

**UW-Stevens Point Alumni Association
Board of Directors Meeting
January 29, 2000**

Present: Allen Barrows, Bruce Bay, Patrick Braatz, Judi Carlson, Penny Copps, Gordon Faust, Tom Girolamo, Catherine Huber, Ray Hutchinson, Jack LeDuc, Shannon Loecher, Dave Marie, Chet Polka, Scott Roeker, Scott Schultz, Bob Spoerl, Lynn Sprangers, Fred Stemmeler, Mary Wescott.

Staff: Brant Bergeron, Traci Rechlicz, Theresa Wessels.

Guests: Mel Bernay, Chancellor Tom George, Bruce Froehlke, Peg Zwicker.

WELCOME/INTRODUCTIONS

The meeting was called to order at 10:07 a.m. President Bruce Bay welcomed everyone and announced changes in the board since the last meeting. Patty Noel has joined as our newest member, and Wanda Bembenek and Mary Hermanson have completed their board service.

The minutes of the August 7, 1999 meeting were approved as published. (Faust, Braatz) Carried.

CHANCELLOR'S REPORT--TOM GEORGE

A replacement for Helen Godfrey, Assistant Chancellor for Student Affairs has been found. Dr. Bob Tomlinson is the new Assistant Chancellor for Student Affairs. He is from South Dakota, but not a stranger to UWSP, having served as a residence hall director in the 1970's. We have also made an important appointment in the UWSP Foundation since the last Board meeting. We have hired Melvin Bernay as director of Capital Giving. Mel has a strong background and over 20 years' experience in development. He has graduate degrees from the University of Maryland, UW-Madison, and Baltimore Hebrew College. Mel's position is instrumental to our advancement efforts. Our colleges are taking a more active role in advancement by hiring their own advancement officers. CNR and CPS have taken the lead in this by hiring Steve Menzel '78 and Deb Anstett '74. Steve played basketball here in the 1970's. Steve and Deb, along with those people we hire in the Colleges of Letters & Science and Fine Arts and Communication, will help our colleges benefit the most from our university's fundraising efforts.

There have been some recent achievements at UWSP. Charles Young won an award as Wisconsin Professor of the Year. Jianwei Wang's received the MacArthur grant of \$75,000. Bob Govett was named to the Governor's Council on Forestry. Our sports program remains extremely strong at UWSP as evidenced by our men's hockey teams being ranked as high as #2 in Division III this season and being tied for first place in its league. The basketball team is also very successful. The women's program is not doing as well but has provided a lot of excitement. Women's ice hockey is still on track for reaching varsity status in the upcoming academic year. A significant project that is underway is our campus budget initiative for 2001-3, entitled "The Central Wisconsin Idea."

Thank you for all that you are doing to help advance the mission of UWSP. Your gifts of time, talent and financial resources set the tone for our entire Alumni Association and are "living proof" that UWSP indeed "changes lives."

ADVANCEMENT REPORT—BRUCE FROEHLKE

Bruce introduced Mel Bernay, Director of Capital Giving, and Peg Zwicker, Director of Annual Giving.

ANNUAL GIVING REPORT – PEG ZWICKER

The goal of the 1999 Annual Fund Campaign was to raise \$180,000 in unrestricted support for UWSP. Why unrestricted? Because unrestricted funds are the most flexible, to use where the need or opportunity is the greatest. They help to fund key Advancement operations, including the printing of the Alumnus newspaper.

Peg explained how they contact alumni. The annual Phonathon reached 14,000 alumni who contributed over \$230,000. The phonathon ran 9 weeks this year and will be extended to 12 weeks next year. Direct mail reached 32,000 alumni bringing in an additional \$33,000 for the Annual Fund. The Foundation's Annual Giving Committee members volunteered to make personal phone calls, bringing in \$20,000. 1999 Annual Fund Campaign results: \$313,589.18. Total unrestricted gifts were \$205,000. Ellis Stone Construction and the Worth Company's \$25,000 Challenge Grant results equaled \$83,111.

Although the goals were met and surpassed, alumni participation in the Annual Fund has decreased. In 1998, 10.9% of alums participated and in 1999 only 8.5% did. Bob Spoerl asked about average alumni giving, and Peg Zwicker responded that the national average is about 20%. Bruce Bay suggested that we focus on *why* the alumni participation is down. Dave Marie suggested matching callers to alums by ethnic groups. Another match might be programs. Tom Girolamo asked if there has been research done on current students. Zwicker said that has been something they have been thinking about. Chancellor George led a focus group and found that students want to be involved but because of student debt and other circumstances find it difficult to contribute financially right after graduation. Two-thirds of students leave college with debts averaging \$14,000. The idea still exists that education is State supported, but UWSP receives only 38% of its revenue from the State now, compared to 60% in the past. Scott Roeker suggested it's important to keep in touch with students right after graduation. Maybe alums could participate on a graduated plan; for example, give \$5 first year, \$10 the second year and so on. A survey will be conducted next spring of alums who didn't repeat gifts on why they didn't give again. A senior class campaign is a possibility – it would help educate students about the importance of giving and the advantages of staying involved with the university. The Foundation created a new web site. It is an important tool for educating alums as to where their money is being spent. It is hopeful that in the future alums will be able to make a donation over the Internet with their credit card. Three individuals have pledged \$650 on the website this year. Bruce Froehlke added his gratitude to the alumni board for the \$20,000 they have contributed, as well as the ideas they share.

UNFINISHED BUSINESS:

TUITION RAFFLE REVENUE DISTRIBUTION

Suggestions for using proceeds from future tuition raffles are a wall clock or a display of alumni leadership and Distinguished Alumni recognition for the Alumni Room. Scott Schultz moved the Executive Committee make the selection of an item to purchase and bring it to the full board for approval. Funds in excess of the item will be used for scholarships, with any amount less than \$1,000 carried forward to the next year to add to a meaningful scholarship. Judi Carlson/Chet Polka seconded. Motion carried.

TUITION RAFFLE PROCESSING- PRIVATE FIRM?

If a private firm were to take over the printing, labeling, bagging and mailing of the tuition raffle, it would cost an additional \$300. Brant asked for board approval. It usually takes office workers and volunteers a week to get everything set to go. A motion was made to have a private firm process the mailing. (Braatz, Polka) Carried.

VISION STATEMENT REVIEW/PROGRESS REPORT

The updated vision statement was distributed and discussed.

NEW BUSINESS:

\$100 ANNUAL CONTRIBUTIONS – CONTINUATION- B. BAY

The \$100 that each member contributes does not go toward the Annual Fund. The Executive Committee recommended continuing the \$100 contribution. Motion to continue carried.

HOMECOMING 1999—B. BERGERON

Brant would like to continue all of the events that happened around campus 1999 Homecoming, with the academic areas continuing their receptions and adding additional ones. He thought everything went well, and there was a good turnout at the departments' individual gatherings. Jack LeDuc went to the Political Science reunion and felt it was exciting and fun, and it was nice to stay for a whole weekend. He suggested having an all-university function. It wouldn't have to be long, possibly in front of Old Main. Bay asked if next year there were 14 reunions would the Alumni Association be involved in all? Brant added that he will be looking at adding family activities for alums. Catherine Huber spoke about an International Programs reunion and was wondering if there is a consistent offering. We do not want to be the victims of our own success. Should there be a set financial commitment; time commitment? We need to find a balance between helping and hosting.

POINTER ALUMNUS—B. BERGERON

A copy of the Fall 1999 Pointer *Alumnus* was given to everyone. Brant asked anyone with suggestions or comments to let him know.

ALUMNI DIRECTORS REPORT--- B. BERGERON

Remodeling of the Alumni Room has been completed. Room naming is now being done differently. We won't need to submit any names. Rooms are going to be given a general name such as "Legacy Room" then filled with memorabilia. This allows for more people to be honored and recognized. A third party is looking at Nelson Hall for renovation for independent living. Jack Leduc asked if one could apply for a credit card right on the web page. Brant said that MBNA does all the marketing. Brant announced that this year will be the final year of the Terry Porter Golf outing, based on committee approval and Terry Porter's approval

EVENT REPORT—T. WESSELS

Events were highlighted. A complete event report was distributed.

OPEN FORUM

How can we best reach new alums, as well as those who have been out 5 or 10 years? Bruce Bay suggested forming a focus group of board members as well as several junior and senior students, to report to the full board at the 2001 winter meeting. Tom George endorsed the focus group plan. Bob Spoerl suggested keeping them in touch without asking financial commitment right away. For example, they could talk to classes about what to expect after graduation. They could have someone speak who has been out a year, someone that has been out 3 years, 5 years, etc., as a way of maintaining their involvement with the campus. The Communications Committee will take the lead in this effort.

Motion for adjournment. (Braatz, Spoerl). Motion carried.

Meeting adjourned at 12:25 by President Bruce Bay.

Respectfully submitted,
Traci Rechlicz