

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting**

**April 14, 2007
Founders Room, Old Main**

Present: Erich Bacher (via phone), Jenny Baeseman (via phone), Bruce Bay, Patrick Braatz (via phone), David Bruha, Jeff Burhandt, Jean Ann Day, Tom Girolamo, Andrew Halverson, Mike Kornmann, Shannon Loecher, David Marie, Patty Noel, Ray Oswald, Cindy Polzin and Scott Thomas (via phone)

Staff: Katie Carlson, Laura Gehrman Rottier, Julie Johnson, Terri Taylor

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

WELCOME & INTRODUCTIONS

The meeting was called to order at 12:50pm. President Loecher welcomed everyone and invited those present to introduce themselves. Special recognition was given to Halverson for his recent mayoral victory in the city of Stevens Point. Loecher thanked Eskritt, past board member, for attending.

CHANCELLOR'S UPDATE – Chancellor Linda Bunnell

President Loecher introduced Chancellor Bunnell to those in attendance. Bunnell thanked the board for their commitment to their alma mater and expressed her appreciation for their participation and understanding of how much it means to be a graduate of UWSP.

Bunnell announced the retirement of Provost Virginia Helm, effective July 2007. UWSP hopes to have her replacement named before graduation. She recognized Todd Kuckkahn for his work in filling in as the leader of University Relations and Communications while fulfilling his full-time duties overseeing both the Foundation and Alumni Affairs.

Bunnell stated that UWSP's goal is to have 6% of our students coming from diverse backgrounds. We have had five hundred applications this year, almost 200 more than last year. UWSP has admitted 315 diverse students this year, up from 192 students of diverse background last year. She commended the efforts of the Admissions staff in working towards this goal.

Bunnell announced that UWSP made a modest budget request of \$300,000 to add a major in Health Sciences; this will be the only major of its kind in the UW system. Over 100 students have already applied. It is clear that this program will be in high demand and will greatly benefit UWSP and the region as it prepares students for graduate work in physical and occupational therapy as well as other positions in health-related industries. In addition, UWSP leaders requested that the Department of Administration restore \$3.72 million to their budget. This money would allow for the implementation of two projects; the relocation of the Military Science Department to the HEC and the remodeling of the Maintenance and Material Building.

Enrollment caps were recently removed from all UW campuses. As a result, UWSP plans to admit 160 additional students in 2007-08. However, the absence of a cap is creating a new challenge for student recruitment. Bunnell distributed a handout ("UWSP's Competitive Advantage", attached) comparing statistics on UW System schools in Eau Claire, LaCrosse, Oshkosh and Stevens Point. Major issues currently facing UWSP include 2nd year retention, graduation rate, and admission standards. Based on the statistics, the question of UW-LaCrosse attracting better students was raised. Bunnell acknowledged that UW-L does enroll stronger students, in part due to strong programs and program mix. She mentioned that our lack of many full-ride scholarships also puts UWSP at a disadvantage. The UW Regents have also allowed the implementation of differential tuition at state campuses. Differential tuition allows a campus to voluntarily increase tuition fees in order to provide funding for additional resources, personnel or support. As UWSP does not have differential tuition at this time, the additional programs and funding provided by differential tuition at other schools are making it increasingly difficult for UWSP to remain competitive with current tuition rates. Bunnell further pointed out that the alumni giving rate is 11%. UWSP is proud of that, but needs to increase the number of alumni gifts large and small.

Bunnell announced that a self-study is currently underway to determine our re-accreditation status and identify areas needing improvement. UWSP goes through the labor-intensive accreditation every ten years.

Finally, Bunnell gave an update on Vision 2015, stating that the impending capital campaign is the best method to acquire needed resources. Every unit on campus has been asked to bring forth proposals and initiatives that fit with the basic tenets of Vision 2015. A group of projects will be selected for funding based on their connection to the vision.

Bunnell opened the floor for questions. Thomas asked for more information regarding the low rate of second year retention. Bunnell responded that it is due to several reasons; some drop out, others leave because of a major, and others cannot meet the standards. She stressed the importance of having advisors work with students to develop a goal by the end of the first year. She added that, unlike some schools, we have a high percentage of freshmen who are undeclared. She further commented that many faculty members spent a good amount of time teaching introductory courses, rather than focusing on upper-level, more specialized courses. Suggestions were made to investigate credit transfers from technical schools and to have treat students as customers. In response to the creation of the Health Sciences major, Marie asked if more professionals will be integrated into the faculty. Bunnell responded that it will be necessary given the response we have had. We are required to have a core of three faculty members to establish a major, but we will need more than that to teach the courses. Loecher asked for any additional questions to be submitted via email due to time constraints.

MASTER PLAN UPDATE – Todd Kuckkahn

Kuckkahn gave an overview of the Campus Master Plan. For more information on the Campus Master Plan, visit <http://www.uwsp.edu/admin/busaffairs/facplan/cdp.htm>.

After the presentation, he opened the floor for questions. Concern was raised regarding the reduction of parking spaces at a time when demand would likely increase. Bunnell responded that this issue could be managed through a variety of ways including pricing, student seniority and home proximity to campus. Shuttles are another option. Students contribute \$70,000 to bus services in Stevens Point, and ridership continues to increase. Some campuses have remote facilities to garage your car for a week. Bunnell reminded the board that one-fourth of greenhouse gases come from cars and that to be a green campus we have to have some trade-offs in the way we use our automobiles. The comment was made that denying parking stickers to freshman could work to help Point with retention since students will make connections with friends in their first year. A suggestion was made to create employment opportunities on campus that are easily accessible for students. Another suggestion was made to look into building a parking ramp to utilize space more efficiently.

CAPITAL CAMPAIGN UPDATE – Todd Kuckkahn

Kuckkahn stated that the capital campaign is currently in the quiet phase. ("Capital Campaign Timetable", attached).

The issue of a disconnect between what the campus wants and what is allowed by the state when building green buildings on campus was raised. Girolamo asked if alumni board members could assist in finding common ground by inviting the state architects up to Stevens Point for a dialogue. Bunnell commented that only 15% of the cost of the building over its life is in the construction - the rest is heating, cooling, and maintenance. Bunnell added that Girolamo's idea is a strong one. Governor Doyle announced last year that four UW system campuses will be green but they've only set aside \$50,000 for that purpose. Putting together a delegation to speak with the Governor and state officials would be most effective with alumni involvement. It was suggested that Tom Miller assist this effort.

MINUTES APPROVAL

The minutes of the October 20, 2006 meeting were approved as published (Girolamo, Marie). Motion carried.

The Awards & Recognition, Communications and Program Support committees held meetings from 2:15-3:15pm. The full board meeting resumed at 3:30pm.

FUTURE ALUMNI ASSOCIATION (FAA) UPDATE – Gina Neuville

Neuville announced that FAA was named Student Organization of the week in *The Pointer*. ("Pointer Article", attached) Neuville reported that the FAA now has 15 active members. Recently, FAA members attended the ASAP conference in Madison. Along with their growth, the group implemented five executive board positions and is currently working with Public Relations Student Society of America (PRSSA) to further publicize and grow the organization. A new program entitled "Five under 25" will bring in five recent grads to talk about their experience in transitioning from college to the real world. In the fall, FAA members will be in the dorms taking pictures of new freshman and their parents on move-in day. They also will be instituting a calling tree to talk to

new students during their first weeks at school. FAA has decided to stop doing the highway clean-up due to scheduling conflicts during the summer. Instead, the FAA leadership will identify a minimum of two community service projects per semester. FAA is looking forward to being more involved with Homecoming in the future as well. Events that FAA is currently working on include: Trivia kick-off (4/16); Operation Bootstrap Truck Sorting (4/17); the Trivia phone shift (4/22); Salvation Army dinner (4/30); and hosting the Senior Breakfast (5/14).

PAST DIRECTORS' LUNCH – Shannon Loecher

Loecher stated that sixty letters to former board members were mailed out. Approximately one-third responded that they were unable to attend. Loecher commented that past directors will always be invited to the board meetings and provided an agenda. They are welcome to be involved on an informal basis. Eskritt also suggested a past directors' reunion during Homecoming.

SGA UPDATE – Ross Cohen

Cohen announced that the SGA President Elect is Justin Glodowski. Cohen told of Jacob Brault, a sculpture major who donated a piece of art that will be erected in front of the LRC. His sculpture is a staircase that symbolizes the adventure of being a student. With SGA's assistance, a UWSP committee was created and every year the SGA will grant \$5,000 to a Carlsten Art student to install one piece of original art on campus. This process has been approved by the Chancellor. Cohen (along with Gehrman Rottier) serves on the University Centers' Advisory and Policy Board (UCAPB). Currently, the UCAPB is working to name the restaurants in the new facility. He added that The Brewhaus will stay the same.

Cohen reported that UWSP now has 13% renewable energy with \$8,000 more coming from the Chancellor's office. One of SGA's successes of the last year was getting students to the polls. Cohen congratulated Halverson on his victory and explained that SGA is happy to have an alumnus and former SGA president as mayor. SGA is sending representation to the National Lobbying Conference in Washington D.C. to promote education and financial aid for students.

Cohen then answered questions. Regarding student input on faculty tenure, Cohen reported that students do not have a vote but are allowed to sit on the committee and give input. In response to a question of working with alumni on the issue of sustainability and building green on campus, Cohen offered the support of SGA. Referring to SGA's stance on differential tuition, Cohen stated that this issue has been brought up every year. He further stated that SGA now has a policy on the books against it.

COMMITTEE UPDATES

Program Support Committee – Tom Girolamo

Girolamo outlined the current status of our benefits partners. ("Benefits Partners Summary", attached)

In addition, the Program Support Committee would like to investigate an online alumni store as a sources of revenue. This Committee is also looking to become more pro-active in it's search for affinity partners. Internet service providers and car dealership programs were mentioned as possibilities for the future.

Communications Committee – Ray Oswald

Oswald stated that the committee has decided not to support individual faculty and staff milestones such as anniversaries or retirements because they want to target events with a large alumni audience. The committee also decided not to give to endowments as they want to target specific events. The information from the survey that appeared in *The Alumnus* will be compiled after May 15. The committee is looking for ways to re-engage disconnected alumni. Jenkins suggested a 'senior package' at Homecoming since many senior citizens have a hard time getting around. Oswald agreed and asked for ideas on alumni with young children as well. A suggestion was made to hold a lecture series in conjunction with Homecoming.

The committee is recommending the addition of a message board on *The Connecting Point*. The cost is estimated at \$4,000/year. A "Host Your Own Alumni Event" kit is available on the alumni website; it was suggested that it be moved to a more visible location. The kit includes an event planning checklist as well as information on how to work with the Alumni Association to obtain call lists, name tags and giveaways.

Awards and Recognition Committee – Shannon Loecher

Loecher announced that the Distinguished Alumnus Winner for 2007 is Wendy M. Kohrt '77. Wendy lives in Colorado. She obtained her degree here in Math and Physical Education, and then went on to obtain a Masters and PhD in Exercise Science from Arizona State. She is leading researcher in the field of women's metabolism

and osteoporosis in the geriatric population. Kohrt will receive her award on May 19 at the Spring Awards Luncheon, along with Alumni Service Award winner Kathy Clarke-Girolamo '84. Loecher commented on the committee's ongoing efforts to increase pool of applicants for distinguished alumnus. This past year, letters were sent to emeritus faculty which accounted for eight new prospects. In the future, we will look to individual college development directors for input. She also relayed the committee's decision to award the Distinguished Alumnus award only to graduates of UWSP. We may pursue the idea of an honorary degree, or some other award, for those that did not graduate. Kuckkahn commented that the decision to grant an honorary degree is up to the faculty.

Nominations Committee – Cindy Polzin

Polzin stated that the committee met via conference call two weeks prior to the board meeting. During that meeting, the committee created some recommendations identifying the criteria for 'Emeritus Status' from the Board of Directors. After some discussion with the board members in attendance, it was recommended that the committee look more closely at the length and quality of service of each individual in order to determine his or her status. The committee will make a revised recommendation at the fall meeting. Any suggestions can be emailed to Gehrman Rottier. In addition, the committee brought forth two recommended candidates for the Board of Directors: Ed Richmond '93 and Jon Greendeer '04. If approved, both would observe at the fall meeting and then become full voting members on January 1, 2008. A motion was made to accept the Nominations Committee's recommendation of Richmond and Greendeer. (Halverson, Noel). Motion carried.

ALUMNI DIRECTOR UPDATE – Laura Gehrman Rottier

Gehrman Rottier recognized Loecher as the outgoing president. Loecher was presented with a framed UWSP pennant for her office. Gehrman Rottier announced the Milestone Reunion weekend taking place on June 22-23. The milestones include the 10th, 25th and 50th year reunions. (*Update: The registration packets mailed and the online registration went live in late April.*) Gehrman Rottier thanked the committee members for their work in putting this event together. Gehrman Rottier commented that currently we have 232 self-identified volunteers in our database. In addition, we currently have 1937 alumni registered on *The Connecting Point* and 9200 email addresses in our database. Gehrman Rottier highlighted some of the upcoming events on the alumni calendar. ("Alumni Association Event Calendar," attached)

NEW BUSINESS – Shannon Loecher

Loecher announced that the fall meeting will be on Friday, October 12 and will run from 10:00am to 11:30am to accommodate the Dreyfus University Center Naming Dedication activities. All committees should meet via phone or in person before the fall meeting. Loecher commented that the spring meeting attendance is still lacking. Other possible times may be explored, such as the Friday of Trivia weekend, or later in April.

PRESIDENTIAL CHANGEOVER – Shannon Loecher

Loecher officially passed the presidential gavel to Patrick Braatz, '84.

A motion to adjourn the meeting was made at 4:30pm (Girolamo, Oswald). Motion carried.

Respectfully submitted,

Julie Johnson

May 7, 2007