

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
22 April 2006
Legacy Room, Dreyfus University Center

Present: Patrick Braatz, Jeffrey Buhrandt, Jean Ann Day, Betty Jenkins, John Jokela, Thomas Klismith, Michael Kornmann, Carol Lagerquist (via phone), Shannon Loecher, Judith Miller, Mary Ann Nigbor, Cindy Polzin, Scott Thomas (via phone), Mary Wescott, Grant Winslow.

Staff: Katie Carlson, Laura Gehrman Rottier.

Guests: Chancellor Linda Bunnell, Todd Kuckkahn, Gina Neuville.

WELCOME & INTRODUCTIONS

The meeting was called to order at 1:45 pm. President Shannon Loecher welcomed everyone and asked for introductions as there were many new faces around the table. Loecher officially welcomed new board members in attendance (Jeffrey Buhrandt, Jean Ann Day, Betty Jenkins, Michael Kornmann & Judith Miller) with a "Point the Way" pin. New Board member Andrew Halverson was absent from the meeting, due to becoming a new father (of only 2 days!). Gehrman Rottier mentioned that a baby gift on behalf of the Alumni Association had been purchased. Loecher also officially welcomed Katie Carlson as the new Assistant Director of Alumni Affairs (she started in January 2006) and presented her with a gift.

APPROVAL OF OCTOBER MINUTES

The minutes of the October 7, 2005 meeting were approved as published. (Braatz, Buhrandt). Carried.

PRESENTATION OF 2015 VISION & DISCUSSION – Chancellor Linda Bunnell

President Loecher introduced Chancellor Linda Bunnell to the board members in attendance. Chancellor Bunnell presented her "2015 Vision for University of Wisconsin-Stevens Point". (An outline of her vision was included in the board packet.) After her presentation, Bunnell opened the floor for questions.

Jenkins complimented the Chancellor on her open letter to the paper regarding Cultural Fest. She also brought up the fact that Wisconsin Public Radio (WPR) broadcasts from Wausau, not from Point and expressed disappointment that this was the case. Bunnell responded that it was a disappointment, but responded that WPR will be broadcasting from Point for a week. She added that Trivia was featured on the WPR program 'Route 51'.

Wescott asked for clarification on a reasonable timeline of getting a nursing program off the ground here at UWSP. Bunnell responded that the school is currently working towards a Health Sciences major. Much of the infrastructure and academic classes are readily available (such as the sciences like biology and chemistry and other general coursework). The challenge will be in finding and hiring qualified nursing faculty. The hope is to use St. Michael's as a site for a clinical nursing lab. With support from Madison, and the necessary funding, Bunnell believes that we could start accepting students in as soon as two years.

Winslow asked if it will be necessary to grow the campus population with the addition of new programs. Bunnell started by stating that UWSP is land-locked, and space is at a premium already. Moreover, we are not looking to grow at this point. Any bigger and the campus will lose the sense of community we currently have. In contrast if we get any smaller, we will not be able to offer the diversity of programs that we do now. A statistic of concern is that, starting in 2008, the number of students graduating from high school will begin to decline. We need to look at selective growth and work together with the UW

Extensions and Technical Colleges in the area to allow students to move more easily from one to the other. Statistics have shown that students that start at Marshfield and Marathon and then transfer to graduate from Point have a higher graduation rate than regular freshmen coming in.

Braatz commented that he liked hearing about the prospect of a nursing program. He also was excited to hear of the agreements between UWSP and UW-Marathon and Marshfield.

Jokela asked how likely the creation of a nursing program is. Bunnell responded that they will face a "long, uphill battle". She believes that we need to involve the private sector to be successful. Jokela furthered asked if a new building will be needed with the addition of a program. Bunnell said it would not be as most training is done in the clinical environments.

Day introduced herself as a member of the Ho-Chunk nation and as a Director of Social Services. Day inquired about the potential for a creation of a Social Work major and offered her assistance in launching such a program as the need for social workers is great. Bunnell stated that we are currently in need of one additional full-time faculty member to begin entertaining thoughts of a major. Day continued by stating that Upward Bound was a program originally designed to bring natives to campus, but that there has been a decline in native students on campus. Day questioned the status of the Weekend College as this was what had brought her back to the university and encouraged her to go back to school as a non-traditional student. Bunnell responded that this has been discussed; however there is very little willingness on the part of our faculty. Day's final question was regarding the possibility of an agreement with the College of Menominee Nation, specifically their pre-nursing program. Bunnell stated that she is very interested in visiting the college to explore a relationship and asked Day if she would be willing to coordinate and act as host for the day. Day said yes, she would.

Miller asked for clarification on a point Day made regarding the Social Work program. She wondered if the program in question is a major or a MSW (Masters in Social Work). Bunnell answered that the program in question is the establishment of a major that would be available in conjunction with your baccalaureate degree.

Bunnell thanked everyone for their input on her presentation. She then asked Kornmann his opinion of the campus master plans put forth so far. Kornmann replied that they piqued his interest. He mentioned how he had recently been at UVA and that the green space (the Jeffersonian lawn) is very impressive. He would like to see attention paid to the green spaces here at UWSP.

CAPITAL CAMPAIGN UPDATE – Todd Kuckkahn

Kuckkahn gave an update on the upcoming capital campaign. He stated that they are still on target with the initial timeline; currently, they are in the middle of conducting the feasibility study. The campaign consultant (Terry Morrow) identified 120 people that he would like to interview; he hopes to interview 70-80 of these alumni and friends of the university over the next few weeks. The money from this capital campaign will go toward scholarships and faculty support or enhancements/endowments, however all and the order of all priorities have not been finalized. The interview phase will be wrapped up by May 12, with the findings reported to the Foundation Board on June 5. The feasibility study is testing for a \$25 million campaign.

UPDATES

FUTURE ALUMNI ASSOCIATION – Gina Neuville

Neuville said that the FAA has had a busy and successful year so far. They have approximately 30 members of which 12 are very active. They recently changed the FAA organizational governance from a single president to an executive committee composed of a president and vice presidents for education, membership, public relations and marketing. This year, they had lots of new and returning events: a sophomore/junior ice cream social, highway clean-ups, Trivia kick-off, and Senior Breakfast. In addition, the FAA assisted and will continue to assist in the running the Connecting with the Chancellor events, First Nighters, and 'Welcome to our City' events.

Winslow commented that, another time, the Alumni Board of Directors eat upstairs at DeBot and invite the FAA members to join the board. (This was in response to the board lunch at DeBot earlier in the day.)

STUDENT GOVERNMENT ASSOCIATION – Laura Gehrman Rottier (for Melissa Cichantek)

Gehrman Rottier presented a written report from Cichantek on SGA. **Cichantek's report is enclosed.**

TUITION RAFFLE – Laura Gehrman Rottier

Gehrman Rottier presented the Tuition Raffle Agreement (included in the board packet). She asked for any questions or comments on the formalization of the agreement between Career Services & the Alumni Association. Thomas questioned the amount of the split; he wondered if it had been voted on last year (it was) and if the scholarship is named for the Alumni Association (it is). Loecher asked for a motion to endorse the agreement. (Braatz/Winslow). Carried. Loecher signed the agreement.

EVENTS CALENDAR – Laura Gehrman Rottier

Gehrman Rottier handed out a Calendar of Events (June 2006-February 2007) and reviewed all events for the remainder of the year and the beginning of next. **Events Calendar is enclosed.**

COMMITTEE UPDATES

EXECUTIVE – Shannon Loecher

Loecher stated that the Alumni Association will continue using the Chancellor's theme of 'Connecting' as motivation for generating new ideas and projects for the Board. She then asked for committee assignments for new board members. Jenkins and Miller will serve on *Communications*. Day will serve on *Nominating*. **Currently unassigned are Bacher, Bay, and Prickette.**

Loecher introduced the idea to dissolve the Homecoming committee and create an Events committee. She noted that Winslow and Noel were initially interested in the Homecoming committee, and could potentially serve on a future Events Committee. Loecher asked for a motion to dissolve the Homecoming Committee and to, at the same time, create an Events Committee. (Winslow, Kornmann) Carried.

Loecher entertained discussion on the scheduling of future meetings. Winslow offered that the Friday meeting works well during Homecoming weekend. Loecher stated that, because of the low attendance at this meeting, a survey will be sent to all the board members (via email) by the end of the week. She asked all members to respond.

PROGRAM SUPPORT – John Jokela & Laura Gehrman Rottier

Jokela sent around a copy of the US Bank/UWSP credit card direct mail piece. As Jokela is a new member of the committee, Gehrman Rottier gave a committee update. She related that they are in the final stages of contract negotiations with M&I Nelnet to become the loan consolidation affinity partner. **(Note: As of May 11, we have a signed contract with M&I Nelnet that will garner the Alumni Association \$15,000 per year for the term of 3 years. These funds will be used, in part, to fund The Connecting Point, UWSP's online community.)**

Regarding the travel program, the trip to Austria departs on April 29. UWSP has 17 alumni signed up and Gehrman Rottier is traveling as the UWSP representative. She will be hosting a welcome reception on the first night and all UW-System school alumni are invited. The fall trip to Italy runs from

September 14-22; the informational meeting was April 18 in Old Main. Gehrman Rottier added that the Program Support committee will meet via e-mail to determine which trips the Alumni Association will promote next year. **A listing of possible trips is enclosed.**

Gehrman Rottier reported that the online directory, *The Connecting Point*, was launched on February 27. So far, nearly 800 alumni have registered to update their information, submit a class note or picture, register for an event or sign up for permanent e-mail.

Lastly, Gehrman Rottier gave an update on the *Welcome to our City* events. She related that several chapter and board hosted events are planned for the summer and early fall. The goal of these events is to connect alumni already in a particular community with alumni (specifically new graduates) that are new to the area.

COMMUNICATIONS – Mary Wescott

Wescott informed the board of the adoption of criteria for sponsorship monies and the implementation of a formal application process.

Wescott stated there has been an on-going discussion on what direction to go with the *Alumnus*; specifically whether or not UWSP should keep the format as is (a newspaper sent twice a year) or change to magazine format. Given that the mission of the *Alumnus* is to maintain a vital connection between alumni and their alma mater, the possibility of surveying alumni in the Spring 2007 *Alumnus* to gain insight for the future was discussed. Each issue of the *Alumnus* currently costs approximately \$16K to produce and mail, costing the Alumni Association around \$32K annually. Dave Marie (present at the committee meeting, but not at the board meeting due to Cultural Festival conflict) questioned whether or not it might be appropriate to utilize the *Alumnus* as a recruitment tool in local high schools. Wescott also wondered if the *Alumnus* should be sent to parents of current students. There was no decision made about this but the Alumni Office will investigate further.

Wescott reminded the board that all communication should include a solicitation of email addresses. The new alumni website was also explored by the committee. The survey's language and accompanying incentives will be discussed in the upcoming conference call. **(Note: The committee chair has been asked to send Gehrman Rottier a few possible dates and times for a call.)**

Loecher added that she is issuing a challenge to the board. Each board member is challenged to use *The Connecting Point* to connect with as many people as you can. Whoever connects with the most people wins the opportunity to write a short piece about the experience for inclusion in the next *Alumnus*.

AWARDS & RECOGNITION – Shannon Loecher

Loecher announced that **Andrew Naumann, '92** has been named the 2006 Distinguished Alumnus. A summary of Andrew's accomplishments was distributed to the board. **(Summary enclosed.)** Loecher reported that the new evaluation process used to select the Distinguished Alumnus was very helpful. She stated that Carlson had brought back ideas from other UW-System schools that we are looking to emulate. A suggestion was made to get the DA Call for Nominations out to all of the individual colleges (through the advancement teams) for inclusion in their newsletters. Thomas expressed concern that we continue to solicit nominations through other avenues to avoid attracting only 'academic' alumni. Loecher stated they didn't have enough people to complete committee business so they will need a conference call to follow up. **(Note: This conference call will take place in late May/early June.)**

The committee has decided that the Young Alumni Award be tabled until the Distinguished Alumnus program better established. Carlson announced that the 2006 Alumni Service Award winner is **Brant Bergeron, '85**. Kuckkahn added that the William C. Hansen Distinguished Service Award (given out by the UWSP Board of Visitors) is being given to **Roy Menzel**. Naumann, Bergeron and Menzel will be honored at the Spring Awards Luncheon on May 20, 2006. All board members are invited.

NOMINATING – Grant Winslow

Winslow gave an overview of the demographics of the board. (Summary enclosed.) There is a cap of 36 people for the Alumni Association Board of Directors. Winslow reviewed the nomination and approval cycle. In the spring, a candidate would be nominated and voted on. In the fall, they would be invited as guests at the board meeting, and in the following spring they would attend their first meeting as a voting member. Winslow asked Gehrman Rottier to put together a 'Board Orientation' for new board members.

Gehrman Rottier stated that a Board member expectation sheet had gone out to the most recent new Board members and that she would revise this sheet and set up a time to speak with each new nominee from this point on. Braatz reviewed the application process. He feels it is necessary to give the meeting schedule and to outline the expectations we have of board members.

The slate of new candidate to be voted on were presented:

David Bruha ('82)

Tamara J. (Butts) Moore ('92)

Melissa Harden ('87)

Joanne (LaCount) Loeffler ('88).

A motion was made to accept the recommendation of the committee and nominate all four prospects. (Braatz/Buhrandt) Motion carried.

Gehrman Rottier will send congratulatory letters, by-laws, and orientation materials to the four new members and invite them to the fall Board meeting as guests. She will also schedule one on one time with each new member prior to the fall meeting either face to face or via a phone call.

Braatz stated that it would be helpful to send letters to all board members whose terms are expiring by August to ask if they want to extend their term. Gehrman Rottier has added this to her calendar.

Winslow stated that the nomination pool is now empty. A suggestion was made to search for new directors through the website and in the *Alumnus* and to look for ethnic and/or international representation.

Gehrman Rottier will contact Ron Strege. (*Note: Gehrman Rottier met with Strege. Gehrman Rottier will provide Strege with a list of alumni and Strege will make recommendations.*)

FIRST NIGHTERS – Laura Gehrman Rottier (for Mary Ann Nigbor)

Membership stood at 162 for the 2005-2006 season. Plays included *Breif Encounters, The Fantastiks, Crazy for You, Aida, Wings and Danstage 2006*. This was also the year that the Noel Fine Arts Center (NFAC) was opened and the Studio Theater premiered. For next year, we are working with the College of Fine Arts & Communication to recruit more people for First Nighters through their season ticket mailing (which reaches approximately 6,000 alumni & friends). Next season, due to the Dreyfus University Center Construction, all dinners will be held in NFAC Courtyard. The preliminary shows for next year are *Anton in Show Business, Pirates of Penzance, Afterimages, Romeo and Juliet, Songs for a New World and Danstage 2007*. First Nighters is looking for increased committee membership. If you are interested in joining, please let Gehrman Rottier know.

HOMECOMING – Laura Gehrman Rottier

This year's theme is "Hollywood Gets an Education". Loecher passed out the 2006 Homecoming schedule. (Schedule enclosed.) Gehrman Rottier reviewed the weekend's planned events and potential volunteer opportunities. A sign-up for volunteer opportunities at Homecoming will be included in the fall board packet.

OLD BUSINESS

VOLUNTEER OPPORTUNITIES – Shannon Loecher

Loecher reviewed volunteer opportunities for tomorrow's UWSP Open House. She reported that the FAA students may be carrying a banner in the July 4th Parade to promote Homecoming and asked anyone interested in helping out to contact Gehrman Rottier. In addition, there will be opportunities to volunteer for the Etiquette Dinner next year; both Tom Klismith and Tom Girolamo participated in this event this past winter. Finally, FAA will be doing Highway Clean-up on June 21.

CHANCELLOR EVENTS – Laura Gehrman Rottier

Gehrman Rottier reviewed the 'Connecting with the Chancellor' series of events. There were six originally scheduled, but due to the Chancellor's injury, several had to be rescheduled and two were cancelled. The final event is scheduled for June 7 in Milwaukee. She asked all board members to attend if possible.

UW-SYSTEM ALUMNI COUNCIL UPDATE – Laura Gehrman Rottier

Gehrman Rottier discussed the UW-System Alumni Council's last meeting and their plans for the next few months. The Council, comprised of all UW-System Alumni Directors, last met in January and made plans to develop a legislative reception surrounding Spirit Day and *Posters in the Rotunda* in Madison on April 25. (*Note: The reception took place on the evening of April 25. Approximately 125 attendees from the entire UW-System attended; the Council considers it a good start to build upon. Plans are already being made for next year with the focus shifting to getting more alumni into the Capitol to meet with the legislature.*)

The third annual UW-System Reunion Brewer game and tailgate will be held June 17. Details are being finalized and a mailer will be sent out within the next few weeks.

Other possible collaborative events discussed included: a Washington D.C. area reunion; an Arizona reunion; and a Florida reunion. The Council also shared best practices regarding affinity partners such as credit cards and loan consolidation.

NEW BUSINESS

Review of standing committees:

Dissolution of the Homecoming committee and the creation of the Events committee occurred earlier in the meeting.

No other new business.

ADMINISTRATIVE BUSINESS

Gehrman Rottier inquired as to which board members had permanent name tags (only Loecher & Braatz did but they were two different styles). She will order magnetic name tags for the entire board. The suggested look is NAME, ALUMNI ASSOCIATION with UWSP Seal. She will order them with either purple writing on a white background or yellow writing on a purple background. In addition, she will be arranging for a permanent parking pass for all board members.

Motion for adjournment. (Braatz, Miller). Motion carried. Meeting adjourned at 4:31pm by President Loecher.

Respectfully submitted,
Katie Carlson
11 May 2006