

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
April 19, 2008
Legacy Room-Dreyfus University Center

Present: Patrick Braatz, David Bruha, Jeff Buhrandt, Jon Greendeer, Andrew Halverson, Melissa Hardin, Betty Jenkins, Tom Klismith, Shannon Loecher, Joanne Loeffler, Dave Marie, Judith Miller, Mary Wescott, Grant Winslow

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

Guests: Chancellor Linda Bunnell, Executive Director of University Relations and Communications Stephen Ward, Executive Director of UWSP Foundation Todd Kuckkahn, University Relations and Communications Legislative Liaison Tom Miller, FAA President Kelly Eisenman, SGA President Justin Glodowski, FAA Member Amber Thor

Conference Call Participants: Jenny Baeseman, Carol Lagerquist, Tamara Moore

WELCOME & INTRODUCTIONS

The meeting was called to order at 1:00pm. President Braatz introduced Chancellor Bunnell.

CHANCELLORS UPDATE

Bunnell welcomed everyone and thanked them for their service to the Alumni Board of Directors. She highlighted her vision of connecting to the future with the goal of preparing every UWSP student as a global citizen, in and outside of the classroom. She added that that the campus needs to reflect that environment as well and provide the students with the tools to accomplish that goal. Bunnell continued with a brief presentation (see attachment) and also briefly touched on the capital campaign and its efforts to move forward toward Vision 2015.

MINUTES APPROVAL

The minutes of the October 12, 2007 meeting were approved as published. (Greendeer, Winslow)

SPECIAL RECOGNITION

Braatz recognized retiring member Elaine Schumacher and noted that she will be presented with a UWSP medallion in honor of her service on the Alumni Board. A special welcome was given to Jon Greendeer as this was his first official meeting as a member of the Board, and Ed Richmond was recognized as well for his full board status. Mary Wescott was then recognized for receiving a Small Business Award in 2007.

OLD BUSINESS

Discussion on having a Past Director's Lunch will be shifted to the Events Committee and added to their agenda.

A brief Milestone reunion update was given by Gehrman Rottier, she highlighted that we are about to launch our 2nd reunion in June. In 2007 the attendance was approximately 100 for the weekend and we are hoping to increase that number as a result of extra efforts to promote the event. The steering committee has done a great job in garnering interest, as well as our phonathon callers, who have been encouraging alums to attend the event as they make their calls. Also, thanks to Asst. Director Katie Carlson, we have a new design for the mailer which is much more inviting and appealing to the reader.

FUTURE ALUMNI ASSOCIATION UPDATE (Eisenman)

FAA President Kelly Eisenman outlined the events and volunteer opportunities that the FAA members have been involved with this year. The list includes helping with First Nighters, answering phones for Trivia, helping out with transfer orientation, attending the ASAP conference,

hosting the Alumni Networking social, campus cleanup project (to be rescheduled), Laird Day, Relay for Life fundraiser, and the Senior Breakfast.

STUDENT GOVERNMENT ASSOCIATION UPDATE (Glodowski)

SGA President Justin Glodowski explained what SGA has been working on this year. Glodowski highlighted SGA's involvement in organizing a polling site on campus for students to vote (Mayor Andrew Halverson helped with this effort), involvement with the United Council to host a women's leadership conference in the fall, created a housing website for students to access, also an informational SGA website, working on a food contract for the DUC before it goes out to bid, funded tree planting during Earth Week out of the sustainability reserve (Board member Tom Girolamo helped with this effort), working to create late night bus transportation to provide a safer option for students, and also SGA will be working for the next 2 years on GDR's so that students may take a more productive track in completing these requirements.

POLITICAL ENGAGEMENT PRESENTATION (Miller)

University Relations and Communications Legislative Liaison Tom Miller talked discussed a web-based initiative that he will be creating in order to engage elected officials. He is encouraging the Board to think about their involvement in what he called a "grass roots effort" to engage others for additional resources for UWSP. He intends to present his plan in the fall and stressed that this is not a "heavy effort" but one where everything will be done electronically from a mini database in order to increase contact with the legislature and the media.

2:00 PM COMMITTEE BREAKOUT SESSIONS

3:30 PM FULL BOARD MEETING RESUMES

CAPITAL CAMPAIGN UPDATE (KUCKKAHN)

Executive Director of the Foundation, Todd Kuckkahn briefly spoke about the campaign and that priorities have been identified. Approximately 10-25 million will be the target dollar amount. He highlighted scholarships, faculty enhancements and facilities as the target areas. Kuckkahn talked about the importance of identifying connections in order to approach prospects and that the College Development Officers as well as the Foundation and Alumni Board Members roles are very important in keeping the communication and relationships alive so that prospects will be able to be engaged at some point.

ALUMNI ASSOCIATION UPDATE (GEHRMAN ROTTIER)

Director of Alumni Affairs, Laura Gehrman Rottier highlighted events from this past year including 600 in attendance at the all-campus picnic during Homecoming, the Mall of America trip in November, Senior Breakfast and Chancellor's Leadership Awards in December, Chapter meetings in January (noting that we have 7 out of 14 identified Chapter Leaders), Hollywood Event – viewing of the documentary "BORDER" in February, Cubs vs. Brewers spring training game in Mesa, AZ in March, and the Alumni Association Trivia Phone shift and organizing the Softball Reunion in April, and several First Nighters events throughout the year. The budget issue is affecting everyone on campus, and after looking at a 5-6 year projection of what we are spending vs. what we are bringing in, a plan is being developed in order to continue to function as normal. *The Connecting Point* has steadily increased its registrations; we are on track to have 3,000 registered members by June 30th. We currently have 12,344 email addresses on file which is 16.1% of the database. Lastly, an announcement was made to inform everyone of volunteer judging opportunities for homecoming week – please contact the office by August 1st if you are interested. We are in need of judges for the following:

Monday, October 3, 7:00-9:00pm, King and Queen pageant: Five judges needed

Thursday, October 6, 7:00-9:00pm, Talent Show: Five judges needed

Saturday, October 11, 9:00-10:00am, Homecoming Parade: Five judges needed

Saturday, October 11, 9:00 am – 10:15 am, Homecoming Parade walkers: As many as possible!

COMMITTEE UPDATES

Awards & Recognition Committee (Loecher)

The committee's challenge is to identify potential nominees in order to increase the pool for potential award winners. Katie Carlson has been doing some prospect research within our database to try and identify possible nominees. The committee would like to elevate the criteria for winning the awards and would like to focus on possibly young alums, or emerging leaders, identify solid criteria for the Alumni Service award that the staff currently submits nominations for, and would like to look at creating an award for a non-grad. It was noted that the Alumni Service Award and the non-grad award will not necessarily be given out every year.

Communications Committee (Wescott)

Discussion centered on creating more contacts with alumni such as building a facebook community or virtual chapter, as well as the idea of merging The Connecting Point or the Alumni website with facebook. The current format for the Alumnus is thought to be good, that it looks "green" and the recycle image is a good one. There are concerns about turning the paper into a magazine format and that it won't necessarily do the job of getting more alums engaged. Lastly, the committee would like to gather information from grads on whether their parents are alums as this would be a great way to try to reconnect with those that we have lost touch with.

Events Committee (Hardin)

The Madison Chapter is hosting a wine and cheese tasting event at Fromagination in Madison, and it will be the first off-campus opportunity for the memory taping project. The committee thinks it would be a good idea to target certain groups to ask for memories and possibly use the Alumnus or a postcard mailing to market the effort. The Chapter documentation was reviewed and the committee believes that this is good information to have posted on the website. Identifying leadership within the chapters will be helpful in order to get feedback and keep the members engaged. The committee would like to see the Past Director's be involved in specific events other than just the Board meeting, perhaps the FAA Career Networking social or something similar to attract interest and attendance. If we invite them to a lunch, it should be a more formal setting.

First Nighters Committee (Bruha)

May 2nd will be the final production of the year. There have been many challenges with catering and they are being dealt with by Terri Taylor and Laura Gehrman Rottier. This is an important issue to resolve so that future enrollment is not compromised. Packages are being reviewed in order to offer the best options to members.

Program Support Committee (Greendeer)

The committee is looking at the effects of an uncertain budget and re-examining what they can do. The Sentry Insurance program has done well. Other programs available to alums now are with U.S. Bank, RoomRate.com, and Grad Med. The travel program, specifically the trip to Paris, brought in \$1950 in revenue. The committee will meet in June to re-evaluate original goals and restructure if necessary in order to find ways to generate stable income.

Executive Committee (Braatz)

It was determined that the Nominating Committee will now be a sub-committee of the executive committee and will take place immediately following the executive committee meeting. A self-assessment is being created to identify potential areas of improvement for board members to make the most out of their time on the Board.

Nominating Committee (Winslow)

There are two people that have been invited and have applied to join the Board. They are Kevin Parham, '91 and Laurice Biemeret-Freeman, '95. Parham is in the Finance business and lives in

the Kenosha area. Biemeret-Freeman works for the Fond du Lac School District and lives in Fond du Lac as well. We have 30 active Board members, with the ability to have 36. Currently there are 14 female and 16 male. Both new candidates happen to be African-American which helps with diversity. Motion to accept candidates (Buhrandt, Miller). Mentors were identified and they are Melissa Hardin for Parham, and Grant Winslow for Biemeret-Freeman. A "job description" will be addressed and created for the mentors who will be working with new Board members. Discussion on Emeritus status criteria was then touched on. (see attachment). Motion to accept criteria (Hardin, Loeffler). A list will be presented at the fall meeting and the first group will be granted the title of Emeritus.

New Business (Gehrman Rottier)

The Admissions volunteer program is doing well, and we currently have 12 alumni volunteers, including some Board members. Alums are matched up with prospective students who have applied but not committed to attend UWSP. Volunteers are matched with students based on major/minor interests and experiences. In order to bolster involvement and interest in the Alumni Chapters, we are creating a formal structure so that as we identify leaders they have some guidelines to help them. Chapters are growing in all parts of the country, including CA, AK and D.C. It was suggested that we do a feature in the Alumnus for those identified Chapter leaders.

Fall Meeting reminder: Friday, October 10, 2008

Motion to adjourn at 4:40 pm. (Winslow, Miller)

Respectfully submitted,
Julie Johnson
May 12, 2008