

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
October 10, 2008
Founders Room – Old Main

Present: Laurice Biemeret-Freeman, David Bruha, Pat Curry, Jean Ann Day, Gordon Faust, Jon Greendeer, Andrew Halverson, Melissa Hardin, Betty Jenkins, John Jokela, Tom Klismith, Michael Kornmann, Joanne Loeffler, Dave Marie, Tamara Moore, Mary Ann Nigbor, Patty Noel, Ray Oswald, Kevin Parham, Ed Richmond, Mary Wescott, and Grant Winslow.

Conference Call Participants: Erich Bacher

74% participation

Staff: Laura Gehrman Rottier, Dana Mallett, Terri Taylor

Guests: Chancellor Linda Bunnell, Vice Chancellor for Business Affairs Greg Diemer, Foundation Board President, Bob Spoerl, UWSP Policy and Planning Analyst Dr. Shari Ellertson, SGA President Katie Kloth, University Relations and Communications Legislative Liaison and Public Information Officer Tom Miller, Assistant Director of Development for Athletics Tony Romano, FAA President Amber Thor and Executive Director of University Relations and Communications Stephen Ward.

WELCOME & INTRODUCTIONS

The meeting was called to order at 1:15pm. President-Elect Wescott introduced Vice Chancellor of Business Affairs Greg Diemer.

SPECIAL RECOGNITION

Wescott introduced two new Alumni Board members, Laurice Biemeret-Freeman, '05 and Kevin Parham, '91 and new UWSP Alumni Association office staff member, Dana Mallett, '03 & '08. Wescott recognized retiring member Judith Miller, '92.

MINUTES APPROVAL

The minutes of the April 19, 2008 meeting were approved as published. (Winslow, Klismith)

UWSP FOUNDATION UPDATE (Spoerl)

President Spoerl provided an update on UWSP Foundation. The UWSP Capital Campaign that was started approximately four years ago has been put on hold while a new Executive Director is sought for the UWSP Foundation. The former Executive Director has been reassigned as a primary fundraiser for Freshman Scholarships. Vice Chancellor Diemer is currently serving the role of University direction and supervision of the Foundation and Alumni operations until a new Executive Director is appointed. The Foundation continues to focus on bringing funding into the university through a variety of ways including the annual campaign, Old Main Society, and through work with college development officers. The Foundation approved its spendable distribution at 4% to scholarships for students.

Vice Chancellor Diemer – UWSP and the Foundation are focusing on the future and continuing to strengthen their partnership. The hard work that the employees perform in the Foundation office continues to be appreciated.

OLD BUSINESS

University Relations and Communications Legislative Liaison and Public Information Officer Tom Miller provided an update on the state budget requests. The University would like a grass roots effort, starting with the Alumni Association and involving several organizations on campus, to participate in the request for the governor to support a \$1.7 million request for UWSP. Under a quarter of a million dollars was given for the Health Science major, which has exceeded enrollment expectations, and a Bio Chemistry major that have been developed on campus. Miller is thankful for the university's support and hopes that the university will continue their support.

FUTURE ALUMNI ASSOCIATION UPDATE (Thor)

FAA President Thor outlined the events and volunteer opportunities that the FAA members have been involved with this year. The name of the organization has been changed to STAT – Students Today, Alumni Tomorrow. Goals this year are to recruit more members and incorporate more alumni in events. Events held so far include; the Sophomore and Junior Ice Cream Social and Campus Cleanup. Events coming up include Make a Difference Day in October, the Etiquette Dinner (with SIEO) in November and Senior Breakfast on December 8.

STUDENT GOVERNMENT ASSOCIATION UPDATE (Kloth)

SGA President Katie Kloth explained what SGA has been working on this year. Over the summer the Board of Regents changed their policy towards differential tuition stating that student input is no longer required, but that student consultation is allowed. There is debate regarding what constitutes consultation. SGA is researching best practices from other campuses regarding differential tuition. SGA is looking into Native American religious acts involving the burning of sacred plants to ensure that spiritual freedoms may be observed in the residence halls. SGA has passed a new piece of legislation, the Safe Zone Opportunity Act, that allows all faculty and staff who work on campus the opportunity to participate in training focusing on politically correct interaction with students. SGA is in the process of writing a piece of legislation that supports a statewide ban on harmful phosphorus fertilizers. A United Council General Assembly, the statewide student association for SGA, was held and Kloth was elected to the board. The UW System Board of Regents visit to UWSP went well. SGA met with the Regents and discussed options to save money, such as asking professors to get book orders in on time. The Sustainability Task Force is also looking into several ways to save money and go green. Upcoming activities include the Women's Leadership Conference and LGBTQ Summit through United Council at UW-Marathon. SGA is going paperless and will be holding meetings outside and moving around campus so that they are more visible to the students.

ATHLETICS DEPARTMENT UPDATE (Romano)

Assistant Director of Development for Athletics Tony Romano thanked the University for its support with events. Athletes average GPA is higher than non-athlete students. UWSP is home to two new Academic All Americans, which makes our total 36. Last year UWSP finished 15th in the Director's Cup out of 423 schools. This year's fundraising goal was surpassed by \$4000. Thank you to all the alumni and the connections that were and are being made. Facilities renovation has been an issue that the Athletic Department continues to look into; renovations have been made to baseball, softball, soccer, and football field; and also multi-activity, fitness and strength center. State funding for athletics has decreased and there needs to be a focus on connecting with community and alumni to grow their funding. There are plans to dedicate the basketball floor to Coach Dick Bennett and Coach Jack Bennett in January or February and display sporting successes in the lobby of the gym.

ALUMNI BOARD SELF ASSESSMENT (Ellertson)

UWSP Policy and Planning Analyst Dr. Shari Ellertson provided a Power Point report on the survey that was conducted with the Alumni Board of Directors over the summer. Eighteen people responded to the survey and some highlights of the survey include: people on the Alumni Board are on the same page and have a lot of the same goals, a majority of people feel that it is important to monitor long-term goals and strategies and there is a desire to retain and recognize engaged alumni. Individual self assessment showed that participation in opportunities to remain current on trends and issues affecting higher education, attendance at special events and participation in alumni recognition and engagement, is something that individual members who participated in this survey would like to focus more on. The results also showed a strong desire for the board to take advantage of opportunities for more orientation and ongoing education. Self-identified strengths include structure and organization, communication and connecting and engaging alums. Some self-identified areas for improvement include expanding alumni involvement, connecting with more alumni, holding more board meetings and increasing alumni engagement both locally and nationally.

2:15 PM COMMITTEE BREAKOUT SESSIONS

3:30 PM FULL BOARD MEETING RESUMES

NEW BUSINESS (Wescott)

No new business.

COMMITTEE UPDATES

Executive Committee (Wescott)

Met today at 11:30 a.m. Discussed the self assessment report and would like to know if there is a desire among members to have more/longer Alumni Board meetings. Please send any comments, thoughts, or reactions to the Board Self-Assessment to Laura Gehrman Rottier. We will discuss any thoughts further at the Alumni Board meeting in April 2009.

Awards & Recognition Committee (Halverson)

The committee discussed ways to increase the number of Distinguished Alumni Awards while involving experts from the four colleges. The Committee has asked Gehrman Rottier to draft an alumni awards document based on committee discussion. We are looking to create committees within the colleges that someone from the Awards and Recognition Committee sits on to connect with the Alumni Association. The Alumni Association would help provide research and information about nominees and the committee in each college would review and select the alumnus. One idea is to call this the Distinguished Alumni Council of 2010, 2011, etc.

Communications Committee (Oswald)

The main topic of discussion was the expansion of cross promotion between our online social network (The Connecting Point) through Facebook. So far The Connecting Point has been doing very well, averaging about 1,000 alumni registering per year. In addition, student intern Drew Ward has been working on brochures and other marketing materials for the Alumni Association and STAT.

Events Committee (Hardin)

The committee was shown a demonstration of the 2015 Faces and Places project website. The hope is to have a working version completed by the April meeting to be shown at the full Board meeting. Discussed ways to engage alumni by having the president of STAT send letters to alumni personally inviting them to activities on campus in order to show opportunities to be involved. A possible event for the night before April 25th's meeting could be to meet at Hilltop restaurant at 7:00pm and see how well the event goes in order to plan for another event the following board meeting.

First Nighters Committee (Nigbor)

All events are being held in the Noel Fine Arts Center. A new production, After Images is being offered this season. A website will be created by Joe Motacek with First Nighters information and a ticket exchange. Tonight's show is "Never the Sinner", coming up is "Hair", "After Images", "40 Days", The Little Foxes", "She Loves Me", and "Danstage".

Program Support Committee (Greendeer)

For FY08 we generated \$8,834 in revenue from the Sentry Insurance program, \$2,116.58 from the Travel Program, \$34 from Roomrate.com and we have generated 1,151 accounts with US Bank thus far. We are still on a breakeven path for approximately December 2010 with the alumni credit card. The committee is continuing to look into ways to generate stable income. Participation in graduation was discussed regarding how important it is to remain a part of the student experience. The committee is looking at ways to reaching out to recent graduates. Grad Med was the contract we signed last year to help accomplish this goal. In addition, the contract with Office Depot has been signed and the program is in the rollout phase. In regards to the Travel program, the 2009 trip recommendations are Italy, Lake Garda and French Alps. A motion was made for the Alumni Association to sponsor the Italy trip for fall 2009.

(Kornmann, Loeffler)

A recommendation was proposed for a short term contract to provide a link on the UWSP Alumni Association website regarding the sale of the movie "Trivia Town", in which the Alumni Association will receive 15% of the revenue for each movie purchased.

(Kornmann, Hardin)

Nominating Committee (Winslow)

At this time there are 31 members of the UWSP Alumni Board. We will invite five alumni to apply for the Board and will have a slate recommendation for new Alumni Board members for April's meeting. A group of 32 past Alumni Board members have been identified as having served nine years or three

terms. Committee would like to request that the board grants the title of Emeritus to these members.
(Noel, Loeffler)

CHANCELLOR'S UPDATE (Bunnell & Ward)

Chancellor Bunnell opened the floor for any questions regarding the personnel changes in the UWSP Foundation. No questions were raised. Chancellor Bunnell is pleased that we are celebrating the 40th anniversary of the UWSP Alumni Association and gave thanks for all the work the UWSP Alumni Board is doing. Last week UWSP hosted the UW System Board of Regents. Attendance was excellent and there was positive feedback. This fall, our enrollment has reached 9,120 students. We have not had that many students since 1984. Our freshman class is the most diverse in recent history as well. We have gone from 3% diversity in the last decade, to 8%, and our international student enrollment has continued to grow. We have two new students on campus in the English as a Second Language program from the Thailand Project. Wynton Marsalis held masters classes for students on campus. CEO of Sentry Dale Schuh has announced a five year renewal of the Sentry partnership with UWSP to continue the "Invitation to the Arts" program, which brings world class artists to our community. Sustainability Fair was held recently and UWSP is now considered "Purple, Gold & Green". Research projects are being done throughout campus in regards to the environment. An academic building, the Center for Innovation and Collaboration, is on the table and being discussed as part of the Campus Master plan. This building would include the Communications department, and likely house the Biology and Chemistry programs. Plans for a new suite style residence hall are in progress. Currently our residence halls are using 53% renewable energy. UWSP also has a newly designed webpage and many useful links available.

Executive Director for University Relations and Communications Stephen Ward gave a brief update on the market research project being done with Lipman Hearne. A random e-mail survey was done with alumni recently and is seeing a good response. Lipman Hearne's team is reaching out to alumni, prospective students, and the UWSP Community to gather information to put together a comprehensive marketing plan for the UWSP campus. They hope to have the preliminary results by Thanksgiving.

ALUMNI ASSOCIATION UPDATE (Gehrman Rottier)

Director of Alumni Affairs, Laura Gehrman Rottier, announced that the Alumni Association's request for state funding of \$43,600 has been approved. In addition the Alumni Office has been approved for an Assistant Director position and will start a search and screen committee for this position. Alumni chapter events have reached 352 people this summer in addition to Senior Breakfast, which 300 people attended. Chapters are growing throughout the country and the Alumni Association is averaging about four events per month. The final Scott Schultz golf outing had 87 golfers, resulting in two fully endowed scholarships, one from UWSP and one from the Community Foundation. The online community has 3,191 members that are registered. Through the Harris Directory project, we have increased our email contacts to 20,206 – approximately 26% of our database. When we began the online community, we had approximately 5,700 email addresses. The 40th Anniversary Social will be held this evening.

Spring Meeting reminder: April 25, 2009

Motion to adjourn at 4:40 pm.
(Noel, Richmond)

Respectfully submitted,
Dana Mallett
October 27, 2008