

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
21 October 2006
Central Wisconsin Environmental Station (CWES)**

Present: Shannon Loecher, Mary Ann Nigbor, Jean Ann Day, Scott Thomas, Pat Curry, Jenny Baeseman, Allen Barrows, Ray Oswald, Gordon Faust, Tom Girolamo, Grant Winslow, Mary Wescott, Tom Klismith, Joanne Loeffler, David Bruha, Tamara Moore, Melissa Hardin, Andrew Halverson, John Jokela, Mike Kornmann
62.5% Participation

Staff: Terri Taylor, Laura Gehrman Rottier, Katie Carlson.

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

WELCOME & INTRODUCTIONS

The meeting was called to order at 1:02 pm. President Loecher welcomed everyone and asked for introductions as there were many new faces around the table. Loecher officially welcomed new board members in attendance (Joanne Loeffler, David Bruha, Melissa Hardin, and Tamara Moore) with a "Point the Way" pin. Loecher commented on the work plan as an outline of committees and their goals and objectives. She commented that we are looking for help on the First Nighters, Events, and Program Support Committees.

SGA UPDATE – Ross Cohen

Cohen, SGA president, updated the Board on the current and future efforts of SGA for this Academic Year. Environmental issues are at the forefront, especially given Governor Doyle's charge to move UWSP off the energy grid in five years. UWSP is already purchasing 10% of its energy from green sources. SGA registered over 1500 student voters prior to the cutoff last Wednesday. The campus is still divided into five voting districts. A Career Fair was held this fall to help students learn more about potential career fields – many of the departments attended to help educate students. Efforts are also being made to have an off campus housing fair so students can meet the landlords in town. SGA is also working on education about breast cancer during October, breast cancer awareness month. The question of how many alumni BOD members are past SGA members was asked; 12 were present. Kuckkahn mentioned the Clean Campus Campaign that the Public Relations Student Society of America (PRSSA) has implemented on campus. This campaign will complement the efforts of SGA in encouraging people to keep UWSP clean. Progress on the Dreyfus UC was discussed and Ross reported that they are in good shape. Demolition is almost complete and reconstruction will begin soon, ahead of schedule. The new Dreyfus UC will house many food service options, a theatre, and a flexible space Laird Room that can be divided into three sections.

APPROVAL OF APRIL MINUTES

The minutes of the April 22, 2006 meeting were approved as published. (Wescott, Curry). Carried.

POTENTIAL CONSTITUTION AMENDMENTS – Shannon Loecher, president

President Loecher passed around a proposed constitution with minor changes to text. It was explained that the proposed changes were not to make substantive changes to the Constitution but rather to bring the Constitution in line with what is actually happening. Changes proposed were as follows:

Article IV: Fiscal Affairs

Read: Contributions to support Association programs and activities shall be encouraged and accepted. This shall include contributions to the General Scholarship Fund/Alumni Honors Scholarships. Management of such funds shall be the responsibility of the Director of Alumni Relations.

Now Reads: Contributions to support Association programs and activities shall be encouraged and accepted. This shall include contributions to the General Scholarship Fund/Alumni Honors Scholarships and the Alumni Endowment. Management of such accounts shall be the responsibility of the Director of Alumni Affairs. The Alumni Honors Scholarships are given to Incoming Freshman with the option of renewal on a case by case basis. Oversight of Incoming Freshman Scholarships resides with Career Services. The Alumni Office will work with Career Services to obtain a list of all Alumni Honors Scholarship recipients to keep the Alumni Board informed. This Constitution shall automatically update to reflect any changes regarding where Incoming Freshman scholarships are maintained.

Article V, section 1:

Read: The government and management of the Association shall be vested in an advisory Board of Directors of any workable number more than 12 members.

Now Reads: The government and management of the Association shall be vested in an advisory Board of Directors of any workable number of more than 12 members but not exceeding 36.

Article V, section 6:

Read: The Director of Alumni Relations, appointed by the University, shall be an ex-officio member of the board.

Now Reads: The Director of Alumni Affairs, appointed by the University, shall be an ex-officio member of the board.

Article VI, section 6:

Read: The Executive Committee shall consist of the President, President-Elect, Vice President, Immediate Past President, two Members-at-Large, and the Director of Alumni Relations. The Director of Alumni Relations shall be empowered to conduct business of the organization.

Now Reads: The Executive Committee shall consist of the President, President-Elect, Vice President, Immediate Past President, two Members-at-Large, and the Director of Alumni Affairs. The Director of Alumni Affairs shall be empowered to conduct business of the organization.

President Loecher asked the Board members to think these changes through over the course of the next few hours so the Board could vote on this item in the second session.

A question was asked regarding the split of the Alumni Honors Scholarship and Tuition Raffle. It was explained that the separate document passed by the Board last year and signed by Loecher still stands but it is not necessary to add this verbage to the Constitution. As outlined by the standing document; the Tuition Raffle proceeds split will be 75% Career Services and 25% Alumni Affairs through the summer of 2007. Thereafter the split will be 50% Career Services, 50% Alumni Affairs.

OLD BUSINESS

Loecher reported that volunteer turnout has been somewhat low this year for Homecoming, especially for Partners. Loecher asked that if you are interested in volunteering for Partners to see Katie Carlson when she arrives.

Loecher asked for other Old Business; none was raised.

CAPITAL CAMPAIGN UPDATE – Todd Kuckkahn

Kuckkahn reported that the feasibility study has been completed and areas in which UWSP will be ramping up have been identified. Alumni and Donor Relations is one of those areas. The consulting firm interviewed about 100 alumni and friends; 55 were fact to face, 10-15 were via the phone and about 30 were via e-mail. The current mantra is: "We've got work to do, and we're moving ahead." The Capital Campaign Steering Committee met recently and was happy to hear the Alumni Association's report of activities over the past four months. We are headed in the right direction as we begin the quiet phase of the Capital Campaign. Our goal may be \$25 million, but the goal is less important than the focus and the process of the campaign. Priorities for this campaign will focus on scholarships, faculty enhancements, minor capital improvements (in conjunction with the campus master plan) and regional partnerships. The campus master plan is an initiative that has not been undertaken since 1969. UWSP's new campus

master plan will be completed next fall and the bulk of the master plan will happen in the next capital campaign.

The UWSP Foundation just received an unqualified opinion in the audit. This opinion means that the auditors believe the Foundation's financial statements fairly represent the financial position of the Foundation and that the Foundation conforms to the generally accepted accounting principals. (GAAP)

Loecher inquired about the Governor's recent visit to campus and Kuckkahn responded that there was a terrific turnout – UWSP had the biggest audience of all four campuses Governor Doyle visited. It was at this visit that the Governor announced that UWSP would be one of four colleges to go off the energy grid in five years. While there was no financial support indicated, the Governor stressed looking to our students and faculty to find creative ways to move towards energy independence. The other three campuses given this charge are UW-Green Bay, UW-Oshkosh, and UW-River Falls.

ALUMNI DIRECTOR UPDATE PART 1

Gehrman Rottier noted that a calendar of upcoming events was distributed with the agenda at each Director's seat. As a review; from June 1 – September 15 the Alumni Office held over 20 events and reached over 350 alumni and friends. Events were held in cities such as Chicago, Milwaukee, Madison, Wausau, Wisconsin Rapids, Green Bay, Superior and Appleton. Plans for next year are outlined on the event calendar (enclosed). As a highlight, we are very excited to be planning an event in New York called "The Point is..." in collaboration with the ToyBox Theatre, an alumni-run theatre in New York. They are also working with the Rubicon Theatre in Chicago. Founding members of the ToyBox include Mike Holmes, Jon Barsness, and Mandi Pouliot. The event is Friday, February 23.

CHANCELLOR'S UPDATE – CHANCELLOR LINDA BUNNELL

Chancellor Bunnell began her update by commenting on the fact that UWSP has enrolled its largest freshman class since 1989 this year. In addition, this year's Freshman are the most qualified Freshman class in a long time. This datum speaks well for recruitment efforts and our reputation. Regarding the importance of choosing an undergraduate school Bunnell shared an anecdote about your alma mater being the second most important choice you will make, with your spouse being your first. She jested that while you can change spouses, you can't change your alma mater. Maintaining your connection to UWSP protects your own investment as an alum. Chancellor Bunnell shared that she has a sense of pride as she watches her own alma mater change. She noted that the design present with *Vision 2015* was created by a student and is meant to seem forward reaching.

Although some changes have been made since the Alumni Board saw it last April; *Vision 2015* remains focused on "connections". "Connecting to the future" is the tagline being used in conjunction with *Vision 2015*. Bunnell made mention that UWSP will connect students to their future while remembering our past. *Vision 2015* gives a broad but clear direction for the University to head as we move toward 2015. (See enclosed *Vision 2015* Document.)

Chancellor Bunnell touched on remembering our past as we move to the future by sharing examples of our roots such as the training school as the foundation of what is now the CNR, the start of the National Wellness Institute, and teachers like Mary Croft of the Tutoring and Learning Center. Moving ahead we hope to see UWSP move away from the reputation of suitcase school and move towards a reputation as a 24/7 campus that creates global citizens.

UWSP's *Vision 2015* also talks about the economy. Moving ahead, we plan to reach out to the tri-county region for economic development. A group called Centergy is currently identifying some of the main problems in our area such as health care due to the fact that we are an aging region – something she hopes to see turn around. UWSP hopes to help the area of health care. Chancellor Bunnell noted that there were no real medical programs at UWSP until about five years ago. The Health Sciences area is asking for funding to change that as they look at the possibility of a nursing program over the next few years.

Winslow remarked on the suitcase college reputation stating that one thing his campus did to work on that problem was to have weekend programs because students complained there wasn't enough to do on the weekends. The results were that students still didn't stick around for many of the weekend events.

Chancellor Bunnell replied talking about Friday classes and homework due on Mondays as one approach UWSP was looking at to give students a reason to stay on campus over the weekend.

Halverson commented on the need for GDR's to play more of a role in the curriculum. Stating that one of his own GDR's gave him a remarkable global view and that if UWSP hopes to create global citizens, more classes may need to be required as GDR's.

Chancellor Bunnell commented that UWSP is currently reviewing its GDRs to look for ways to add more global views in the classes required. She also noted that UWSP requires more GDR's than most other UW's. She also noted that we are one of the only state schools that have one required class in Communication.

Baeseman inquired about the state of the International Program Department. She related a story about the fact that global view was the furthest thing from her mind when coming to college from a dairy farm, but the study abroad program allowed her to grow tremendously.

Chancellor Bunnell relayed that the International Programs are is under new leadership in Eric Yonke. UWSP has embedded the international component into more than semester abroad and is looking to do more. There are currently classes like International Architecture that offer abroad options. Her personal hope is for every undergraduate to have an abroad experience while at UWSP.

Thomas inquired as to whether the International Director Position was half time or full time.

Chancellor Bunnell confirmed that it is full time.

Nigbor inquired as to whether UWSP would be cutting any programs.

Chancellor Bunnell answered that it was hard to say at this point. The mid-term elections and financing outcomes will determine a lot.

Curry commented that Mid-State Technical College currently has a nursing program with a waiting list.

Chancellor Bunnell replied that UWSP would work with Mid-State but that UWSP has a different audience.

Lastly, Chancellor Bunnell touched quickly upon the master plan talking about some of the features being looked at including; student services, science building, more research space, an additional academic building, our own athletic space and ice for hockey. The campus master plan had not been re-done since 1969. Moving ahead, UWSP's master plan will contain green elements while serving to utilize space in a way that creates a campus that promotes student interactions, creating an urban environment to share ideas in a variety of settings.

~BREAK~

Meeting resumed at 3:30 pm

FUTURE ALUMNI ASSOCIATION – Gina Neville

Neville reported that first semester was very successful for FAA. FAA held its second sophomore/junior ice cream social in September and highway clean-up in October. FAA will also be very busy this weekend with the All Campus Picnic and UWSP Athletic Hall of Fame banquet. Recruitment efforts are going well. FAA has about 20 members, 12 of whom are very active. Upcoming events; etiquette dinner and senior breakfast for graduating seniors in December. In February, FAA will travel to Madison for the ASAP conference and is looking forward to brainstorming with other student alumni groups.

COMMITTEE UPDATES

EXECUTIVE – Shannon Loecher

Loecher noted that their group had discussed some of the language in the Constitution outlining the progression of Officers. It is stated in the Constitution that a president can serve two consecutive terms, but in recent memory that has not happened. It was also discussed that as the officer progression moves ahead, past presidents do go back to being Alumni Board Directors. This is not clearly stated in the Constitution either. Changes do not need to be made today, but the group just wanted to bring this to the Board's attention.

Loecher reported that the Executive Committee had discussed the idea of reviving the past board members group. In years past there had been an annual lunch for this group of devoted alumni. The Executive Board will discuss this further and determine if a luncheon should be planned this year.

The Executive Board also spoke a bit about implementing an emeritus status for board members who retire. This discussion is reported on in the Nominating Committee update.

With input from the entire group, it was decided that our Spring 2007 Alumni Board meeting will be held on **Saturday, April 14**. We will keep the same format as our fall meeting as the survey conducted last year indicated that the most preferred format is: lunch, meeting, breakout sessions, meeting.

Please note that Friday, April 13 is a First Nighters Event. If any Board member wishes to attend First Nighters that night, please contact Laura.

PROGRAM SUPPORT – Tom Girolamo, Scott Thomas, John Jokela

Girolamo noted that there is a Spain trip coming up in April 2007. You received a flyer in your folder with all the details. If you would like to join the trip, please fill out the form in the flyer. If you have a trip you would like the Program Support Committee to look at, we are always considering new destinations.

Jokela reported on the committee's review of two new affinity partner proposals. Grad Med offers short term medical insurance to recent grads. Other UW's are already signed onto this program and our graduates have been requesting this service. The UWSP Alumni Office may receive small royalties from this program, but the benefits to the alumni are the most important feature. The Committee recommends that the Alumni Office sign on with Grad Med. The Alumni Office will move ahead with this program over the next few months.

Regarding the MTeam Mortgage proposal, the committee recommends further investigation. This company is proposing to give the UWSP Alumni Association \$200 for every alum that obtains a mortgage using their service. While this sounds good, it warrants further review.

Thomas then shared a review of the Alumni Association's affinity partner's progress from a memo prepared by the Alumni Office. A synopsis of the memo is below.

- **Sentry Insurance:**
Thus far in FY07 we have received \$983.83 in royalty payments.
In FY06 we received a total of \$1,511.46 in royalty payments.
Of note; Sentry increased the alumni discount on insurance from 5% to 10% this year.
- **Nelnet Loan Consolidation:**
Our first royalty payment of \$15,000 was issued in May of 2006 and funds were directed towards *The Connecting Point*, though this did not cover the entire cost of *The Connecting Point*.
Our next payment of \$15,000 will be received in May of 2007.
We have already surpassed our goal of 150 applications by 85. This will add \$8,500 to our royalty payment in May 2007.
We are in a three year contract with Nelnet.
Nelnet will have a table at Senior Breakfast to promote Loan Consolidation in addition to their direct mail marketing.
- **U.S. Bank Credit Card:**
We received our lump sum royalty payment of \$65,000 in June 2006. This amount will be parceled out over the next two years as that is our time estimate for when we will break even and begin receiving additional royalties.
We are in a seven year contract with U.S. Bank.
As of August 2006 UWSP had 45 accounts, with a goal of 382 for the entire year. U.S. Bank expects we will see a surge in late fall/early winter.
Of note; UWSP has an 80% approval rate with those that apply; most schools have a 50%-60% approval rating.
U.S. Bank will have a table at Homecoming and Senior Breakfast to promote the credit card in

addition to the direct mail and e-mail campaign.

NOTE: As of the writing of these minutes UWSP now has 250 accounts with US Bank.

- **Roomrate.com:**

We have not seen any activity from this program, but there is no cost involved and no direct marketing.

COMMUNICATIONS – Ray Oswald

The Communications Committee discussed the upcoming survey in the *Alumnus*. The survey will ask questions about format, content, and frequency. A draft of the sample questions will be ready by December 1 with the help of the Alumni Office.

The Committee recommended a regular drawing for those that update their information in the *Alumnus*.

It was also suggested that we can use the *Alumnus* to drive people to *The Connecting Point*. We have had stories about *The Connecting Point* in the last two issues and will continue to promote the online community through the *Alumnus*.

Oswald reported on the discussion of how to effectively communicate with Alumni with the customer service approach. We want to ensure that alumni can personalize their experience wherever possible. Technology is critical as we move into the future. Things like podcasts are becoming the norm and we want to automate and personalize wherever we can. The Communications Committee urged the entire board to put themselves on *The Connecting Point*.

AWARDS & RECOGNITION – Shannon Loecher

Loecher reported that the committee is working on ways to beef up the nominations pool. In the past we have asked faculty and the Board. After research conducted by Carlson, the recommendation to send a letter to the emeriti faculty and staff was also suggested. Carlson is working to send this letter out before the end of the year.

Other possible venues for getting nominations are through the e-newsletter, e-mails and the *Alumnus*. If there are other ways to promote nominations that you think of, please let us know. We want to ensure we are hearing about as many amazing alumni as possible. Since we give the Distinguished *Alumnus* award to only one *alumnus* once per year, these folks need to be the cream of the crop, and we know they are out there.

Loecher pointed out that you can nominate online and that the link will be in upcoming e-newsletters and the *Alumnus*.

There are currently 12 people in the nominating pool with only one being new.

The issue of awarding people posthumously was also raised. There is currently no policy regarding awarding alumni posthumously, and several of the first recipients were honored after they had passed. Carlson shared one example of the terrific things our alumni are doing relating the story of Shawn Granger McBride. After Hurricane Katrina the Prudhomme Company, of which McBride is the CEO, in Louisiana won the Bon Appetit Food and Entertainment Humanitarian award for using their facilities to feed and help Katrina victims.

Thomas commented that we need to find these alumni and get them involved.

Carlson reported that the Alumni Service award was given to Brant Bergeron last year. She noted that this award does not have to be given every year.

NOMINATING – Grant Winslow

Winslow gave an overview of the demographics of the board. (Summary enclosed.) There is a cap of 36 and we stand at a total of 32 members. In reviewing the list of potential nominees, Winslow commented that this is the strongest pool he has seen since his start on the Board.

The standard timeline for the Alumni Office is to send a letter of interest in December to the list of potentials inviting them to apply. Concern was raised about inviting people to apply if they may not get on the Board. Since individuals may not know they have been nominated, we need to ask each of them to apply in order to garner more information and make an informed decision. In recent memory, no applicants have been turned away from the Board, but if that does happen we will speak with them to let them know they will continue to be considered for the future if they would like to be. As was the timeline last year, the Alumni Office will send the Board Interest letters to the nominees in December inviting them to apply by March 1 for a spring vote by the Alumni Board.

Winslow passed a sheet of paper around and asked for new nominations for the Board and asked that if you think of other nominations after the meeting, to please send them to Gehrman Rottier.

Winslow also asked Directors to sign up if they were interested in being a mentor to new Board members. Being a mentor would entail speaking with newer Board members, answering questions, and calling them prior to Board meetings to chat. Gehrman Rottier contacts all new board members prior to their first meeting but there are some definite benefits to having a current Director to speak with as well.

Emeritus status and criteria requirements were discussed by the Nominating Committee and discussion was opened to the entire Board as well. The Foundation criteria is to serve three consecutive three year terms. However, the Foundation has a nine year term limit. Four or five terms was discussed for the Alumni Board resulting in 15 years of service. The drawback to this time limit is the case where an Alumni Board member joins the Executive Committee their first term and carries through to past president – this would only total 12 years. The past president would have to serve another term as a Director prior to being eligible for emeritus status.

Curry mentioned the Former Director's group that was formed to keep people engaged. This group was for Former Directors – no other criteria. They were invited to Board meetings as observers and had spaghetti feed the night before a meeting.

Other points made about emeritus status included: taking length of service into account, taking distance traveled into account and determining which benefits might be offered to those with emeritus status. It was decided that creating an Emeritus status is a good idea and will move forward. The Nominating Committee will discuss emeritus status again during their next meeting taking into account all the input from the Alumni Board.

FIRST NIGHTERS – Pat Curry

Curry shared that First Nighters stands at 180 members this year. Three packages were offered, one that offered shows only in Jenkins, one that offered shows only in the Studio Theatre, and one that encompassed the entire season. Curry reported that all dinners and heavy hors'duerves are in the Noel Fine Arts Center Courtyard and that there have been some challenges, but overall things are going well and it is nice to be in the same building as the performances.

The First Nighters Committee is looking to target one of the performances this year to promote as a black tie affair to bring back the idea of a dressy theatre event.

The Committee will meet again in early January to plan the next three menus and will discuss the black tie idea there as well.

Bruha reported that due to the dinner being in the same building as the performances, there was a time gap that may be utilized to bring students in to speak to the group. Gehrman Rottier commented that the Dean of the College has also offered the possibility of starting the shows earlier.

EVENTS COMMITTEE – Melissa Hardin

Hardin reported that the first meeting of the Events Committee went very well. Members are Hardin, Loeffler, and Moore. The Committee would like to spin off of *Vision 2015* and create an event around the Vision using stories and video clips from 2015 alumni.

The Alumni Office will draft a short sheet for alumni to fill out asking them about their favorite memory, spot on campus, class, or professor. We will put this form in the spring *Alumnus* and will announce a taping session during Trivia if it can be arranged.

The goal of this event will be to create a video that shares memories from 2015 alumni. The title will be *2015 Faces and Places*. The video will be shown during Homecoming 2007. Given the fact that even ten seconds per alum with 2015 alumni would be about 5 and a half hours, we will utilize group memories as well as shots of campus to create a shorter video – 3 hours at most – that still shows examples of *2015 Faces and Places*.

In addition, committee members have committed to setting up a taping session in each of their own towns to garner video clips from alumni that live in different regions of the state and country. While the Committee realizes this is an ambitious project, we are willing to give it a try!

NEW BUSINESS

CONSTITUTION AMENDMENT VOTE

After opportunity for discussion, the amendments to the UWSP Alumni Board of Director's Constitution were put forth. Motion to pass changes with inclusion of word "accounts" instead of "funds" in Article IV. (Thomas, Winslow) Motion carried.

MILESTONE REUNIONS/ALUMNI DIRECTOR UPDATE PART 2

Gehrman Rottier reported on the progress of the Milestone Reunions. UWSP has always had a 50th Reunion and the idea was brought forth to have a 25th and 10th Reunion as well to build the tradition of returning to campus to highlight milestones in your alumni career. Planning is already underway and three alumni committees have been formed to help brainstorm ideas for the weekend and call alumni and invite them back. Each of the three committees will be meeting on Sunday. The Reunion weekend is set for June 22-23, 2007. Our goal is to have 50 alumni from each class.

Homecoming has 24 events planned throughout the weekend – some small and some large, some directly run by the Alumni staff and some directly run by alumni. This is the first year we have had registration ahead of time for Homecoming and we have had 204 alumni sign up in advance. In addition, we also have over 350 alumni and friends coming in for the Hall of Fame banquet on Saturday night.

The Connecting Point is continuing to grow with almost 1500 alumni signed up and updates coming in every day. We have sent four issues of the *All Points Bulletin* out and have gotten good responses from that as well.

Regarding the Alumni Directors Council, the focus of the group has become finding ways to educate all UW-Alumni about issues affecting the UW System and each individual campus. We have been planning events that speak to different topics; Eau Claire hosted an event in September about nano-technology, Madison is hosting an event about stem-cell research. Other ideas for events include water, paper, and energy as possible topics of conversation among alumni. Our goal with these events is to educate alumni about the issues so that if and when they choose to become legislatively active, they have a basic framework for understanding which events affect their alma mater and the entire UW-System.

ADMINISTRATIVE BUSINESS

Gehrman Rottier asked that all chairs turn in their work plans and that all Board members fill out a gold information sheet so we can be certain all of our records are up to date.

Mark your calendars for our spring Alumni Board meeting on **April 14, 2007**

OTHER

Faust asked those with stories about the WWII to see him as he is working on a project collecting stories for a WWII website. For more information please go to www.abmc.gov

Motion for adjournment. (Curry, Loeffler). Motion carried. Meeting adjourned at 4:45pm by President Loecher.

Respectfully submitted,
Laura Gehrman Rottier
November 14, 2006