

**UW-Stevens Point Alumni Association  
Board of Directors Meeting  
August 3, 2002**

**Present:** Bob Spoerl, Patrick Braatz, Penny Copps, Pat Curry, Tom Girolamo, Jack LeDuc, Ray Oswald, Chet Polka, Jeff Prickette, Doris See, Grant Winslow.

**Staff:** Brant Bergeron, Theresa Wessels.

**Guests:** Bruce Froehke, Chancellor Tom George, Jessica Gillis

**WELCOME/INTRODUCTIONS**

The meeting was called to order at 3:06 p.m. President Bob Spoerl welcomed everyone, and individual introductions were made.

The minutes of the 2/16/2002 meeting were approved as published. Tom Girolamo moved/Pat Curry seconded/carried.

**REPORT FROM CHANCELLOR GEORGE**

The UW System, which consists of 13 four-year campuses, 13 two-year campuses and Extension, receives just 8 percent of the state budget but had to absorb 23 percent of the reductions caused by the budget deficit. This puts increasing pressure on tuition. Out-of-state students are affected the most – currently they pay approximately 150 percent of the cost of their education, thus subsidizing in-state students. This will eventually hurt the system as we lose highly-qualified students from both other states and the international community. Corrections is taking an ever-greater percentage of the state budget – it costs less per year to educate a person than to incarcerate one. Wisconsin is \$900 below the national average in per student spending.

UWSP continues to move forward with the Central Wisconsin Initiative (the local version of the Wisconsin Idea), a number of new majors, the NEW coalition (New Economy Workforce) in Marathon County which offers certificate programs, and the Wisconsin Learning Center at the Portage County Business Council facility. We've welcomed Virginia Helm to UWSP as Provost/Vice Chancellor, replacing Bill Meyer who retired July 16. This fall's freshman class will be the best ever with an average ACT over 23 and a high school gpa of 3.5. We've received applications and deposits from 29 high school valedictorians to date. Currently women make up 58 % of the school enrollment, but that is changing. We continue to excel in athletics; and our athletes continue to excel academically. *US News & World Report* has ranked UWSP 4<sup>th</sup> in Tier 1 of public Midwestern schools – Eau Claire is 3<sup>rd</sup>, beating us by only one point. We have been sending institutional publications to the individuals who rank for *US News & World Report* to make them of the aware of the quality of our programs.

**BRUCE FROEHLKE**

Private support has never been greater for this campus than in the last two years. The average percentage of public comprehensive university alums who contribute to their university is 12 percent; UWSP is currently at 14 percent. The foundation is grateful for the leadership the Alumni Association Board gives in many ways – advocating for the university as well as financial contributions. One message we can convey to our legislators who are concerned with economic growth is that the primary tool for creating new wealth is knowledge. Jack LeDuc suggested members seek out ways to become more politically active. Ask questions of legislative candidates; ask that they rethink the ratio of money for corrections vs. education; when contributing to a legislator who places a priority on education, let him know that is why he's receiving your support.

## **OPEN FORUM**

New programming ideas were discussed. Penny Copps suggested forming young alumni groups and events designed specifically for recent grads. We expect our new Student Alumni Association will help make the transition from student to alum and keep recent alums involved with UWSP. Our first year was spent defining who we want to become as an association and how to get there. Grant Winslow described the commencement-day breakfast UW-Green Bay offers to graduates at which engraved keychains are given to those attending. We currently give each graduate a UWSP Alumni Association keychain, with SAA members distributing them at commencement. Jack LeDuc said the alumni message needs to come from students. He suggested submitting articles to the Pointer about networking successes individuals have had, stressing the importance of staying in touch through the alumni association. Tom Girolamo felt a mentoring program would be useful to graduating students seeking employment advice. Ray Oswald suggested getting testimonials from alums who have attended chapter events. An exchange table for business cards and informational materials at events might be helpful. Brant plans to invite recent high school graduates who have registered to attend UWSP to join alumni events in their regions. Penny would like to see the SAA involved in association events.

Ray Oswald assured Jessica Gillis the board will support the Student Alumni Association in whatever way they can.

## **UNFINISHED BUSINESS:**

### **2002-2003 BUDGETS**

Budgets for 2002-2003 were presented to the board. Several accounts show deficits which we expect to eliminate within the next two years. The deficits were incurred because of additional costs created when University Relations was absorbed into our office and when we started the chapter program before we had the income to support it. MBNA credit card royalties are now being paid quarterly, rather than subtracted from the up-front payment, so we now have the income stream. We had a profit of approximately \$10,000 from our tuition raffle project this year. Approximately will be used for 2001-2002 and 2002-2003 support for the SAA, but we will still have dollars left over for targeted projects. University Relations budgets were included because they are now administered from our office. We will be meeting with Virginia Helm about Academic Affairs taking over Assembly in future years.

### **STUDENT ALUMNI ASSOCIATION**

Jessica Gillis, 2002-2003 President of the Student Alumni Association, discussed the new organization. Members attended two conferences during the past year to gather information about what other organizations do. Our campus already offers many of the programs other student alumni associations sponsor on their campuses, so the challenge here is to see how they can fit in with what's already being done. Projects they accomplished in the past year were working at Open House, an event at a women's basketball game, a parking raffle, activities during Student Employment Appreciation Week, distributing information to Alumni Honors scholarship recipients, and helping select the student speaker for commencement. They plan a number of activities to get the word out about the association: participation in the Involvement Fair, putting flyers about the SAA in residence hall rooms for students moving in, and sponsoring their first big event – a tailgate party for the October 26 football game. They hope to work with local vendors to set up food stands for the tailgate. Their emphasis on new members will be *quality* rather than *quantity*. Additional ideas from the board were setting up mini-internships (2 or 3 days) with alums and matching a student with an alum for a business dinner. Some departments already do networking with their alums, and Dan Dieterich does an etiquette dinner with university personnel rather than alumni involved.

### **DIRECTOR TERM RENEWALS**

Eight directors have terms that expire in 2003: Bruce Bay, Shannon Loecher, Bob Piekenbrock, Chet Polka, Scott Roeker, Patty Noel, Lynn Sprangers, and Mary Wescott. Patrick Braatz moved all be invited to serve another three-year term/Penny Copps seconded/carried. Letters will be sent to each of them. David Kunze resigned this week for personal reasons. Bob and Brant will invite David to lunch to express their appreciation for his involvement and to present him with a board plaque. Two individuals to be invited to join the board

were selected by the executive committee – Cindy Polzin-Class of 2001 (Madison), and Scott Thomas-Class of 1988 (Jacksonville, FL). Ray Oswald moved to accept David's resignation and invite the two potential members to join our board/Tom Girolamo seconded; carried. Letters will be sent next week. We still need a representative from the Marshfield area but Brant is confident someone will come forward as chapter events happen. The Board was encouraged to send suggestions for new members. We need two members at large for the upcoming term.

### **TRAVEL PROGRAM UPDATE**

As of 8/2/02, thirty people have registered and paid their deposits for our November 4 – 12 trip to Italy. Of those, five were individuals who chose not to go to Ireland following 9/11, and they will be eligible for the \$450 voucher offered by the Alumni Association for a trip in 2002. Brant hopes to have 40 travelers before the registration deadline in September.

At our last meeting, the Board asked the executive committee to contact Global Holidays again for compensation for those who didn't travel to Ireland. Global came forward with a proposal to pay the association \$4,000 in exchange for two guaranteed trips through their organization. The executive committee denied the guaranteed trip proposal but persuaded Global to present the association with a check for \$4,000 for our program account. Global will continue to receive RFP's (Requests for Proposals) for future trips. For 2003 the association will sponsor two trips: France in June or July and a winter cruise. Both trips will be marketed jointly and will be promoted in the September 2002 and spring 2003 Alumnuses. A RFP will be sent out to travel operators.

### **CHAPTER PROGRAM UPDATE**

A list of this year's chapter events was distributed in the packets. The chapter program is growing; many participants who have attended events in the past have returned for repeat events. We continue to emphasize that these are not *fundraising* events but rather *fun-raising* events. The ultimate goal is to strengthen the chapter structure so local steering committee members can completely facilitate the gatherings. More than 100 alums have volunteered to serve on steering committees in their regions.

### **SCOTT SCHULTZ MEMORIAL GOLF OUTING**

As of 8/2/2002 we had 75 golfers registered and all 18 hole sponsorships sold. More than \$900 in cash contributions have been received. The proceeds, expected to be \$4,000 to \$5,000, will be split with the Community Foundation and used to fund scholarships.

### **NEW BUSINESS**

#### **TUITION RAFFLE**

A proposal from Nova Awards for a Distinguished Alumni display wall was presented. The total cost is \$8400, plus \$198 for the seal, plus shipping. The display has tiles for 20 years of growth. It was decided to use the proceeds from this year's tuition raffle, plus those expected for 2003, to finance the display. Patrick Braatz suggested having it ready to unveil at our next Distinguished Alumnus luncheon, using the event as a celebration to draw back distinguished alums from prior years. Approval from UCAPB is necessary before the project can begin, but that is not expected to be a problem.

#### **MEETING DATE SHIFT**

A proposal to change the meeting dates to April and fall was discussed, with one meeting the Friday afternoon before Homecoming (beginning in 2003) and the another on a Saturday in April. The new fall meeting date might draw directors to Stevens Point for Homecoming to participate in other events. The disadvantage is some will have to take time off work to attend. It is hoped an April meeting will avoid the bad weather threat we've faced each year in January or February. We'll schedule April and Homecoming Friday meetings for 2003 and determine how well it works before planning subsequent meeting times. The date of the April meeting will be decided within the next week.

## **DIRECTOR'S REPORT**

2002-2003 Goals and Objectives were distributed in the packet. Planning continues for Homecoming 2002; a schedule of events was also presented. The Communication Plan/Style Manual is ready to go to the Chancellor for approval. We've begun the 2003 directory project with Harris Publishing Company. This is a no-cost program to us by which we can provide a valuable service to alums, and we get all the updated information for our database. It has been proposed that the University Center be renamed for former Chancellor and Governor Lee S. Dreyfus; a dedication ceremony has been tentatively planned for April.

MBNA proposed a new awards program which would run concurrently with our current 5-year contract (three years remain on our 5-year contract). Individuals who select the new MBNA Reward Credit Card Account will receive points - 1 point for \$1 spent - toward mileage or merchandise from 40 to 60 vendors they've partnered with. MBNA predicts that twice as many people will sign up for the rewards card as would sign for a card with no rewards, so it is not expected to adversely affect our bottom line even though our royalty will be half as much. Their prediction is that it will actually improve our bottom line. The APR is the same as the current card. This program will be targeted at alums, not students. Tom Girolamo felt we need to keep up with what other cards are offering. Because attendance fell below quorum after break, Patrick Braatz moved to suspend the rules/Tom Girolamo seconded/carried by more than 2/3 of those members present. Patrick then moved to accept MBNA's proposal/ Grant Winslow seconded/carried. The contract will be signed and returned.

The selection process for the 2003 Distinguished Alumni Award has begun, and directors were asked to submit nominations. Those nominated are kept on a list of potential award recipients for a five-year period if not selected. The list is reviewed each year.

A listing of 2002 events for Alumni and University Relations as well as Student Alumni Association events was included in the meeting packet. Directors were encouraged to call or email the office for further information on any event.

Jack Leduc moved the meeting be adjourned; Pat Curry seconded; motion carried. The meeting adjourned at 6:15 p.m.

Respectfully submitted,  
Theresa M. Wessels

*Save the date: Spring Alumni Association Board Meeting ~ Saturday, April 12 .*