1. Approval of November 13th Minutes

2. Open Commentary
   A. Dawn White (Extension)

3. President’s Reports

4. Treasurer’s Report, Savannah Bock. FY19 remaining budget as of December 9th (a) Vending: $6,158.88; (b) Staff Senate operating: $6,180.66; (c) Staff Senate travel: <$996.16>; (d) SDP: Budget not populated, current balance <$5,492.18>; (e) Fund 12 PSA/Extension: $6,500.00.

5. Unfinished Business
   A. Habitat House Build (Dec. 6), Holly Williams.

6. New Business
   A. 2019-2020 Scholarship Commitment – Number and amount of scholarships awarded (Attachment A).
   B. The Blood Connection is in URGENT need for all blood types due to an interruption in collections from the winter weather impacting our area. They would like the Staff Senate to host a drive on January 2, 3, or 4th. They are aware the donations will be lower than normal, but the need is high. Is there a committee willing to take the lead? Campus communication would need to go out asap.
   C. Internal Communications Committee (Staff Senate Rep) – as created by the Faculty Senate’s Committee on Committees, this committee is seeking 2 staff representatives to fill out the spots, preferably those individuals who are forward thinking and/or preferably with experience in other institutions/outside industry. As it currently stands, the committee is comprised of: (Faculty) Ashley Fisk, Erica Walker, and Jennifer Van Dyken and (Staff) Chelsea Waugaman.

7. Committee Reports
   A. Standing Committees – Update on Goals
      1. Activities, Roberta Balliet & Kayla Cleveland.
         a. Santa Claus & Tiger Paws (Update)
      2. Communications, Jan Lay.
         a. Social Media Following (Sarah-Jo) – Please visit the following link in order to take 2-3 minutes to provide further information regarding your Birthday as a Staff Senator: https://docs.google.com/forms/d/1uI6RhIf1pI3nvP9GB9sJJ6D8tzY8bipseQXnYjMSQo/edit
      3. Membership, Meg Newton & Tom Warnock.
         a. Happy Birthday to all of our December Staff Senators & Administrators – Cody Price, Karon Donald, & Alex Foster!
      4. Policy & Welfare, JoAnna Floyd & Sue Whorton.
         a. Staff Graduate Recognition - Have you earned a degree while working at Clemson? The Office of Human Resources would like to know more about it and Clemson would like to acknowledge your achievement! The university is planning a Spring 2019 recognition luncheon to acknowledge all full-time faculty and staff members who have obtained associate’s, bachelor’s,
master’s or doctorate degrees from Clemson or other colleges and universities while in full-time employment with Clemson. While this inaugural event seeks to recognize all full-time faculty and staff no matter how long it’s been since they gained their degrees, the event will become an annual celebration. Please take 5 minutes to complete the Declaration of Degree Completion to make sure you are on the 2019 invitation list. The submission deadline is December 18, 2018!

5. Scholarship, Beth Perry.
   a. 2019 Spring Soirée - March 29 @ CU Cattle Complex (Save-the-Date)

B. University Committees
   1. Staff Development Program, Dan Hofmann and Janeen Putman. Effective October 2018, the Office of Human Resources has partnered with the Staff Senate to develop, revise and manage the Staff Development Program. As a result, this program will be placed on hold for the 2019 – 2020 Staff Development year to allow for review and improvements to the program. Applications will not be accepted at this time for the 2019 – 2020 program year. Updates on the program changes will be communicated to University faculty and staff as they are available.
   2. Parking Review Board – The board met on Nov. 28, 2018 two appeal cases were heard with a panel of 3 board members. One case was dismissed and the other case resulted in a reduced fine.

8. Special Order of the Day
   A. Total Campus Marketing, Rebecca Atkinson (Attachment B).
   B. Human Resources, Derek Ekaitis (Employee Assistance Program).

9. Announcements
   A. Share Your Story – The Tigers ADVANCE team would like to hear about your experiences with gender equity and gender bias at Clemson University. We are primarily inviting personal accounts of experiences with faculty and staff that would help us better understand the organizational history, culture, and climate surrounding gender equity at Clemson. In addition to using this information to inform our program efforts, we may use your experiences to develop case studies for Tiger Advocates workshops. Your responses will be anonymous. If you feel uncomfortable describing your experiences in writing, you can contact Dr. Heidi Zinzow at hzinzow@clemson.edu to arrange an interview with a member of the Advocate Advisory Board (a tenured, woman professor and member of the ADVANCE initiative).

   To tell us about your experiences, please use the following link: Share Your Story

10. Adjournment

Next Meeting: Tuesday, January 8, 2019, 10:30 a.m., Madren Conference Center
Clemson University Staff Senate
December 11, 2018, 10:30 AM, Madren Conference Center – Seminar Room

Minutes

Members Present: Kim Arp, Roberta Balliet, Savannah Bock, Ashley Burns, Glenda Cotton, Lindsay Davis, Donna Duncan, Melinda Fischer, JoAnna Floyd, Rebecca Godley (Adobe Connect), Dan Hofmann, Jeff Holliday, Kerri Kwist, Jan Lay, Dan Lewis, Aubrey Miller (Adobe Connect), Josh Morgan (Adobe Connect), Meg Newton, Tim Nix, Beth Perry, Janeen Putman, Lavonne Sloop, Tonyia Stewart, Rebecca Trutwin, Tom Warnock, Janay Whitesel, Sue Whorton, and Holly Williams

Members Absent: Mac Bevill, Laura Clay, Leigh Dodson, Celeste Hackett, Dionne Holt, Barrett Kendjoria, S-J Lawrence, Cody Price, Bindu Rangaraju, C.J. Smith, Janine Sutter, and Mallory Warrick

Guests: Rebecca Atkinson, Derek Ekaitis, Laurie Haughey, April Purvis, Jackie Todd, Dawn White, and Deveraux Williams

1. Approval of November 13th Minutes: Tom Warnock moved to approve the minutes from the Dec. 11, 2018 Staff Senate meeting as written. Roberta Balliet seconded the motion and the vote was unanimous. The minutes were approved.

2. Open Commentary
   A. Dawn White (Extension) – Ms. White expressed a longstanding battle against mold within her work building during her time at the university due to a rather large mold allergy, citing feelings of discrimination due to disability (bad mold allergies). Dawn was even made to have to partake in treatments at MUSC (speech/health/etc.) and has just finished treatment finally. Ms. White’s primary issue was a lack of support initially from her supervisor and from HR. Because of this, Dawn was forced to approach and/or work with the ombuds, HR supervisors/liasons, Tom Dobbins with CU Extension, etc. in order to make a case for her valid mold allergy. Ms. White felt that her building environment at work was a direct contributor to her poor health issues and felt that it took far too long/too much effort in order to gain serious respect and attention to this case. The treatment is now completed, the support around the university now somewhat better, but Ms. White wants to make it known so that those in the future have adequate representation and rights for their overall health. Dawn will likely meet with Policy & Welfare in the future to discuss further.

   B. Laurie Haughey (OHR) – The Conflict of Interest Training participation saw a jump from 43% staff completion rating to a 99.9% completion rating after a team was put together by the university to better communicate the benefit/mandatory nature of these trainings. This is absolutely tremendous work on behalf of all staff, and Staff Senate was surely a driving factor in this success!

3. President’s Reports: Senate President Dan Hofmann will begin drafting the report due for the next BOT Quarterly Meetings scheduled for February, 2019.

4. Treasurer’s Report, Savannah Bock. FY19 remaining budget as of December 9th (a) Vending: $6,158.88; (b) Staff Senate operating: $6,180.66; (c) Staff Senate travel: <$996.16>; (d) SDP: Budget not populated, current balance <$5,492.18>; (e) Fund 12 PSA/Extension: $6,500.00.

5. Unfinished Business
   A. Habitat House Build (Dec. 6), Holly Williams. Five or six Staff Senators and/or SDP Graduates showed up to help build a habitat home for a small family in Clemson. The habitat crew gave those that assisted options for what to do, so the work was not bad at all & the fellowship was great; it’s always nice to learn how to use new tools as well!
6. **New Business**
   A. 2019-2020 Scholarship Commitment – Number and amount of scholarships awarded (Attachment A).
      Tom Warnock made a motion to fund 15 scholarships total at $2,500 for the next year (Academic 2019-2020). Ashley Burns seconded the motion. Savannah Bock made an amendment to the motion to review the policy on an annual basis. Rebecca Trutwin then made the motion for 15 scholarships at $2,500 reviewed annually, by which Exec will review in a timely fashion to propose to the senate as a whole; however, if the money needed is there we will move forward with covering it. The motion was unanimously affirmed and was approved.

   B. The Blood Connection is in **URGENT** need for all blood types due to an interruption in collections from the winter weather impacting our area. They would like the Staff Senate to host a drive on January 2, 3, or 4th. They are aware the donations will be lower than normal, but the need is high. Is there a committee willing to take the lead? Campus communication would need to go out asap.

   C. Internal Communications Committee (Staff Senate Rep) – as created by the Faculty Senate’s Committee on Committees, this committee is seeking 2 staff representatives to fill out the spots, preferably those individuals who are forward thinking and/or preferably with experience in other institutions/outside industry. As it currently stands, the committee is comprised of: (Faculty) Ashley Fisk, Erica Walker, and Jennifer Van Dyken and (Staff) Chelsea Waugaman. Janeen Putman (Staff Senate) nominated herself to serve in this capacity as a Staff Rep, so Jackie Todd will work to appoint the 3rd & final Staff Rep for this team.

7. **Committee Reports**
   A. **Standing Committees – Update on Goals**
      1. Activities, Roberta Balliet & Kayla Cleveland.
      a. Santa Claus & Tiger Paws (Update) – the event was cancelled due to weather this year, but will be moved to the Holidays of 2019; Bert will no longer be on senate because she is rolling off but will be glad to help in whatever way she can.
      2. Communications, Jan Lay.
      a. Social Media Following (Sarah-Jo) – Please visit the following link in order to take 2-3 minutes to provide further information regarding your Birthday as a Staff Senator: https://docs.google.com/forms/d/1u6Rhlf1p3nvP9GB9sJJ6D8tzY8bipseQXnYjMSQo/edit
      3. Membership, Meg Newton & Tom Warnock.
      a. Happy Birthday to all of our December Staff Senators & Administrators – Cody Price, Karon Donald, & Alex Foster!
      4. Policy & Welfare, JoAnna Floyd & Sue Whorton.
      a. Staff Graduate Recognition - Have you earned a degree while working at Clemson? The Office of Human Resources would like to know more about it and Clemson would like to acknowledge your achievement! The university is planning a Spring 2019 recognition luncheon for Jan. 30, 2019 to acknowledge all full-time faculty and staff members who have obtained associate’s, bachelor’s, master’s or doctorate degrees from Clemson or other colleges and universities while in full-time employment with Clemson. While this inaugural event seeks to recognize all full-time faculty and staff no matter how long it’s been since they gained their degrees, the event will become an annual celebration. Please take 5 minutes to complete the Declaration of Degree Completion to make sure you are on the 2019 invitation list. The submission deadline is December 18, 2018!
      5. Scholarship, Beth Perry.
a. 2019 Spring Soirée - March 29 @ CU Cattle Complex (Save-the-Date) – the emphasis for this year’s event fundraising will be silent auction items (i.e. not soliciting sponsorships unless offered). The Soiree is almost 3 months away from now, and we do not want to wait till the last minute, so we ask that all senators work to chase down quality silent auction items, or at least seek out those that may be able to assist in this. Alex/Beth/Karon will keep track of what is received to the office.

B. University Committees
1. Staff Development Program, Dan Hofmann and Janeen Putman. Effective October 2018, the Office of Human Resources has partnered with the Staff Senate to develop, revise and manage the Staff Development Program. As a result, this program will be placed on hold for the 2019 – 2020 Staff Development year to allow for review and improvements to the program. Applications will not be accepted at this time for the 2019 – 2020 program year. Updates on the program changes will be communicated to University faculty and staff as they are available.
2. Parking Review Board – The board met on Nov. 28, 2018 two appeal cases were heard with a panel of 3 board members. One case was dismissed and the other case resulted in a reduced fine.

8. Special Order of the Day
A. Total Campus Marketing, Rebecca Atkinson (Attachment B) – Rebecca introduced herself including discussing her 13 years at the university, although she is still learning a new role that she just recently rolled into. Ms. Atkinson’s new position involves communicating, facilitating, and connecting the university with potential and/or current sponsors and donors. For further info on this great position and how it is vital to the university functioning financially, please see the attached presentation in Box.
B. Human Resources, Derek Ekaitis (Employee Assistance Program) – Derek discussed numerous EAP related services offered by Deer Oaks, including counseling for anxiety/depression/grief, elder/childcare referrals, taxi/uber/lyft reimbursements, free 30-min visit w/a legal attorney for guidance, and many more!

9. Announcements
A. Share Your Story – The Tigers ADVANCE team would like to hear about your experiences with gender equity and gender bias at Clemson University. We are primarily inviting personal accounts of experiences with faculty and staff that would help us better understand the organizational history, culture, and climate surrounding gender equity at Clemson. In addition to using this information to inform our program efforts, we may use your experiences to develop case studies for Tiger Advocates workshops. Your responses will be anonymous. If you feel uncomfortable describing your experiences in writing, you can contact Dr. Heidi Zinzow at hzinzow@clemson.edu to arrange an interview with a member of the Advocate Advisory Board (a tenured, woman professor and member of the ADVANCE initiative).

To tell us about your experiences, please use the following link: Share Your Story

10. Adjournment: There being no further business to discuss, the meeting adjourned.

Next Meeting: Tuesday, January 8, 2019, 10:30 a.m., Madren Conference Center
The Classified Staff Commission was originally established in 1992. It was revised in 2001 and again in 2002 and was renamed the Classified Staff Senate Endowment and then the Staff Senate Endowed Scholarship. As of September 17, 2018, the endowment balances were as follows: Corpus was $282,091, Appreciation was $154,532, and the Spending account was $135,827.

The purpose of this 2018 revision is to remove the restrictions that require 50% of the budget to be awarded as merit-based scholarships and 50% to be awarded as need-based scholarships. The endowment budget, governed through Clemson University Foundation policies and procedures, will provide scholarships to children of currently employed Clemson University staff members. When all criteria is even, preference will be given to students with financial need according to Financial Aid guidelines. The Clemson University Office of Scholarships shall make scholarship selections based on Clemson University policies and procedures. The scholarships are not automatically renewable and the students must reapply each year.

Subsequent gifts may be added to the fund. If at any time in the future these funds are no longer applicable for the purpose stated above, the parties agree that the distributions authorized herein may be made for the closest related purpose and giving full consideration to the donors’ wishes and intentions.

Anna Calhoun Clemson and Thomas Green Clemson believed that quality education could make a difference. An endowment is the foundation upon which Clemson University was built and will help Clemson continue to provide quality education in perpetuity.

Beth Perry
Scholarship Committee Representative
Staff Senate

Harrison F. Trammell
President & CEO
Clemson University Foundation

12/4/18
Date
POLICIES FOR ADMINISTERING ENDOWMENTS

Purpose: Endowment must be designated for the unrestricted use of the University, or for one of the University Colleges or Departments, or must be designated to benefit a University program or initiative.

Amount: Gift amount of the endowment must meet the minimum guidelines set by the Clemson University Foundation for establishing an endowment of its type.

Scholarship Procedures: Financial Aid (scholarships or grants-in-aid) will be awarded to students according to Clemson University procedures, under the direction of the University Scholarships and Awards Committee. The Office of Student Financial Aid is charged with the administrative responsibilities for the programs, in order to ensure that: a) The programs are awarded within legal guidelines, and b) The programs are administered under the current accounting system and guidelines.

Fellowship Procedures: Student selection will be made following Clemson University policies and procedures for awarding fellowships. The College or Department, based on the fund agreement, will recommend student recipients to the Office of Student Financial Aid and to the Graduate School. The Office of Student Financial Aid and the Graduate School are charged with administrative approval of the student recommendations and administration of the fellowships.

Faculty Support: Individuals selected to receive endowed faculty positions (chairs, lectureships, professorships, etc.) will be outstanding scholars and teachers according to rigorous nationally accepted standards. The procedures used to identify and fill such positions are approved by the Provost of Clemson University.

Funds will be disbursed to faculty recipients in accordance with mandatory Clemson University payroll procedures in place at the time of the disbursement, which will provide for appropriate deduction of payroll taxes.

Investment & Management: The Treasurer of the Clemson University Foundation, under the direction of the Clemson University Foundation Board, will maintain, manage, and invest the fund.
Distributions & Budget:

An endowment establishes a budget that incorporates the impact of a number of factors, including payments made to the fund (representing the corpus value), investment income, and distributions. There are two types of distributions made from the endowment:

1) The spending balance, or “payout” and
2) The administrative management fee.

1. Spending or “Payout”

A) When an endowment is fully funded, annual income, up to the maximum percentage set by the spending policy, may be disbursed each year for the purposes stated on the agreement. Under the current procedure for generating each year’s payout, the approved percentage (currently 4%) is applied to a rolling average of the sum of principal and income for the twelve quarters preceding the year in which the budget is calculated. Any income in excess of the spendable balance generated during the year is reinvested in order to preserve long-term purchasing power and to provide a hedge against erosion of the corpus due to inflation or adverse market conditions.

B) If special procedures are requested to administer the program budget, these will be outlined in a Memorandum of Understanding solely between the donor and the Clemson University College or Department administering the program.

2. Administrative Management Fee

An endowment is assessed an administrative management fee which is utilized in securing, raising, investing and administering endowment funds in accordance with policies and procedures of Clemson University Foundation in effect at the time. The fee, currently 1.25% annually, is reviewed and evaluated on a yearly basis.

Administrative:

This Agreement is subject to Clemson University Foundation policies and procedures. The Clemson University Foundation reserves the right to amend their policies and procedures. If at any time the President of Clemson University certifies to the President of the Clemson University Foundation that these funds are no longer needed for the original purpose distributions will be made for the closest related purpose then to be established by the Clemson University Foundation Board, giving due consideration to the original intent of the donor. Future revisions of this agreement will be subject to policies, procedures, and minimums in effect at the time of the revision.

CLEMSON UNIVERSITY FOUNDATION

Donor Signature: [Signature]

CUF or CU Signature: [Signature]
Total Campus Marketing (TCM)
Agenda

- Marketing, Sponsorship & Advertising
- CS&CM Contract and TCM Overview
- Actions to Date
- Potential Assets in Academic Affairs
- Process Overview
Marketing, Sponsorship & Advertising

- Sponsorship - Non-advertising/Gift; Advertising/Marketing
- Assets and Inventory
- Activations
- Stewardship
- Marketing Rights and Total Campus Marketing
Review of Contract

• ELT Approved TCM Initiative in 2015
• Full Award in March 2017 – effective June 16, 2017
• Clemson Sports & Campus Marketing (CS&CM) (JMI Sports) is rights holder for Clemson marketing/advertising rights
• Greenville ONE Center
Overview of TCM

- Clemson is a leader in this approach- leverage marketing rights across campus and athletics
- Identify mutually beneficial marketing opportunities
- Coordination of campus-wide assets
- Creates unique and meaningful engagement opportunities
- Minimizes de-valuing of campus assets
Actions to Date

• Examples of initiatives established so far:
  • Founders FCU - $2M+ over 7 yrs: Homecoming, Move In Week, Welcome Back Festival
  • Wells Fargo - $1.5M over 7 yrs: TigerOne Card, Family Weekend
  • Bank of America - $725K over 5 yrs: Affinity Credit Card
  • ScanSource, Grainger Nissan, Epoch, Lakeside Lodge, Tiger Laundry $170K FY18
TCM

- Advertising/Marketing sponsorship

Development/Corporate Relations

- Gift Sponsorship (non-advertising)
- Corporate Research Grants
- Research Gifts-In-Kind
Next Steps

- Educating staff and faculty on the purpose/process/opportunities
- Identifying division-specific stakeholders
- Identifying appropriate marketing, sponsorship, and advertising assets
Process Overview – 3 Main Steps

**ASSET PLAN / PROPOSAL DEVELOPMENT**
Identifying assets, creating packages, etc…
Much communication with stakeholders

**FORMAL PROPOSAL AND APPROVAL**
Clemson has final approval on anything CS&CM will offer sponsor

**EXECUTION / STEWARDSHIP / RESOURCE ALLOCATION**
Delivering on the marketing plan
Process Overview - Revenue

• Finance Division Manages Revenue to Support Clemson Forward Priorities

• Existing Revenue Producing Assets
  • WILL Receive Minimum of Currently Received Revenue Share

• New Assets = Growth and Revenue Shared Proportionately with Colleges or Areas Responsible for Assets
Contact

Rebecca Atkinson- rhowar2@clemson.edu
Director, Total Campus Marketing

Mike Nebesky- mnebesk@clemson.edu
Director of Procurement & Business Services
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Year</th>
<th>$$$ Amount</th>
<th>Special Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Golf Tournament</td>
<td>Spring 2004</td>
<td>$12,703.00</td>
<td>Staff Senate's annual golf tournament. Proceeds benefited the Staff Senate Scholarship fund via player registration, sponsorships, tournament</td>
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<td></td>
<td>Spring 2005</td>
<td>$13,159.00</td>
<td>goodies, and tournament optional add-ons (mulligans, tees, etc.)</td>
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<td></td>
<td>Spring 2006</td>
<td>$13,454.30</td>
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<td>Spring 2007</td>
<td>$13,090.32</td>
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<td>Spring 2008</td>
<td>$10,240.81</td>
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<td>Fall 2009</td>
<td>$7,458.82</td>
<td>Last tournament primarily due to internal sponsorship restrictions and Aramark contract for food and beverage service.</td>
</tr>
<tr>
<td>An Evening at Woodburn</td>
<td>08-Apr-11</td>
<td>$658.53 ($4,562.00 gross/$5,220.53 expenses)</td>
<td>Guided tours of the plantation, heavy hors d’oeuvres and live music. Tickets were $15 each during presale or $20 each at the door. Children</td>
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<td>six and under attended at no charge. While the ticket sales covered the cost of the event, prize poppers (balloons) are where we hoped to raise the</td>
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<td>most money for the scholarship fund. Guests had the opportunity to purchase a prize balloon containing at least their purchase price in goodties.</td>
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<td>If larger (more expensive) prizes were donated, we held a silent auction for those items.</td>
</tr>
<tr>
<td>Sprint for Success 5K</td>
<td>03-Nov-12</td>
<td>$3,644.40</td>
<td>Annual Staff Senate Sprint for Success 5K on campus held to raise funds for the Staff Senate Scholarship fund. Runner registration and sponsorship</td>
</tr>
<tr>
<td></td>
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<td>are the primary financial contributions toward the fund for this event.</td>
</tr>
<tr>
<td>Sprint for Success 5K</td>
<td>09-Nov-13</td>
<td>$4,052.75 ($8,516.00 gross/$4,463.25 expenses)</td>
<td>Annual Staff Senate Sprint for Success 5K on campus held to raise funds for the Staff Senate Scholarship fund. Runner registration and sponsorship</td>
</tr>
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<td></td>
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<td>are the primary financial contributions toward the fund for this event.</td>
</tr>
<tr>
<td>Zombie Run</td>
<td>30-Oct-14</td>
<td>$4,024.91 ($8,401.26 gross/$4,376.35 expenses)</td>
<td>Zombie Run 4k at Nettles Park for the scholarship fund. Funds raised came from ticket sales, extra life flag sales, and donations/sponsors.</td>
</tr>
<tr>
<td>Spring Soirée, SCBG</td>
<td>08-Apr-16</td>
<td>$7,566.50 net ($3,275.34 covered by internal partners)</td>
<td>Spring Soiree to benefit the Staff Senate Scholarship Fund, providing 12 $1,500 scholarships a year to the children of staff members. Drink tickets, donations, and ticket sales went toward funds raised. Ticket prices were: $15 adults, $10 students, $5 ages 11-18, and Free for children under 10</td>
</tr>
<tr>
<td>Spring Soirée, SCBG</td>
<td>05-May-17</td>
<td>$8,609.75 net ($3,300 covered by internal partners)</td>
<td>Moved the date to later in the spring for warmer weather and better natural lighting. Added $10 veteran ticket.</td>
</tr>
<tr>
<td>Spring Soirée, IPTAY Suite</td>
<td>18-May-18</td>
<td>$15,328.10 net ($10,500 covered by internal partners)</td>
<td>Increased adult ticket to $20 and moved the date to the week after graduation.</td>
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</tbody>
</table>