 135th Anniversary Giving Campaign. For more information on 135 years of excellence, visit www.kysu.edu/togetherthorobreds135.

KENTUCKY STATE UNIVERSITY TO BRING FORTH NEW STRATEGIC PLAN BEFORE ITS BOARD OF REGENTS

The Kentucky State University Board of Regents approved a new strategic plan for the University March 4 during its regular quarterly meeting.

The new plan, entitled “Vision 2025: Racing Toward Our Highest Potential,” focuses on the strategic goals of prioritizing student success outcomes, fostering a culture of campus engagement, and ensuring sustainable institutional viability. Within each of those goals are concrete strategic objectives outlining metrics and accountability.

In alignment with the strategic plan and moving the institution forward through 2025, Kentucky State is filling key positions to implement “Vision 2025.”

In order to better prioritize student success outcomes, a search is currently underway for a permanent provost and vice president of academic affairs. Responsible for the academic mission of Kentucky State, the next provost and vice president of academic affairs will have a significant impact on the campus, in the community, and in the region. The role provides on-going supervision of deans and directors and is responsible for the administration of academic-related functions of the University. Over the last few years, the University completed the Presidential Green Ribbon Commission on Academic Prioritization and Budget Alignment for a more streamlined and focused delivery of the academic mission. The University also recently consolidated the academic organizational structure, resulting in a reduction of the number of academic colleges within the University.

Another effort to better prioritize student success outcomes is the search for a permanent vice president for student engagement and campus life. The vice president for student engagement and campus life will, in the midst of a global pandemic, play a major role in coordinating, implementing, and evaluating the University’s student engagement and retention initiatives. Finally, also aligning with student success outcomes, is the search for a permanent athletics director who will plan, administer, and direct intercollegiate athletic programs for men and women.

University officials hope to fill all positions by July 1. As many institutions experienced declines over the course of the last year, University officials believe filling these key positions will further stabilize the University and expedite the fulfillment of the new strategic plan.

KENTUCKY STATE UNIVERSITY RECEIVED GENEROUS COMMITMENT FROM RAPPER JACK HARLOW

Kentucky State University and HBCUs around the country benefited from exposure and fundraising the NBA All-Star weekend provided by featuring HBCUs, but Kentucky State got an extra boost. Kentucky rapper Jack Harlow made a commitment to donate his winnings from a 2-on-2 celebrity basketball game to Kentucky State University and Simmons University in Louisville. Harlow and Quavo defeated 2Chainz and Lil Baby 21-7 in the matchup. Harlow tweeted after the game that he would donate the proceeds to Kentucky State and Simmons.

Kentucky State University President M. Christopher Brown II responded to the tweet with a tweet of his own, thanking Harlow and informing him that his song, “What’s Poppin,” is on repeat in his

car. “I believe Jack Harlow’s gift was very impactful to Kentucky State University because it gives us an opportunity to be and feel seen, not only by our surrounding cities and local community but by the nation,” Kentucky State University Student Government Association President Kirk Miller said. “When hearing about it, I know Thorobreds felt a sense of pride, as I did that my HBCU was being supported by such a generous donation from our star rapper.”

Savion Briggs, a student at Kentucky State, said being a Louisville native makes this gift special. “As a Louisville native, seeing an artist from my city giving back to HBCUs means a lot to me,” Briggs said. “I hope that other Louisville native artists like Jack join in to become more active and supportive of Kentucky State University.” Kentucky State University student Micayla Garcia said hopefully others will follow in Harlow’s footsteps. “Hopefully other celebs follow suit and make donations to HBCUs with smaller names,” Garcia said. “That being said, we must also encourage our alumni to make donations, as well. We need to remember to support ourselves because others aren’t required to do so.”

Miller said he was proud to see the focus on HBCUs during the NBA All-Star weekend. “NBA All-Star weekend bringing awareness to HBCUs was very much appreciated, because HBCUs have been slowly but surely gaining more and more popularity, especially with VP (Kamala) Harris in the national office,” Miller said. “But this brings it to a whole new level, a global level.”

Briggs was happy to see the NBA’s involvement with HBCUs. “There are so many Black youths that pay attention to these kinds of events that may have never heard of HBCUs before now,” Briggs said. “This is a step in the right direction toward educational equity at the university level. HBCUs are a huge part of Black culture. The NBA has made an enormous impact on our culture than they may realize.”

Mahogany Shelton, a senior at Kentucky State, said the awareness of HBCUs brought on by the NBA All-Star weekend was well needed. “It helped to show the young people who idolize (NBA players and the celebrities who participated) that an education at an HBCU is the best you can possibly get,” Shelton said. “In other words, it takes something big to create something bigger and the NBA All-Star weekend has created the momentum needed for Kentucky State University and HBCUs all around.”

KENTUCKY STATE UNIVERSITY INCLUDED IN INNOVATIVE PROGRAM WITH DIAGEO NORTH AMERICA

Kentucky State University is one of 25 HBCUs included in an innovative program by Diageo North America to develop future leaders and help shape a more equitable society. Diageo North America has pledged \$10 million to fund permanent endowments, create innovation hubs at select HBCUs and an internship platform to help drive diversity within the industry.

According to a Diageo North America press release, “funds will be available for HBCU students across different disciplines and majors, and distributed according to each institution’s financial aid process.” “The company will provide opportunities for HBCU students to gain valuable work experience at a fast pace that could help them with their future career aspirations or jump-start their career in the consumer goods industry,” according to the Diageo North American press release.

KENTUCKY STATE UNIVERSITY RECENTLY AWARDED \$260,000 FROM JAMES GRAHAM BROWN FOUNDATION

Kentucky State University was recently awarded \$260,000 from the James Graham Brown Foundation for a project that will support veterans and adult work-ready training.

According to the grant proposal, the project is designed to support adult, transfer and veteran students in attaining or starting their college degree at Kentucky State. Some of the goals of the project include improving persistence rates among first-generation students and those returning to higher education due to workforce disruptions; increasing academic advising to engage adult learners; improving the retention and graduation rate for adult learners; establishing a financial assistance support fund for veterans working towards degree completion and increasing enrollment in graduate-level professional programs.

Kentucky State University will work with USA CARES to identify students for enrollment. Approximately \$125,000 of the funding will go toward student aid and funds will also go toward creating a gathering room on campus for veterans and active duty military students.

The funds will cover the costs of two advisors, capital supplies including technology, and financial assistance for students and small stipends for faculty to develop badge content. According to its website, USA Cares is a national non-profit organization that has assisted thousands of veterans and military families facing hardships related to service.