

**UW-Stevens Point Alumni Association
Board of Directors Meeting
October 10, 2003**

Present: Bruce Bay, Judi Carlson, Penny Copps, Gordon Faust, Tom Girolamo, Shannon Loecher, Dave Marie, Mary Ann Nigbor, Patty Noel, Chet Polka, Cindy Polzin, Scott Roeker, Doris See, Bob Spoerl, Fred Stemmeler, Scott Thomas, Grant Winslow

Staff: Jennifer Blum, Sarah Otto, Terri Taylor, Steven Zywicki

Guests: Jessica Hahn, Interim Chancellor Virginia Helm, John Jokela, Tom Klismith, Steve Menzel, Dean Joan North, Dean Vic Phillips, Vice Chancellor Bob Tomlinson

Welcome/Introductions

The meeting was called to order at 3:10 pm. President Tom Girolamo welcomed everyone and extended a special welcome to Interim Chancellor Virginia Helm, Vice Chancellor Bob Tomlinson, and visiting alumni John Jokela and Tom Klismith.

Individual introductions were made.

The minutes of the April 12, 2003 meeting were approved. Doris See moved/Bruce Bay seconded/carried.

Report From Bob Tomlinson, Vice Chancellor for Student Affairs

Bob Tomlinson is now supervising all of the UWSP advancement offices. Those departments include Alumni and University Relations, the Foundation, and News Services.

Mr. Tomlinson spoke on the potential separation of Alumni Relations and University Relations. He suggested that University Relations functions might be more appropriately performed by the Conference and Reservations office. He believes that UWSP can build a more focused alumni program by limiting alumni office activity to alumni programming. This idea was suggested in an external review performed in March 2003 by the assistant chancellor for development at UW-Stout and the UW-Eau Claire Foundation president.

The board expressed a few concerns in regards to this potential split. Staffing is one of the major concerns. If the alumni program is to grow, the office will need to be staffed accordingly. The following question was asked: Will salary monies currently held by Alumni and University Relations remain with the Alumni unit, allowing the office to maintain their current staff? Jennifer Blum reported that the University Relations funds are strictly program funds; they total \$20,000. Currently, Alumni GPR funds also pay the entire salary of Terri Taylor, who is one-half time University Relations and one-half time Foundation. Jennifer asked that the board and Mr. Tomlinson keep in mind that

University Relations is not strictly an event planning unit. The UWSP Annual Report and UW System Regents Awards packets are currently produced by University Relations staff. The Board of Visitors is also coordinated through the Alumni and University Relations office.

The conversation then turned to Commencement. If a split would occur, Commencement would remain in the Alumni Relations office. This event is the first contact the Alumni office will have with new alumni and is a perfect opportunity to reach out to them on a consistent basis prior to graduation through commencement mailings, phone contact and the event itself.

After some discussion, the board decided to follow Bruce Bay's recommendation and create a subcommittee to evaluate the office, its programs, and structure to see if this possible split could be an advantage for both offices. Board members interested in participating in this committee were instructed to contact Jennifer Blum or Tom Girolamo.

Report from Virginia Helm, Interim Chancellor

Interim Chancellor Virginia Helm reported on the 2003-2005 state budget. The state of Wisconsin will increase overall spending by more than \$432 million in the next two years. Despite this increase, the UW System received a \$250 million cut in funding – the only area among the state's top five spending items to receive a decrease in 2003-2005. Spending areas that will receive budget increases include Public instruction, Health and Family Service, Shared Revenues, and Corrections.

The 2003-2005 state budget reduces funding for the UW System's operating budget by \$250 million, but allows the university system to offset \$150 million of the cuts through tuition increases. Despite the tuition increases, UW campuses must cut \$100 million from their budgets, the largest single cut in the 30-year history of the UW System. The UW System's budget cut equals 38% of the cuts in state spending, even though the UW System makes up less than 9% of the state government.

Helm also reported UWSP is continuing to experience an increase in enrollment. Full-time enrollment for fall of 2003 is 7,900 students. The 2003 freshman class consisted of 22 valedictorians with an average ACT score of 22.8. 14.6% of incoming freshman were in the top 10% of their high school class, 45.7% were in the top 25% of their high school class, and 95.8% of incoming freshman were in the top 50% of their high school class.

UW System administration is currently exploring implementation of a program titled "Return to Wisconsin" or "Legacy Scholarships". The program's intention is to reduce the tuition of non-resident students whose parents or grandparents attended a UW school. The reduction in tuition will be 25%. UW-LaCrosse, UW-Eau Claire, and UW-Oshkosh will pilot the program.

Foundation Report, Bob Spoerl

Bob Spoerl was elected to the Foundation Board of Directors in June of 2003. Bob reported that at their June 17 meeting, the Foundation board said farewell to Bruce Froehlke, the former Director of the Foundation. He also reported that the search continues for Bruce's replacement.

Open Forum – Young Alumni Program

Jennifer Blum led the discussion during the open forum. She reported that currently, the only contact we have with UWSP alums who graduated less than five years ago is through the Pointer Alumnus. Those individuals don't serve on the chapter steering committees and in general are not well represented at the alumni gatherings. Many times, the first contact UWSP has with these individuals is a phone call from the Foundation asking for a gift.

The advancement unit as a whole feels very strongly that we need to keep new alums connected to the university in some meaningful way immediately after graduation. Jennifer proposed that we do this through a Young Alumni Program. This program is in the development stage but has many potential offerings:

- Access to a UWSP e-mail account for a period exceeding six months, which is currently the end date
- Discounted home/auto/life insurance (Liberty Mutual sells plans that would offer a 15% discount to any UWSP alum. Sentry Insurance is developing a product and will let UWSP know when it is available.)
- Affordable short-term medical insurance (Grad Med, available through the American Insurance Administrators, provides short-term insurance – 30 days to six months – at an affordable price.)
- Loan consolidation program – through American Insurance Administrators or MBNA
- Free services through the UWSP Career Services office
- An e-mail newsletter or message board
- A young alumni chapter and chapter events
- Discounts to UWSP events
- Young Alumni Emerging Leader Award

The board's response was positive, but they want to continue to avoid dues for Alumni Association membership. Grant Winslow mentioned that the low involvement for young alums is understandable. These young people are trying to establish a career, a home, and themselves as adults.

The Alumni Office is going to continue developing the Young Alumni Program and will report on its advancements to the board at the spring board meeting.

Unfinished Business

Travel Program Update

Jennifer Blum reported that one person had signed up for the France trip, which was summarily cancelled by the travel company due to lack of interest. The travel committee had previously suggested planning a cruise in the winter of 2003 and a trip to London in the summer of 2004, but the board voted to approve a moratorium on the travel program for six-month period.

The board discussed the importance of a travel program (see handout) and felt the program should be reinstated. Mary Ann Nigbor moved/Judi Carlson seconded/carried. The travel committee will meet to discuss some possible travel destinations.

Board Meeting Schedule Changes

Tom Girolamo reported that in 2002, the Board of Directors implemented a test to determine if Alumni board meetings should be held twice per year in April and October, as opposed to the previous schedule in which meetings were scheduled in January/February and July/August.

After some discussion, the board determined that the new schedule is preferable, along with late afternoon meeting times. Scott Thomas moved/Gordon Faust seconded/carried.

The next meeting is scheduled for Saturday, April 24, which is also Open House weekend.

Scott Schultz Memorial Golf Outing

The Alumni Association has offered their assistance in the planning of the 3rd Annual Scott Schultz Golf Outing event in 2004. The reserved date is August 9 at Tree Acres in Plover, Wisconsin.

Jennifer Blum stated that the Alumni and University Relations staff will coordinate the event with the assistance of a very active committee. This committee worked independently in 2003 and recruited 94 golfers and raised net proceeds of \$6,000 to support the Scott Schultz Scholarship Fund, housed at the Community Foundation. This total does not include funds gifted to one of Scott's daughters, who is currently in her last year of college.

The UWSP Scott Schultz Scholarship Fund currently totals approximately \$4,000.

2003 Tuition Raffle Results

It was reported by Sarah Otto that the 2003 Tuition Raffle was another success even though the cash award of one semester tuition was eliminated due to rising prize costs (see attached handout). Sarah also reported one change in the Tuition Raffle that will take effect in 2003-2004: the Admissions office holds freshman orientation sessions, which are attended by all incoming freshman and at least one parent in June and July. In 2002-

2003, Alumni staff sold 85 tickets at the June 25 orientation session breakfast, the session during which the prizes were to be drawn. In 2003-2004, staff will sell tickets at all 18 orientation session breakfasts and delay selection of winners until the last session in July.

New Business

Student Alumni Association (SAA) Report

This organization has had some problems, its biggest being membership. SAA currently only has four members, two of whom will be graduating in December. In previous meetings, the board suggested the organization apply to be a Student Government Association (SGA) recognized club. Unfortunately, the organization has too few members to fill all the office positions, thus it cannot apply for SGA recognition.

This lack of involvement has created an added work load for Alumni and University Relations staff. They have been performing SAA tasks and developing/implementing the events. Jessica Hahn, SAA member, and Jennifer Blum asked the board for input as to what the future of the SAA might be.

Dave Marie suggested a change in the name of the organization. He felt that having both "student" and "alumni" in the same title was confusing. Another suggestion was to increase membership by pulling students from other student organizations. The idea is to have one student from each group be an ambassador and report back to its organization on SAA events and activities.

SAA will put these suggestions into effect and Jennifer Blum will report on the status of SAA at the next board meeting in April.

Post-Board Meeting Socials

Tom Girolamo suggested that post-board meeting socials might be a good way to connect with each other and the Alumni and University Relations staff. Socials will be held at local pubs or eateries and would be strictly voluntary. After the October 10 meeting, the board was invited to join a social hour held as a part of the First Nighters dinner theatre program.

Directors Report

President Tom Girolamo called on Jennifer Blum. Jennifer first gave an update on the MBNA program. She reported that the program continues to be lucrative. In the second quarter of 2003, the Alumni Association received \$14, 093. See handout for additional information.

The Alumni office also has a new diploma frame option. A color lithograph is available in three styles: diploma frame with Old Main lithograph (\$199), framed lithograph (\$149), and laminated color print (\$119). Each year, the Alumni Association will receive three free products (one for each of our student commencement speakers) and a 15% royalty on each product sold. These new frames will be promoted in the Alumnus, in commencement mailings to parents and graduates, and in the diploma mailing.

With the resignation of both Brant and Theresa, and in light of proposed cuts to the budget, staff and the executive committee had determined that certain programming efforts would be put on hold in 2002-2003. However, after surviving the budget crisis and allowing for the assimilation of new staff, programming efforts have been reinstated (see handout). The 50- and 51-year reunion will be held on June 11-12. A notice to this effect was published in the Alumnus fall issue.

See handout for budget update.

The Alumni Association and UWSP Extension are teaming up to create a new learning experience for alumni and their families. It is called "Return and Learn" and our goal is to provide adult learning opportunities, activities for "kids" of all ages, and an array of programs for fun and enrichment. Jennifer reported that this program is in the early stages of development. She encouraged all board members to visit the Alumni Association web site to complete a brief questionnaire.

Miscellaneous/Adjournment

Tom Girolamo reminded board members to pay their 2003 Alumni Association Board of Directors dues. Contact Sarah Otto if you have questions.

Sarah Otto reminded board members of their volunteer commitments to Homecoming.

Jennifer Blum invited the entire board and guests/spouses to refreshments in the LaFollette Lounge in connection with the First Nighters dinner/theatre group cocktail hour.

Doris See announced her resignation from the board effective January 1, 2004.

Doris See moved the meeting be adjourned/Bruce Bay seconded/carried. The meeting adjourned at 5:23 pm.

Respectfully submitted,
Sarah A. Otto

Save the date: Spring Alumni Association Board Meeting – Saturday, April 24