

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.*

Actions	Person Responsible	Due Date	Status
FY14 Trip promotion ideas	Committee	April 11, 2014	Review 2014 trip selection and discuss promotion
Harris Directory Project	Gehrman Rottier	April 11, 2014	Update on status of project

**Objective: Introduce one new affinity program every other year.**

Actions	Person Responsible	Due Date	Status
New ideas and proposals:  Amazon.com  UWSP Bookstore	Peter Graening and Committee	April 11, 2014	Amazon.com Do we want to continue to pursue the bookstore vs. amazon Peter to research Amazon regulatory requirements

**Objective: Promote Current Affinity programs & Revue Revenue**

Actions	Person Responsible	Due Date	Revenue
Travel Program	Committee	April 11, 2014	Two travelers on Alaska Cruise. None on European.
US Bank Credit card	Committee	April 11, 2014	1,405 accounts as of March 214. Six new accounts thus far in 2014. \$33,756 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. Pending our renewal deal.
Liberty Mutual	Committee	April 11, 2014	Program is in launch phase. Marketing will be out in the next few months.

Grad Med	Committee	April 11, 2014	
Long Term Care	Committee	April 11, 2014	
Diploma Frames	Committee	April 11, 2014	Can we do something nifty like offer "buy one at full price, donate one to the alumni association" to board members/special alumni friends so that the initial stockup costs nothing to the AA and the first sales are pure profit? (Avoids having any "locked up" capital in what doesn't sell the first year so we can figure out what to do right) Our wholesale price is 50% off.
Non-revenue programs: 211.org, library, career services, license plates, cardio center	Committee		These are benefits to alumni that do not provide a revenue for the Alumni Association