

**UW-Stevens Point Alumni Association
Board of Directors Meeting
July 28, 2001**

Present: Bob Spoerl, Patrick Braatz, Judi Carlson, Penny Copps, Pat Curry, Tom Girolamo, Catherine Carter Huber, Dave Kunze, Shannon Loecher, Diane Loeser, Dave Marie, Mary Ann Nigbor, Patty Noel, Pat Okray, Ray Oswald, Doris See, Mary Wescott.

Staff: Brant Bergeron, Carol Grasamkee, Theresa Wessels.

Guests: Tom George, Bruce Froehlke, Mary Schultz, Art Pejsa, Carol Lagerquist, Warren Lensmire

WELCOME/INTRODUCTIONS

The meeting was called to order at 1:20 p.m. President Bob Spoerl welcomed everyone and individual introductions were made.

The meeting minutes of February 3, 2001, were approved as published. Motion carried.

REPORT FROM CHANCELLOR GEORGE

An Economic Summit, driven by the UW System, recently took place in Milwaukee. The Chancellor devoted numerous hours in discussions with legislators. In the budget process, the University fared well. The Chancellor stated that the University is viewed as something which contributes to the economy and is also viewed as an investment in the economy. Very little progress was made initially with the Joint Finance Committee, which consisted of ½ Democrats, ½ Republicans, with closest representation in Marshfield, before being passed on to the Senate. Eventually, the Fine Arts Center funding was preserved, receiving \$26 million for renovations and funding with the stipulation that \$1 million would be raised by the University. The Central Wisconsin Idea (a program servicing UWSP, 2-year colleges and technical colleges) received upwards of \$2 million.

Construction has begun for the Wisconsin Learning Center, formerly known as the Business Education Training Center, with an anticipated November/December 2001 opening. An agreement was reached with StoraEnso, a business which bought out Consolidated Papers, in which the Center would manage the education development of 6,000 employees, most of them located in Central Wisconsin. The N.E.W. (New Economy Workforce) program is being developed at North Central Technical College in Wausau. One program being explored involves Liberty Mutual, formerly known as Wausau Insurance, to be used as a hub for Information Technology nationwide. Staff would be trained using 40% CIS knowledge, 30% Business/Accounting training and 30% Communication courses. Education will be offered to employees at all levels introducing a wide range of activities. The Chancellor added that this ties in well with the Central Wisconsin Idea.

The Chancellor mentioned that Nancy Bayne, previously the Interim Director of Affirmative Action now will serve as the Associate Vice Chancellor for Personnel and Budget, replacing Bob Beeken. Portia Hamlar has been named the new Director of Equity and Affirmative Action. Kit Werner, a former faculty member, will serve a 2-year appointment as Special Assistant to the Provost. Jennifer Blum, formerly of the Foundation office, accepted her position as Assistant Director of University Relations, effective July 1.

Chancellor George announced that we will be welcoming our best freshman class ever in the Fall of 2001. Thirty valedictorians have made deposits as of July 1; the average ACT score is 23 and the average freshman is in the top 25% of their high school class; 15% are in the top 10% of their high school class. The average GPA is over 3.4. Ninety-six percent of our new freshmen come from the top half of their high school class. As a result of high retention rates, primarily with our sophomore class, our residence halls are full-to-overflowing. The gap between men and women in terms of enrollment is closing, with women still dominating slightly. Our diversity freshmen, on average, come from the top 27% of their high school class with a 21 ACT. Sixteen percent of incoming diversity freshmen graduated in the top 10% of their class, while 46% were in the top 25% of their graduating high school class. A photo of Shawn Myszka, recently given the title of Mr. Wisconsin and a student who works in the Health Enhancement Center, was distributed. The Chancellor stated that UWSP has one of the strongest overall records in Division III Athletics, having finished 6th this year in the Sears Cub rankings, which is our highest finish ever, the best in the WIAC and this is the third time we finished in the top ten in four years. In May, the men's baseball team defeated UW-Oshkosh to win the WIAC tournament, while the women's softball team took WIAC honors by defeating UW-LaCrosse. Men's and women's indoor track and field teams each placed fourth in this year's NCAA Division III championships, which were all-time best finishes for each team, while our men's outdoor team finished third at the Division III championships in May. Our women's soccer team won the WIAC championship the 8th time in 9 years and reached the semifinal round of the NCAA Division III championship in November. This past year saw the addition of a new women's varsity sport, ice hockey. The women's team finished with a 13-13-1 record, which won for coach Jason Lesteberg the designation of NCHA coach of the year. Men's hockey finished with a 17-12 record, making it to the NCHA semifinal round against UW-Superior. Men's and women's basketball finished the seasons with winning records: 18-7 for the men and 20-6 for the women. In addition to outstanding performance in athletic competition, our athletes consistently score at or near the top of the conference in academic performance.

ADVANCEMENT REPORT – BRUCE FROEHLKE

Bruce shared his excitement for what our university has begun to accomplish under Chancellor George's leadership and cooperation. Bruce expressed his confidence in the ability of Brant Bergeron, Director of both Alumni and University Relations, and Jennifer Blum, Assistant Director of University Relations, to assume their new positions. *An opportunity exists for us to all work under the same strategic umbrella to achieve the same common objectives. Leadership is central. We are not an organization that depends on charismatic leadership. A leader has the ability to get people together. All in this room have a role to play.* Bruce stated 7 changes that are taking place: **(1) Development of a long-range comprehensive university plan to understand our goal.** Our goal will be to assume a leadership position using three themes to achieve this – student centered excellence, technology-enhanced learning and partnerships. **(2) Development of a campus-wide communication plan.** We all speak as spokespersons of the University – staff, Alumni and board members. The intent of the plan will be to give us a common script – we all would know what the key messages are, in a comfortable language. We would align perception with planning and know what we can accomplish as a community. **(3) Development of a case statement.** Foundation originally developed a case statement used to publicly describe our university. We receive both tax support and state support. The state covers 1/3 of the costs to run our organization. **(4) Re-examine capital giving strategies.** We will begin to encourage people to consider giving to the institution in their wills. **(5) Evolving annual giving strategy relates to what Board is doing.** There is a correlation to giving with alum that attend alumni events. The success of the advancement programs has contributed to the growth of alumni giving. Giving has grown from \$90,000 to \$260,000 in three years – a 300% growth. Unrestricted support is close to a plateau. We will continue to urge groups such as the Old Main Society to play a leadership role in annual giving. We will be careful to be clear that every gift is important. Bruce encouraged the Board to contact Peg Zwicker to volunteer with phone calls during the annual fund phoneathon scheduled for late October. **(6) A growing cooperation**

of the 4 colleges' of advancement officers and advancement offices in Old Main exists. Homecoming is an excellent example of the cooperation that exists between Alumni Relations and the colleges. (7) **The Advancement office will continue to work as one – Foundation, Alumni/University Relations, and Chancellor's Advancement offices.** Bruce questioned whether a communication committee should be formed; the different boards would work together within a master plan. The partnership between volunteers continues to grow stronger.

UNFINISHED BUSINESS:

BUDGET DISCUSSION/ACTION

The Alumni Relations office inherited the University Relations budget with the shift of responsibility. Money gained will be used for personnel, travel, supplies & equipment; a one-time amount because of Jerry Blanche's retirement, while a portion will be returned to UW System. The Foundation provides 100% printing support for the Alumnus. Seventy-five percent of our costs for alumni reunion events are recovered. We are in good shape financially. The amount of money transferred to the endowment is different each year depending on what our needs are to operate. Our tuition raffle budget had a net profit of \$9,000 down from 3-4 years ago, but still worth the effort. Sentry Insurance continues to provide \$2,000 annually in unrestricted giving to University Relations. Motion to approve the 2001-02 budget (Curry/See.) Motion carried.

RENEWAL OF TERMS OF DIRECTORS

Diane Loeser was presented with a plaque as her term ends January 2002, and she will not be renewing. Mary Schultz was presented with a plaque in honor of her late husband and board of director, Scott Schultz, who passed away in May. There are 4 board positions vacant; Brant suggested we have a target of 30 members. Geographically we need to look at representing Marshfield and the Fox Cities areas. Doris See suggested we review attendance at past chapter events for possible board member interest. A list of potential members will be distributed to board members. The Executive Committee will review the narrowed list; three year terms will be offered to the new members and the plan will be to have the members present at the February 2002 meeting.

TRAVEL PROGRAM

Sixty-seven Alumni and friends are scheduled to depart for the Association's first trip to Ireland on September 14, 2001. The chartered trip can accommodate 380 on its flight. Eight excursion trips are being offered. The Association provided embroidered carry-on bags for the travelers and will make arrangements for transportation between Stevens Point and Minneapolis. Bruce Hart, Noel Group has prepared the flier for the Southwest trip scheduled for May 4-12, 2001. The plan is to arrange for alumni travel in the fall and spring. A decision needs to be made before January 2002, whether Austria or Italy will be the destination for Fall 2002. A cruise is being planned for the Spring of 2003. Bob Spoerl commented that our reputation is on the line with the success or failure of this program. Diane Loeser added that in her experience with alumni travel, those that enjoyed one trip, were likely to travel again. Of the 67 traveling, all have an alumni connection. Dave Kunze questioned how we marketed our Ireland trip. We will continue to market to retirees, however of the 67 traveling, half are over 55 and half under age 55. The trip to Ireland was also promoted in the Pointer Alumnus and to the 18,000 alum receiving our chapter event mailings.

CHAPTER EVENTS

Bob encouraged the Board to attend at least one event in one of the nine regions throughout the state. The message is being sent to alums that attending the events is a painless experience and it is not a fundraiser event. The chapter committees are formed by volunteers who know what alums in their area will respond to best. Bob Spoerl and Pat Curry shared positive feedback about their experiences at chapter events. Brant added that we will continue to plan events in Minneapolis, Chicago, Florida, Arizona and other areas outside our established

chapters. Bruce questioned if it was necessary for the Chancellor or Bruce to be at an event to speak briefly. Brant stated that at each event a brief 15 minute program is presented where alumni are informed about the association, thanked for their support and receive give-away items. Dave Kunze suggested a written communication piece be distributed at the events. Diane Loeser stressed the important of building a base and then moving on to other locations. Brant added that a long list of events are recorded and locations will be rotated. Catherine Carter Huber suggested a chapter outreach program be developed and people identified that are interested. Pat Curry recommended that we not underestimate the power of one on one; the Wisconsin Rapids alum were excited to meet personally with the Chancellor. Bob questioned if faculty and local community were invited to events, and Brant answered that through advancement newsletters and the campus Sundial newsletter, events are promoted campus wide. Bruce thanked Brant, Theresa and Carol for their hard work and dedication to the Alumni Chapter program.

COMMITTEE APPOINTMENTS/MEETING FREQUENCY

The First Nighters Committee share the most responsibility as a committee. Mary Ann Nigbor also serves on the Campus Facilities Naming Committee and other board members also serve on other campus committees. Dave Marie commented that he has not been appointed to a committee. Brant added that committee service is not a requirement of a board member, but all were invited to join. Bob Spoerl recommended the Alumni Association Board of Directors continue with the schedule of 2 board meetings per year. Bruce Froehlke suggested that the communication plan could change our communication committee schedule.

NEW BUSINESS:

STUDENT ALUMNI ASSOCIATION

This association is being created to help spread the message of the Alumni Association and Foundation to students on campus and clear any misconceptions. Money received from a grant for a Student Leader program through the Student Employment office, will provide the funding for Nicole Nachreiner, a student involved with the Student Leader Program, to represent the Student Alumni Association. Nicole will be introduced to the board at the February meeting. The Student Government Association president is also invited to our board meetings. Bob suggested that when the students participating in the association are called on in the future, they will be more aware of what we're about and will attend events and be more willing to give. Alumni Association Board of Directors will be encouraged to attend Student Alumni Association activities. Some income earned from the student tuition raffle will be used to support the Student Alumni Association.

TUITION RAFFLE 2002 PROCEEDS

Traditionally, we have spent what was earned from the raffle, and have a small carryover to get started each year. Tickets are mailed to students in April and returned in June. Legally, we may only ask for a donation of 6/\$25.00 or the raffle is considered a state lottery if we charge for the tickets. There has been a trend of ticket sales and revenue dropping. Brant explained that the same group of people participating in the raffle, did so for all 4 years. The raffle peaked in 1998 and has leveled off. Families of incoming freshman and 1st year students are currently the group participating most actively. Although sales have leveled off, we have raised \$8,000 - \$10,000 per year. All agreed that if we earn as little as \$4,000 per year, it is well worth it due to the promotional value. The next 2-3 years will give us a good indication as to the success of the raffle. Brant was approached by Student Affairs and the Music Department to assist with the purchase of needed band equipment for the Pep band, which is not funded by other areas. Since the Pep band performs at most athletic events, Brant suggested that funds from the tuition raffle be used to help support this group.

SCOTT SCHULTZ MEMORIAL

Mary Schultz will be consulted as to the criteria used for a Scott Schultz scholarship. A report highlighting the memorial will be shared at the February meeting and any remaining dollars will be used to support community ideas for a Schultz memorial. Dave Marie suggested we take a cross cultural perspective when making our decision; Scott would want the scholarship to reflect on people of all color.

ALUMNI SURVEY RESULTS

The UWSP Alum responded favorably to a survey recently conducted by Kirby Throckmorton. Eighty percent would attend UWSP again if given the opportunity; overall UWSP received a 92% favorable rating. Brant will check with Kirby to see how UWSP compares with other universities in the system that have been surveyed to see how we compare to other schools.

ALUMNI DIRECTORS REPORT:

Brant reviewed the new organization chart reviewing the joining of Alumni Relations with University Relations and is excited to bring the two units together. Brant personally thanked Theresa Wessels and Carol Grasamkee for their help in making this a smooth transition.

HOMECOMING 2001 – ALUMNI GOLF OUTING

Nine academic events are planned for this year; a few are repeating from last year. Following 7 years of participation, the annual Terry Porter Golf Outing will no longer exist. Several alums have expressed an interest to continue with an annual golf event; not necessarily for fundraising, but as a social event. Angie Heuck, an alum and owner of Advantage Communications, has experience with planning such events and has offered to assist us with our golf outing scheduled for August 27th at SentryWorld.

MBNA CREDIT CARD PROGRAM

We are in the black on the balance sheet. Seven years ago we received a \$150,000 advance and due to quarterly profits made, we are only \$1,000 away from paying off our advance. From this point forward, we will be receiving quarterly royalty checks. The quarterly influx of revenue will be used for programming and endowment funds. We have found MBNA to be a good company to deal with; less aggressive in its marketing approach and good customer service is provided to its customers.

FORMER DIRECTORS ASSOCIATION

Pat Curry welcomed the former directors in attendance: Art Pejsa, Carol Lagerquist, and Warren Lensmire. Pat continues her efforts to contact former directors to serve on committees, attend Board of Director meetings, keep informed of alumni events, social activities and events on campus. Pat suggested former directors be given copies of agendas and meeting minutes. Pat asked for feedback from present directors regarding activities that former directors may be interested in participating.

EVENT CALENDAR/FEES

Theresa Wessels clarified a new registration policy for chapter events. Everyone, including all chapter steering committee members and those that are also board members, will be asked to register and pay the registration fees for chapter events. We have more than 100 chapter steering committee members, and this will greatly simplify the registration process and treat all volunteer hosts equally. We need to prepare nametags, keep an accurate count for refreshment orders and we like to recognize committee members during our remarks.

Board members will not be charged for other alumni events. Occasionally, there is some confusion because board members may receive 2 invitations, with only one marked complimentary. The reason for that is the member receives mail as part of a group code or regional mailing at the same time that a separate board mailing

is sent. We try to catch duplicates, but it is not always possible due to the large numbers and because some of the mailings are prepared off-campus.

Theresa announced that Bob See generously made a contribution in Doris' honor and from it, a beautiful historic bench was reburbished, with an engraved nameplate placed above it, and located outside of the Founders Room in Old Main. Ken Szymanski, campus upholstery, refurbished the boards from 2 benches and completed the iron work. Brant added that he felt the bench was a wonderful contribution and he thanked the Sees for allowing them to be recognized.

OPEN FORUM

Bob Spoerl shared a letter from Karen Engelhard, thanking the board for forming a scholarship in her name. Karen recently received a letter from Lauren Egan, first recipient of the Karen Engelhard scholarship. Diane Loeser expressed that she will miss serving the board in this capacity.

Chancellor Tom George is hosting a garden party at his residence immediately following today's meeting. All board members received invitations and were encouraged to attend.

The next board meeting will take place Saturday, February 16, 2002. The men's alumni basketball game is scheduled for Saturday evening.

Motion for adjournment. Motion carried.

Meeting adjourned at 4:05 p.m. by President Bob Spoerl.

Respectfully submitted,
Carol Grasamkee