

**University of Wisconsin-Stevens Point Alumni Association**  
**Board of Directors Meeting**  
**October 12, 2007**  
**073 Debot**

**Present:** Jenny Baeseman, Al Barrows, Patrick Braatz, David Bruha, Jeff Buhrandt, Pat Curry, Jean Ann Day, Gordy Faust, Tom Girolamo, Jon Greendeer, Andrew Halverson, Melissa Hardin, Betty Jenkins, John Jokela, Tom Klismith, Carol Lagerquist, Shannon Loecher, Joanne Loeffler, Tamara Moore, Mary Ann Nigbor, Ray Oswald, Cindy Polzin, Ed Richmond, Scott Thomas, Mary Wescott, Grant Winslow

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

**Guests:** Chancellor Linda Bunnell, Provost and Vice Chancellor of Academic Affairs Mark Nook, Executive Director of University Relations and Communications Stephen Ward, Executive Director of UWSP Foundation Todd Kuckkahn, Past Board Member Warren Lensmire, FAA President Kelly Eisenman

### **WELCOME & INTRODUCTIONS**

The meeting was called to order at 10:10am. President Braatz introduced Chancellor Linda Bunnell.

**CHANCELLOR'S UPDATE** – Bunnell welcomed everyone for Homecoming weekend and highlighted the following topics.

1. Dreyfus Center Dedication
2. Fall enrollment boasts the best incoming freshman class ever admitted to UWSP with 95% percent of the students coming from the top half of their class.
3. Diversity has grown on campus and has created a livelier environment.
4. The theme and focus this year is on sustainability. A task force appointed from the College of Natural Resources will create a timeline and set goals, the biggest of which will be to reduce the university's carbon footprint. Recommendations on priorities and costs will be recorded.
5. The Department of Business and Economics will begin preparing for a move to the College of Professional Studies in order to become accredited with the American Association of Collegiate Schools of Business. Currently only 500 schools in the country have this program and students are turning us down because we don't have it.
6. The Virginia Tech tragedy has prompted a real effort to plan and prepare for any possible incident. We are working closely with the city to be able to contain an incident should it occur, and this includes security on and off campus as well as crisis communication.
7. Vision 2015 is making progress. One important goal is to have all students prepared to be global citizens. UWSP holds the top spot in the UW system as far as percentage of students who have studied abroad. Also, we are working throughout central Wisconsin to reach out to surrounding areas and bolster the economy. There is an extension effort underway in Wausau to begin a Leadership Certificate Program, which includes financial management. The Wausau Business community requested that UWSP come to them, and we are exploring other interested areas as well.
8. There are many challenges surrounding the state budget. At this time, Wisconsin is the only state without a settled budget. The main focus here is to continue to put students first so that they may get the classes they need and complete their degree.
9. The Board of Regents has approved the Master Plan and we are moving forward.

### **MINUTES APPROVAL**

The minutes of the April 14, 2007 meeting were approved as published. (Halverson, Faust)

### **SPECIAL INTRODUCTIONS AND RECOGNITION**

Braatz introduced past Board member and President Warren Lensmire. Retiring members Al Barrows and Scott Thomas were presented with a UWSP medallion in recognition of their service on the Alumni Board. Jon Greendeer and Ed Richmond, the two new members of the Alumni Board, were introduced. Braatz then introduced Executive Director of University Relations and Communications Stephen Ward and Provost and Vice Chancellor of Academic Affairs Mark Nook. Todd Kuckkahn added that both have already made a huge impact on campus. They both have excellent leadership skills, and are effective because they are good listeners. Introductions continued around the table with all in attendance.

## COMMITTEE UPDATES

### **Executive Committee (Braatz)**

Braatz introduced the members of the Executive Committee. Members include Braatz, Mary Wescott, Ray Oswald, Shannon Loecher, Cindy Polzin, new member at large Grant Winslow and Laura Gehrman Rottier.

### **Awards and Recognition Committee (Loecher)**

Loecher thanked Katie Carlson for the work she does on the Distinguished Alumnus Award. The 2008 winner has been selected and all Board members will receive notification by email once he has formally accepted the award.

### **Communications Committee (Oswald)**

The committee added a feature to Homecoming, which was to bring in a speaker during the festivities. This year board member Jenny Baeseman will present "The Truth about Climate Change: What it Means to You".

### **Events Committee (Hardin)**

The 2015 Faces and Places Video Project will be introduced during Homecoming. The project was created to record favorite memories of alumni.

### **First Nighters Committee (Nigbor)**

First event of the year, *Lend me a Tenor*, is tonight with dinner and the performance at the NFAC. Some of the spring performances will be in the new Dreyfus University Center.

### **Nominating Committee (Winslow)**

The Alumni Board is down to 31 members with Barrows and Thomas leaving. Please pass any potential nominees on to the committee for review. The committee drafted criteria for awarding emeritus status (refer to handout). Plan is being finalized.

### **Program Support (Gehrman Rottier)**

The Alumni Association is no longer receiving funds from Nelnet and is currently brainstorming ideas for an alternative source of funding to replace the \$15,000 per year. We are in a holding pattern as far as affinity programs go. The Sentry program is growing, and we currently hold 595 accounts with US Bank, however, we will see no royalties until the year 2010 or 2011.

## **FUTURE ALUMNI ASSOCIATION UPDATE (Eisenman)**

Kelly Eisenman provided information on the group of 15 members and noted that they are growing. Recent events included participation in the Involvement Fair and the Campus Clean-up Service project. Upcoming events include helping with the Dreyfus Dedication Reception and First Nighters, the Sophomore/Junior Ice Cream Social October 17, Make a Difference Day on October 27, hosting alumni at an Etiquette Dinner on November 1, Senior Breakfast December 10, and the ASAP Conference February 16-18, 2008

## **ALUMNI ASSOCIATION UPDATE (Gehrman Rottier)**

Gehrman Rottier discussed *The Connecting Point*, the alumni online community, noting there are 2,328 registered users. In addition, 9,655 email addresses have been obtained and the numbers for visitors to the site are growing. Broadcast emails targeting specific groups have been sent; the average open rate is 37%. Tuition Raffle had another successful year, with profits benefiting Alumni Honor Scholarships and alumni programs such as FAA. The dates for next year's Milestone Reunion are June 20-22. Gehrman Rottier highlighted some of the thirty events for alumni and friends at this year's Homecoming. She indicated that a new system for address updates is being created. Gehrman Rottier reported that tracking in the events module showed an increase in registrations from 641 individuals in FY06 to 1639 in FY07. She announced that the next board meeting will be Saturday, April 19, 2008.

Gordy Faust brought up the idea of finding some quality purple outerwear. If anyone is interested in helping out with this contact Gordy or the Alumni office.

Motion to adjourn at 11:20am. (Faust, Wescott). Motion carried.

**Respectfully submitted,  
Julie Johnson  
October 18, 2007**