

UWSP Alumni Association Board of Directors

Minutes

Friday, October 7, 2005

2:00 p.m., Founders Room

Attending: Allen Barrows, Bruce Bay, Judi Carlson, Penny Copps, Patricia Curry, Gordon Faust, Tom Girolamo, Tom Klismith, Carol Lagerquist, Shannon Loecher, Mary Ann Nigbor, Patty Noel, Ray Oswald, Cindy Polzin, Bob Spoerl, Scott Thomas, Mary Wescott, Grant Winslow, Melissa Cichantek, Todd Kuckkahn, Laura Gehrman Rottier

Guests: Judith Miller, Jenny Baeseman, Andrew Halverson, Jeff Burhrandt

Absent: Patrick Braatz, David Dudas, Raymond Hutchinson, John Jokela, Jack LeDuc, David Marie, Jeff Prickette, Scott Roeker, Fred Stemmeler

1. WELCOME/INTRODUCTIONS

Board retirements

- The board recognized Tom Girolamo for his service as president of the Alumni Association Board of Directors by dedicating a tree in his honor on the front lawn of Old Main as well as presenting him with a special award.
- The Board recognized Judi Carlson, Robert Piekenbrock, Fred Stemmeler, Scott Roeker, and Bob Spoerl for their outstanding service to the Alumni Association Board of Directors. Bob will be joining the Foundation Board.
- The Alumni Board went around the table and everyone introduced themselves and gave their class year.
- It was determined that Ray Hutchinson has stepped down from the Board. He will be sent the appropriate letter and medallion for service.

2. UPDATES

Approval of Spring's minutes

- The minutes were approved with one correction: they need to show that Shannon Loecher was made president at the April 2005 meeting.

Chancellor's vision

- The Chancellor shared her vision with the alumni board stressing that she wanted input to help it become a shared vision for UWSP.
- The word to remember is CONNECTIONS
- A condensed version of the vision was given in the form of a handout.

Tuition raffle (handout)

- Numbers are slightly down from last year. Due to a mathematical error, the total net profits should be \$7,416, not \$6,416 as was seen on the handout. Of the \$7,416 net income, 25% (\$1,854) stays with the Alumni Association and is used for the Future Alumni Association. The remaining 75% (\$5,562) is given to Student Scholarships for a tuition prize.
- Laura checked on the name of the prize and was told it is the "Alumni Scholar" prize, so it does reflect the alumni involvement.

SGA update - Melissa Cichantek

- SGA recently delivered the message about the tuition hike at a rally. They spoke about budget cuts and the shared governance agreement.
- SGA was a key player the decision to close the UC completely for one academic year and two summers rather than having the building remain open 20% at all times. This complete closing will cut the renovation costs by \$1.5 million.
- This Fall SGA will be working to educate groups on and off campus about shared governance. They will also be talking about the expiration of the Chartwell's, (current on campus catering vendor), contract in 2007. They are looking for new ways to promote organic food options for students.
- SGA is also continuing to focus on having more student input for faculty retentions and student evaluations. They are hoping to increase the effectiveness of evaluations by possibly having them online.
- SGA will be starting a bike library for students. They are starting with 50 bikes and will allow students to check them out as long as they like. An alumnus was brought up as being involved with Trek bikes. This alumnus might serve as a great resource to help with this program.
- This year SGA also hopes to have more direct contact with legislators on a regular basis rather than just when something big is going on.
- Upcoming events by SGA include a "Whine and Cheese" event for students to voice their thoughts in an open forum.
- SGA is also looking for more guest speakers and would invite Board members to let them know if they want to be a guest speaker. Melissa and Laura will work on a one page letter to send to all Board members to invite them to speak. This will be sent out by December 1.
- SGA is also working on going to United Council. (United Council (UC) is a coalition of Student Governments in the UW-System. UC has a full time staff to do research and lobby for student issues. UC meets monthly with each school sending delegates to serve on committees and vote on legislation that determines the actions UC will pursue.).

FAA update – Cristin Kowalski or delegate

- Laura reported that FAA has had their first meeting and are eager to help at events, but also want to do more this year. So far they have helped at various Chancellor events, the Involvement Fair, and will be helping with Homecoming, First Nighters and Viewpoint days.
- Four members of FAA will serve as the exec committee and students are being asked to apply to be on FAA to make it more prestigious. As of 10/13/05 the exec board is formed after their second meeting on 10/12/05 and will be meeting separately to talk about ways to be more involved with alumni. Some things they are talking about include: a sophomore/junior picnic, and hosting alumni at the SIEO etiquette dinner.
- Discussion about FAA representation on the Alumni Board was brought up and it was determined that the FAA president had already been voted on to be a non-voting representative on the Board. The group consensus was to have interested senior FAA members add their name to the pool of applicants for consideration by the nominating committee.

Hiring update – John Birrenkott

- We received 62 applications for this position
- Phone interviews were conducted the week after Homecoming with four finalists receiving on-campus interviews on November 1, 2005. The start date for this position will be on or after December 1, 2005.

3. COMMITTEE REPORTS

Awards and Recognition – Shannon Loecher

- This committee is working on coordinating nominations. Shannon has created a draft nomination form for the committee to review so that everyone will submit the same information and there will be more of a system in place.
- The Young Alumni award will be given to an alum who graduated within the last 10 years, so there will be no age attached. The hope with this award is to engage young leaders, and it will be timed well with the impending start of the capital campaign.
- Todd Kuckkahn pointed out that they will try to get an alum to speak at commencement who graduated within the last five years.

Program Support – Bob Spoerl

- The Affinity Credit card contract with MBNA may be renewed or terminated this year. The Alumni Office needs to submit something to MBNA in writing by November 15 if we want to terminate our agreement.
- In order to avoid losing our revenue stream, US Bank has proposed giving us \$1 upfront for each of our mailable alumni. (approximately \$55,000) They would like to do follow up calls to a small percentage of our alumni. However, without the follow-up calls, the upfront money would **not** be reduced.

MOTION: Pat Curry: To give Program Support Committee power to choose whether to sign on with US Bank or continue with MBNA

Second: Judie Carlson

Motion carried.

- The Alumni Office will promote three trips in the coming year. In spring of 2006 we are working with Global Holidays to send alumni to Kitzbuhel and Switzerland. Brochures have been mailed out and an informational meeting will be held October 26 in the Founders Room from 7:00 p.m. – 9:00 p.m.
- In summer of 2006 UWSP will partner with UW River Falls to offer a Canadian fishing trip.
- In fall of 2006 we will work with Global Holidays to offer a trip to Italy.
- The issue of donations on trips came up and Laura has spoken with Global Holidays in terms of how they handle this situation. Global Holidays currently gives the Alumni Association about \$40 per person traveling to cover our staff time in promoting this program. In addition, we have the option to add \$100 to the price and have that amount per person given to us at the end of the trip. Whether or not this is a gift is the issue. After checking with Global Holidays, it was discovered that there are few, if any, schools that issue receipts for this \$100 charge. It is simply built into the costs of running the program. Given this information and the general consensus of the committee, the alumni office will add \$100 to all future trips and treat it appropriately as an administrative fee and not a gift. (The fishing trip already has this built in and Italy will as well. Kitzbuhel will not.)

- The request for proposals for the affinity loan consolidation program will be sent out by November 1 and each bank will be given until December 15 to submit proposals. The program support committee will meet **on January 5** to review these proposals and determine which institution we will choose.
- Currently, Nelnet/M&I have submitted a proposal that includes them sending a direct mail piece to those alumni who have graduated within the last five years and then doing follow up calls to them. The upfront money for the first year would be \$15,000 with calling. Without calling it would be \$5,000. Three year projections for Nelnet/M&I with follow-up calling is \$70,000, without calling it would be closer to \$20,000.

***MOTION:** Scott Thomas: to give approval to Program support to decide which loan program to choose.*

Second: Judi Carlson

Motion carried.

- Welcome to Our City Picnics: These picnics would be held in August and September for new graduates who have just moved to various cities that have a high alumni population within Wisconsin and the US. The idea behind these picnics is to have new graduates moving to new cities meet the UWSP alumni family that has been there for years. For the first year, we would like to have alumni board members “host” the picnics. This would entail working with the Alumni Affairs office to set up a picnic in your city. If you are interested in being a host please contact Laura Gehrman Rottier at lgehrman@uwsp.edu by January 1, 2006.
- Roomrate.com is a searchable database of over 70,000 hotels and car rental places. We will place a link to roomrate on our website and receive 2% of the net booking fee when an alum clicks on the link from our site and follows through to book a room or rent a car. This is being looked at by our legal department and we should be able to sign on soon.

Communication Committee – Mary Wescott / Ray Oswald

- Within 90 days of the Board meeting, this committee will have weighted guidelines for the alumni office to use when they are approached about giving financial support to various organizations. The committee will draft a letter to send to those organizations that have historically relied on our support to let them know that we are working on revamping our method of supporting organizations. We will place a limit on the amount each organization can apply for to maximize the community exposure that the alumni association can have with limited resources.
- The alumni survey has been postponed at least until after the Harris online community implementation. Estimates of \$12,000 or more were considered cost prohibitive to undertake the survey at this time. We will use phonathon to try and collect good updated addresses for now.
- The Alumnus was reviewed and had great comments. Thoughts were to continue to use this as a source to collect information and do drawings. The question of maximizing the effectiveness of the Alumnus was raised. Using this as a tool to invite alumni back to campus to play in the band was a suggestion.
- Another thought was that people are motivated by college rather than by UWSP as a whole and we could possibly look to use that to maximize our invitations back to campus. (i.e. Homecoming in all the newsletters!)

- A suggestion was also made to ask for permission to publish e-mail addresses or contact information in the class notes section. This may not be possible due to space constraints, but is an option to consider.
- The Alumnus will also be used as a vehicle to promote the Harris Online directory where alumni can update their information and search for each other. This may negate the need to ask for and publish e-mails in the Class Notes in the paper Alumnus as we can direct alumni online for this information.

First Nighters – Judi Carlson

- The first event was October 4 and was well received and had a terrific dinner. This was also the first event in the Black Box theatre in the NFAC.
- First Nighters had two packages this year, one for the three main stage shows and one for all five shows including the Black Box.
- We were down a bit in numbers this year, but people bought the 5 show package four to one with the three show package. In total we have 114 people who bought all five shows, and 40 who bought just the three shows. This total is about 60 people down from last year.
- The committee plans to draft and send a letter to past First Nighters that did not renew asking them for their input. This should be completed by January 1, 2006.
- The committee will also be meeting with the theatre staff on December 5 to talk about plans for next year and the relocation of the dinner during the renovation of the DUC. The courtyard of the NFAC may be able to seat up to 200 and hot boxes could bring in food.
- It was suggested for next years packages to consist of just the Mainstage or just the black box shows with the thought that the black box shows would have hors'd oeuvres and not a full dinner before hand. A third option for all five shows might still be in order given the number of people that bought all five shows versus the partial package this year.
- Judi Carlson will remain as an advisor to the First Nighters committee.

Nominating Committee – Grant Winslow

- The nominating committee presented a slate of nine board candidates to begin their term April 2006. Those nominated were:

Erich Bacher
 Jenny Baeseman
 Jeffrey Buhandt
 Jean Ann Day
 Andrew Halverson
 Betty Jenkins
 Michael Kornman
 Judith Miller
 Elaine Schumacher

***MOTION:** Tom Girolamo made a motion to approve all nine candidates.
 Second: Mary Ann Nigbor. Motion carried.*

- All nine new board members will get an official letter of recognition by November 20 welcoming them to the Board. The Alumni Affairs office will send this letter.

- The fact that we were behind in reups was discussed. As of Monday after the Board meeting, we are only waiting for one response from David Dudas. All others whose terms expired in 2003, 2004, or 2005 have been given the opportunity to renew or step down.
- Those whose terms expire in 2006 will receive a letter in late November/early December asking them to consider renewing or stepping down. They will be asked to let us know their decision by January 1, 2006 so that the nominating committee knows how many candidates to put on the slate for April.
- Discussion about having terms run from April to April was presented. No motion to change the term expirations was made. Going forward, the Board will follow the by-laws and present the slate of nominees at the April meeting as this is the first meeting of the calendar year.
- Term limits were brought up and tabled until the April meeting. The Board should take the possible length of time to become president into consideration when looking at implementing term limits.
- The current breakdown of the Board of Directors is as follows: 13 women and 17 men. Of these, 2 are from ethnically diverse backgrounds and 28 are Caucasian. The committee will work with Ron Stregge to obtain recommendations of alumni of ethnically diverse backgrounds for Board membership.
- The nominating committee will be working on a simple application process asking alumni to answer a few questions and submit a one page essay about why they would like to be considered for board membership. This will allow the committee to compare candidates against each other fairly.

4. OLD BUSINESS

Alumni Survey

- See communications committee report on this.

Chapter Events

- Laura will be traveling to various cities in Wisconsin and the Mid-west in late January and February to plan for 2007. She will be sending a letter out in early January with details.
- If you are interested in holding an event in your city, please contact the alumni office. The office has an event planning guide and will provide you with giveaways, mailers, and nametags for your event!

5. NEW BUSINESS

Online Directory

- Harris Connect has our information and is beginning to build a site for us to test drive. If you are interested in being in the group to test the site, please contact Laura Gehrman Rottier by November 1, 2005. This group will be first come, first served and will have 7 total people.

Volunteer opportunities

- The Alumni Affairs website is undergoing a facelift in the next few weeks and one of the new things we are looking at offering alumni is the chance to sign up to be a volunteer online. These forms will be downloadable and include opportunities such as: admissions volunteer, career services volunteer, and

regional programming coordinator (event planning volunteer). We are hoping to launch this opportunity along with the Harris technologies in early 2006.

Chancellor events

- Over the next year the Chancellor will be sharing her vision for UWSP with alumni to create a shared vision. The first alumni event will be in early 2006. The November 17, 2005 event has been postponed.

Welcome to Our City events

- See program support update and let the office know if you want to “host” a picnic by January 1, 2006.

Student representation on Board and use of FAA

- See FAA report above.
- Discussion of having a paid or non-paid FAA president was presented. The possibility of having this be an internship was also brought up. No action was taken.

BOD theme

- The idea of a theme for the Board to come back to as the committees make plans for the year was introduced. The thought was to spring off of the Chancellor’s theme of Connections for this year and see how it goes. General consensus was to give this a try.
- Each committee is asked to think about the Chancellor’s vision, (see handout in packet) and how their committee work on the board might help foster the kinds of connections the Chancellor is focusing on. Connections may be made by certain events, contributions by the alumni association to certain causes/businesses, or ways in which we craft our communications with the community and alumni as a whole.

UW-System Alumni Council update – Laura Gehrman Rottier

- The UW Alumni Council met recently and are taking steps to educate alumni about legislative advocacy. We cannot use state dollars to raise a call to action among alumni, but we can educate them about the issues. UW-Madison is crafting a series of messages that the UWSP alumni office will be utilizing in the form of e-mails to inform our alumni.
- The Council voted to continue and have the UW Big Reunion 3 at Miller Park next summer.
- The Council meeting was held at Wilderness Lodge in the Wisconsin Dells and we were presented with the opportunity to have a winter weekend for alumni at the resort at a discounted rate. This will be something for the program support committee to look at further.

6. SET APRIL MEETING DATE

- April 22, 2006. This date will keep us in line with the UWSP Open House on April 23.