

**UW-Stevens Point Alumni Association
Board of Directors Meeting
February 16, 2002**

Present: Bob Spoerl, Al Barrows, Bruce Bay, Judi Carlson, Tom Girolamo, Greg Hayward, Catherine Carter Huber, Ray Hutchinson, Dave Kunze, Carol Lagerquist, Jack Leduc, Shannon Loecher, Dave Marie, Mary Ann Nigbor, Chet Polka, Jeff Prickette, Mary Wescott, Grant Winslow.

Staff: Brant Bergeron, Theresa Wessels.

Guests: Deb Anstett, Chancellor Tom George, Jessica Gillis, Aaron Koepke, Art Pejsa.

WELCOME/INTRODUCTIONS

The meeting was called to order at 1:17 p.m. President Bob Spoerl welcomed everyone, and individual introductions were made.

The minutes of the July 28, 2001 meeting were approved as published. Tom Girolamo moved/Bruce Bay seconded/carried.

REPORT FROM CHANCELLOR GEORGE

The grand opening of the Wisconsin Learning Center took place in January. Communication skills, leadership training, and computing are examples of courses that will be taught at the center. The Wisconsin Learning Center Showcase event will be held March 4 from 1:30 – 4:30 p.m. and will include short presentations introducing the programs offered. The WLC is a natural partnering of UWSP, Mid-State Technical College and the business community. Partnership is one of our ongoing themes. We're being identified more and more as *Central Wisconsin's* university rather than *Stevens Point's* university. We service the largest geographic area of any comprehensive university in the state.

The university will be affected because of the state budget deficit but not as badly as the local government sector. We will see a half-million dollar reduction in our operating budget, which we can accomplish by eliminating some classes which will lengthen the time needed to earn a degree. The Economic Stimulus package will be cut in half. The capital budget will not be touched, so the Fine Arts Center project will not be affected. K-12 is protected from budget cuts.

The New Economy Workforce is a new coalition designed to meet the area's technological need. UWSP is developing a major which pulls together three areas: information technology, communication and business and finance to meet businesses' needs for graduates who know computers but can also communicate well and understand business operations.

Provost and Vice Chancellor Bill Meyer has announced his retirement effective July 16, and a full national search for his replacement has begun. Assistant Chancellor for Student Affairs Bob Tomlinson and Natural Resources Professor Aga Razvi are co-chairs of the Search and Screen Committee. Bill's leaving will be a severe loss to UWSP.

In response to September 11, the university took a number of actions: a student rally in the Sundial on 9/11; a commemorative service on the Sundial on 9/14; a student-led vigil at Centerpoint Mall on 9/14; classes cancelled across campus on the afternoon of 9/14; all athletic events cancelled the weekend of 9/14-16; SGA-sponsored faculty forum on 9/18; a student vigil near resident halls on 9/18; an L&S Forum on campus on 9/21; Chancellor's interview with Neil Lewis, Major Sliwicki and Matt Filipiak; a response website located under

”Headlines” on the UWSP homepage; peace campers’ demonstration on Sundial during week of Sept. 30; and peace campers’ open forum in the UC on 10/8.

A theme we are pursuing this year is a focus on diversity. Betty Garcia Mathewson, coordinator of the Cornell Migrant Program’s School Diversity Project, was our Assembly speaker. Diversity was the theme of our 2002 teaching conference.

This has been the best fundraising year in the history of UWSP. Annual giving has tripled in the last three years; we received a Neale family gift of \$2 million, which is a charitable remainder trust that will result in a significant expansion of our ability to offer first-year scholarships; and John and Patty Noel stepped forward with a \$1 million gift to complete the funding for the Fine Arts Center project. The downside of the financial picture is there are no State dollars dedicated to run the Foundation, and its operations had to be tightened because of the downturn in the stock market.

We have a superb athletic program with one of the strongest overall records in Division III. In addition to outstanding performance in athletic competition, our athletes consistently score at or near the top of the conference in academic performance. Students first, athletes second!

Bob Spoerl commented that UWSP’s success comes from leadership, and he thanked Chancellor George and added that Bill Meyer has also been a university and community leader and effective communicator and will be difficult to replace.

OPEN FORUM – UWSP COMMUNICATION PLAN

The open forum was moved earlier in the agenda to ensure adequate time to discuss this important item. We need to get the image of the UWSP we know out to our alumni and friends. Drafts of the Visual Identity Standards Manual and the Communication Plan were distributed. The plans were formulated as a message strategy and a means of visually presenting the university. The goal of the Standards Manual is to have every type of communication portrayed in a consistent manner so it is easily identifiable as coming from UWSP. These documents have been shared across campus with everyone who has an interest in our message, as well as with our groups of volunteers. The goal is to start implementation in July 2002. We’ll ease into it as departments use up the printed materials they have on hand. Following and using the plans will be encouraged, not mandated. A web component will be included in the communication plan.

Mary Wescott added that the issue has been around since the early 80’s, when the UWSP logo was an issue. We’ll need guidelines for dealing with outside partnerships and organizations.

Brant confirmed that our licensing agency in Iowa will be responsible for monitoring vendors who produce UWSP merchandise. Mary Sipiorski from News Services works with the licensing company. Bob Spoerl said corporations deal with the same identification issues. The Chancellor responded that new signs were put on campus so our outside signage is good. Signage inside the buildings still needs work. We may do banners across the campus as part of a signage program.

Directors were requested to share any feedback they may have on the documents.

UNFINISHED BUSINESS:

Directors whose terms expire in 2003 were asked to consider serving another term. Our geographic distribution has improved with the addition of five new board members, but we still have a void in the Marshfield area we will try to fill. Two individuals from Marshfield who were invited to join the board declined. Four of the five of our new board members (Greg Hayward, Carol Lagerquist, Jeff Prickette, and Grant Winslow) were introduced and shared information about themselves. David Dudas was unable to attend. David went from UWSP to UW Law School and is currently a partner in a law firm in Appleton.

TRAVEL PROGRAM UPDATE

Thirty-four individuals who had paid for the September 14 travel program to Ireland chose not to go because of the September 11 terrorism, and reimbursement was denied them because they had not cancelled 60 days before the trip was scheduled to proceed. The Executive Committee has met a number of times to discuss what to do about compensation for the people who didn't go. A cash refund from the Alumni Association is out of the question because we do not have the finances to do so, and Global Holidays gave a \$200 voucher which must be redeemed by the end of this fiscal year on any Global Holidays trip. The Executive Committee recommended two courses of action for full board vote: 1) Send a letter to those who didn't go, stating that the Association is unable to do anything for reimbursement, or 2) We provide an additional voucher for travel on any UWSP Alumni Association trip for \$450 to be used in 2002, or \$325 if used in 2003.

Brant met with representatives of Marathon Travel and received valuable advice on how to deal with travel issues. This was our first travel program, and we learned a lot. Dan McGinnity offered to have his staff investigate any travel company we are considering for a travel program. There is no exclusivity within the travel industry – it's acceptable to deal with more than one company for travel programs. We are looking into doing a trip this fall to Italy and another in the spring with Marathon Travel. One of the mistakes we made this time was in marketing our Ireland trip, which was a "discount" trip, at the same time and in the same manner as the upscale trip to the Southwest. Those trips should have been marketed separately to different audiences.

Catherine Huber asked, from a business standpoint, how much we can afford to do. The actual cost for Option 2 is unknown because we don't know how many people would take advantage of it. A trip to Italy with a final cost of \$625 would be attractive, and many might do it. A voucher from us for \$450 would cost us over \$15,000 if all took advantage of it.

We may add \$100 to each trip we offer in the future to help cover costs. Many universities use trips as fundraisers.

David Kunze suggested a third alternative: Global would give each non-traveler a \$400 voucher for future travel or \$200 cash back or we would not do business with them again. If Global is unresponsive, another supplier might factor a \$200 reduction into one of their trips.

Jack Leduc moved that Option 2 be approved, with the Executive Committee doing as much as they can to ease the burden on nonparticipants. Catherine Carter seconded. Motion carried. (Catherine said she would be willing to help with negotiations.) If they do nothing more, we will not work with Global Holidays in the future. A trip to Ireland with a voucher reduction would be the more desirable voucher option because many of the program participants had a specific interest in Ireland.

David Kunze moved if we try to negotiate again with Global Holidays and nothing more is offered, we write them that we will not do business with their company again – and we will copy the President and the Director of Operations of Global as well as all the alumni directors of the public and private universities in Wisconsin. Jack Leduc seconded; motion carried.

Bob Spoerl added that the travel program is a valuable concept. For future trips, Tom Girolamo said we will make it very clear that there will be no refund if those who registered choose not to go after the 60-day deadline.

CHAPTER PROGRAM UPDATE

Our chapter program is off to a successful start. We've been emphasizing that these are not fundraising events but rather occasions for comradery and bringing together people of all ages. The lists of alums in their areas sent to planning committee members have been helpful in spreading the word. Our ultimate goal in the chapter program is to empower local volunteers so office staff doesn't have to be at every event. Dave Marie suggested chapters adopt a community cause for activities – shift the emphasis to giving in activities such as Coats for

Kids or Salvation Army. Brant said the plan is to first get people together socially and then work toward the group having an impact in the community.

SCOTT SCHULTZ MEMORIAL

Mary Schultz met with John Jury and Brant to discuss a Scott Schultz Golf Outing, which the Community Foundation has expressed an interest in co-sponsoring. An annual scholarship for an incoming freshman in the amount of \$1,000 will be awarded this fall, with funding from the Alumni Association operating account 4125. The criteria include being in the top 20 percent of their high school graduating class and demonstrated community and high school involvement and leadership.

NEW BUSINESS

TUITION RAFFLE

The Student Alumni Association will coordinate the 2002 tuition raffle. Brant proposed we allot a percentage of the proceeds from the raffle for the operation of the new association. The association will prepare a budget and bring it back to the board for approval. Tom Girolamo moved we continue the tuition raffle; Bruce Bay seconded; carried.

STUDENT ALUMNI ASSOCIATION REPORT – Jessica Gillis

The association is new and still discovering what it will be. Advisor Brant Bergeron and several members went to a conference at UW-La Crosse on November 16 and 17 to share ideas and learn from other student alumni associations. Jessica sees three goals for the association: 1) to offer activities for alumni and students to get together, 2) to provide information for students about what it means to be an alum, and 3) provide leadership opportunities for members.

SAA worked to have the first student commencement speaker at the ceremony in December and will be involved in selecting future student speakers. They sponsored, with Student Affairs, a giveaway of \$1,000 in tuition credits and 1500 minutes free long distance time at a UWSP women's basketball game. They've publicized the association on Student Message of the Day, in an article in the Pointer, and in flyers sent out with Alumni Honors scholarship letters, and they'll have an open meeting for prospective members. A conference is being held in April for student alumni associations, and several members of the UWSP association will attend to learn more. They're exploring a parking space raffle in the lot of the winner's choice and a tailgate before a home football game this fall. The major emphasis for this year is to plan activities and to recruit new members. There are currently no males in the group.

Bob Spoerl stressed this is an important program and deserves our support. Tom Girolamo added it will help those students who start here but graduate from another school identify themselves as alums of UWSP.

STUDENT GOVERNMENT ASSOCIATION REPORT – Aaron Koepke, President

Twenty representatives of the UWSP SGA attended the Economic Summit, forming the largest student group representation from any school in the state. SGA sponsored the first annual Landlord-Tenant Fair this year, with 100 students, Protective Services, Legal Services and Police and Fire Department representatives attending. Students learned what goes into signing a contract, and landlords were able to show their properties. Aaron's goal for SGA is more community outreach. Ron Zimmerman is helping plan a memorial in Schmeckle Reserve to those students who have died while they were UWSP students. We've lost six students already this academic year. The monument which will be comprised of three large boulders will be in place in mid April, with a dedication ceremony planned for May. \$30,000 has been allotted for the project. Names of the individual students will not be on the monument. SGA is conducting a statewide campaign to lobby legislators to pass legislation that will link tuition increases to financial aid increases. 2,000 postcards have been signed to be sent to our legislators. The SGA website is being revamped, and there will be a new multicultural website. They are working with United Council and other SGA's across the state to keep tuition increases moderate in the next budget.

DIRECTOR'S REPORT

New organization charts are included in the packets distributed for the meeting. Homecoming dates are: October 5, 2002, October 11, 2003, and October 2, 2004.. Harris Publishing Co. will produce our 2003 directory, with printing being done locally by Worzalla Publishing Company. We continue to receive royalty checks from MBNA for our credit card program. The proceeds will be applied to operation expenses.

Shawn McBride and Rick Gehring have been selected for the 2002 Distinguished Awards. Letters informing them about the awards have been sent. Mary Ann Nigbor was announced as the recipient of the Alumni Service Award for her ongoing, outstanding service to the Alumni Association and UWSP. Bob Worth was selected as the Hansen Award recipient and he will be notified with a letter from the Chancellor.

A listing of events taking place since the July 28 meeting as well as a current calendar of events were included in the meeting packet. A proposed budget will be prepared for the August meeting.

Jack Leduc moved the meeting be adjourned; Judi Carlson seconded; motion carried. The meeting adjourned at 4:10 p.m.

Respectfully submitted,
Theresa M. Wessels

Save the date: Fall Alumni Association Board Meeting ~ August 3.