

UWSP Alumni Association Board of Directors Work Plan
Program Support Committee

Goal: *Assist Alumni Office in creating opportunities for alumni that benefit the future of the Alumni Office.*

Objective: Explore best package plan for membership/dues based Alumni Association

Actions	Person Responsible	Due Date	Status
Annual ask from UWSP Alumni Association	Gehrman Rottier and Committee	In progress through June 30, 2013	Fund raising target of \$10,000 has been set for Alumni Association. Gehrman Rottier is working through the plan.
Increase alumni participation rate through messaging and engagement	Committee	Ongoing	

Objective: Introduce one new affinity program every other year.

Actions	Person Responsible	Due Date	Status
Explore alumni association app for revenue	Committee put forth plan for Alumni Association. UWSP is working on logistics.	October 2012	UWSP IT staff member will present MobilePoint during Fall 2012 meeting – not revenue generating at this time.
Adventure Tours proposal	Committee	October 2012	
New ideas and proposals	Peter Graening and Committee	October 2012	Bookstore draft Amazon.com

Objective: Promote Current Affinity programs & Revue Revenue

Actions	Person Responsible	Due Date	FY12 Revenue
Travel Program	Committee		FY13 trip is the domestic trip to New Orleans. Our Ireland trip is coming up in September. Waiting on traveler reports for both trips.
US Bank Credit	Committee		1,328 accounts as of

card			July 2012. We had had 14 new accounts in 2012. \$39,838.16 remaining on advancement payback. Estimated break-even date is 2018. It is estimated that we will see about \$11,000 cash after we break-even.
Sentry Insurance	Committee		We will receive \$10,500 for FY13 as a flat fee. Sentry also met with Gehrman Rottier over the summer to discuss other ways to promote the program through existing events and other partnerships already on campus.
Grad Med	Committee		\$43 on March 1, 2012 (paid annually) LGR inquired as to reason for lower amount and was told that it had to do with students staying on their parents insurance longer under new laws.
Long Term Care	Committee		First vendor mailing sent in February 2012. Royalty check not received yet.
Diploma Frames	Committee		We had three orders using our discount promotion which generated \$159.95 in revenue for us under the new 35% royalty structure.
Non-revenue programs: 211.org, library, career services, license	Committee		These are benefits to alumni that do not provide a revenue for the Alumni

plates, cardio center			Association
-----------------------	--	--	-------------