

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
May 1, 2010
Alumni Room – Dreyfus University Center**

BOARD MEMBERS PRESENT: Laurice Biemeret-Freeman, Patrick Braatz, David Bruha, Jeff Buhandt, Jean Ann Day, Tom Girolamo, Jon Greendeer, Andrew Halverson, Melissa Hardin, Betty Jenkins, Tom Klismith, Patty Noel, Raymond Oswald, Kevin Parham, Cindy Polzin, Mary Wescott

CONFERENCE CALL PARTICIPANTS: Jenny Baeseman, Lee Hecimovich, Shannon Loecher, Tamara Moore

67% participation

STAFF: Laura Gehrman Rottier, Terri Taylor, Dana Mallett, Mary Vils

GUESTS: Nate Schultz (SGA Vice President); Kelly Eisenman (STAT President); Erin Kennedy (STAT member); Mark Nook (Interim Chancellor); Jim Schuh (Foundation President); Stephen Ward (University Relations and Communications Executive Director); . Annette Gosh (Class of 1960 Reunion Co-Chair); Rita Leary (Class of 1960 Reunion Co-Chair); Tim Howard (Professor of Theatre and Dance); Tyler Marchant (Assistant Professor of Theatre and Dance)

WELCOME AND INTRODUCTIONS

Alumni Board President Mary Wescott welcomed Annette Gosh and Rita Leary who are co-chairing the steering committee for the Class of 1960 reunion. Gosh and Leary reported that there are six members on the committee, who have personally contacted 61 classmates thus far. The feedback has been very positive. The reunion will be held on Sunday, October 10, during Homecoming weekend.

MINUTES APPROVAL

The minutes from the October 9, 2009, Alumni Board of Directors meeting were approved as published (Moore, Parham).

UWSP FOUNDATION UPDATE (Schuh)

Jim Schuh, President of the Foundation, indicated that they have been working closely with Interim Chancellor Mark Nook during the past year. The Foundation has also been operating smoothly under the leadership of Kathy Buenger, who is the Interim Executive Director. Schuh reports that the Foundation Board has almost 100% giving participation, with some members contributing \$5000 each after a challenge issued by Lela Jahn. Jahn, along with assistance from Patty Noel, has also begun a mentoring program that matches female UWSP students with women community leaders. Ultimately, this program will be expanded to males as well. The Foundation is gearing up to work with the next Chancellor on the next Capital Campaign to raise much needed funds for UWSP. The campaign is anticipated to run from 2014-2019.

OLD BUSINESS (Ward)

Stephen Ward, Executive Director of University Relations and Communications, described how UWSP's newly developed branding/marketing strategies are being used by the Admissions Office to recruit high school seniors. The number of new Pointer recruits has held steady, even though the number of 18 year olds has declined in Wisconsin overall. *Higher Education Marketing Report*, a national publication, has granted its silver award for UWSP's "Trailblazer" viewbook—used as the centerpiece of student recruitment. UWSP has also been recognized in Madison as a leader in what a regional, comprehensive, state university can do—particularly in the area of applied research. It is looking at Marathon county, particularly the Center for Leadership facility, to engage Pointer alumni more deeply and promote the benefits of UWSP within the region.

The Executive Committee proposed adding a third Board of Directors meeting that will be a "virtual" coffee klatch to rev up everyone for Homecoming. It will begin at **9am on Saturday, September 11** and run for approximately a half hour. Details will be forthcoming.

STUDENTS TODAY, ALUMNI TOMORROW UPDATE (Eisenman)

Kelly Eisenman gave her final report, as she will be graduating in May and will become an actual alumna now! She introduced Erin Kennedy who will be the new STAT President and Zahira Jadabji who is the VP of Recruitment and Membership. There are currently 12 active members and six new members. Three students traveled to the ASAP conference in February. Next year STAT will be partially funded by the Student Government Association because the tuition raffle cannot be used as a fundraising vehicle anymore.

STUDENT GOVERNMENT ASSOCIATION UPDATE (Schultz)

The SGA has received funding to hire a consulting firm to perform a recreation analysis. The analysis will help determine the need for a new student recreation facility. Schultz reported that the SGA had the highest attendance ever at the Majors Fair for new Freshman and at the fall and spring Living Options Fairs. The student group has also revamped and upgraded its website, making it more user-friendly and easier to archive information.

Wescott thanked all four of the students attending the Board meeting for their commitment and hard work on behalf of the university.

NEW BUSINESS (Wescott)

Under the purview of Board development and engagement, Wescott has set a goal of **100% participation in Board giving by June 30 of this year**. She promised that she will bring chocolate to the next meeting if this goal is achieved. She also hopes that the upcoming virtual meeting will promote engagement. Braatz and Girolamo strongly encouraged Board members to attend, and to bring others along with them to attend, Alumni Association events in their area. There are currently 24 events planned between May and September of this year. Jenkins emphasized the importance of reaching out to older alumni when planning and holding events.

Professors Marchant and Howard introduced four students who are part of the “*Senior Showcase*” from the College of Fine Arts and Communications. The students provided wonderful entertainment for the Board and its guests.

Breakout sessions: 2:15pm – 3:30 pm

COMMITTEE REPORTS:

Executive Committee (Wescott)

A wording change was proposed to Article 6 Section 3 of the Alumni Board of Directors Constitution. The new verbiage would reflect how Board nominations are actually carried out and is as follows: “Officers shall be elected by the Board of Directors of the Association at the annual meeting for a term of two years. They shall be elected from a **slate of nominees presented by the Executive Committee and brought forward by the Nominating Committee.**” A motion was made to approve (Parham, Girolomo). Motion carried.

The committee will be looking at the costs to run the two annual Board meetings and may recommend that members’ annual \$100 contribution be raised if necessary. By the October meeting, the Executive Committee will be presenting their SOC analysis (strengths, opportunities and challenges) for the Alumni Association. This analysis will be used to develop action plans for the future.

The committee has been asked if it is interested in moving forward with an Alumni Association Leadership Conference. This would be a conference for alumni board members to exchange best practices with other UW institution alumni boards.

Biemeret-Freeman reinforced the importance of longer-term Board members reaching out and including newer Board members beyond the mentoring period. She emphasized that building personal connections between board members is important, even simple connections can mean a lot such as an email to keep in touch or car pooling to meetings and events.

Awards & Recognition Committee (Halverson and Loecher)

The 2010 award winners are:

- **Jack and Cynthia Porter**
Alumni Service Award

- **Bee Leng Chua, '77**
Distinguished Alumnus of the College of Fine Arts and Communication
- **Ronald Breaker, '87**
Distinguished Alumnus of the College of Letters and Sciences
- **Robert Summerfelt, '57**
Distinguished Alumnus of the College of Natural Resources
- **Lela Jahn, '62**
Distinguished Alumnus of the College of Professional Studies
- **Lauren McGrath, '05**
Trailblazer Award (given to an alumna/nus within the first ten years of graduation)

These individuals will be honored on Saturday, October 9 during the Awards Banquet at UWSP. The new process was well received and involved 26 individuals in the selection process. Alumni, students, faculty, staff and retired faculty were all represented.

Communications Committee (Oswald)

The committee's focus is how to reach out and touch as many alumni as possible. The challenge is that nowadays there are many ways to communicate with people, and different people have different preferences as to how they would like to be contacted. Facebook will be utilized more heavily in upcoming months, particularly in advertising upcoming alumni events and reporting about them after completion. UWSP's unofficial Facebook site has approximately 2300 members currently. The committee will continue looking into finding a student intern to work on expanding digital communications with alumni. The first digital Pointer Alumnus was emailed in April to all alumni who the Association had addresses for (approximately one-third of the database).

The email was opened by about 3400 people. The committee will work on tweaking the format of the digital version to make it as easy to read and as interactive as possible. The suggestion to utilize page turning software was made by the committee.

Events Committee (Hardin)

During the next retirement banquet for UWSP employees, the committee is considering taping the memories of some of the instructors. Committee members also felt that current and future memory tapes could be used by the university as part of its Trailblazer branding strategy. A plan to include more STAT members in Alumni Board social events was discussed. This would allow the students to meet more alumni and make more connections before they graduate. The 2010 "Thanks a Brunch" banquet for former Board members has 20 registrants, and will be held tomorrow.

First Nighters Committee (Noel for Nigbor)

This year was the 37th season for the First Nighters program. Next season there will be three performances in the Jenkins Theatre and three in the Studio Theatre. First Nighters attendees can choose to purchase tickets for all the performances or just those in either theatre. A goal for the committee is to increase attendance, as current members belong to an aging demographic. Using social media, email communication, and other university departments' websites to advertise was discussed. Gehrman Rottier mentioned that the Alumni Affairs office is working with academic offices to get First Nighters information included in new faculty and staff orientation packets. In addition, the area Young Professional Network is interested in purchasing a block of tickets to introduce members to the First Nighters program. Oswald reported that the next issue of the Pointer Alumnus will also have a feature article.

Program Support Committee (Greendeer)

The committee felt that engaging other alumni who are business owners would be widely appreciated. More prominently featuring and promoting alumni owned businesses, particularly on the Alumni Affairs website, was mentioned as a vehicle to help generate customer traffic and revenue for those businesses. The Program Support Committee would like to assist and work with the Foundation in formulating its future Capitol campaign. The committee would like to tailor any efforts and recommendations for the Alumni Association to mesh with this campaign. Lastly, the committee recommended a Baltic cruise for the next GoNext alumni trip. (Girolamo suggested Iceland and Greenland, with Jenny Baeseman as the trip leader). The written affinity revenue report is available online at the Alumni Board meeting website and is also reflected in the budget update.

Nominating Committee (Braatz for Wislow)

Six alumni are recommended for membership on the board: Pat Weiland '81, Jamie Beckland '00, Nick Bohlz '01, Alexa Priddy '02, Steve Zywicki '98, and Peter Graening '04. All the nominations were moved and accepted.

Current alumni board members who wish to be a mentor for one of these individuals can volunteer. Seven board members' terms expire in 2011 and the group discussed renewal letters. The Committee would like to have more members from the 1960s and 1970s, if possible. Also, the committee would like to make a policy recommendation that all board members physically attend at least one of the two meetings that take place each year.

Alumni Association Update (Gehrman Rottier)

Since the last Board meeting in October, and not counting Homecoming, the Alumni Association has been involved in 39 alumni or student events. It is averaging about 5.5 events per month. About a dozen affinity groups have used one of the Association's events packages. There are 24 events occurring between now and September. The upcoming Alumni reunion in Chicago features UWSP professor and alumnus Mike Zach whose research at the Argonne Laboratories is recognized worldwide. The Alumni Affairs office, in collaboration with the Grants Office and University Relations & Communications will be taking vans of alumni and students to Madison for the annual Posters in the Rotunda event. Due in part to the revamped selection process for the Distinguished Alumnus program, there has been increased traffic for the Chancellors Leadership nominations. On a less positive note, the WI State Gaming Commission has informed UWSP that it can no longer hold the tuition raffle through the mail. This will affect revenue for the Alumni Association and its student group STAT.

The Connecting Point and email update:

Average monthly visits: 851, an increase of 18 unique visitors per month since October. In April alone we have had 1,736 unique visitors to **The Connecting Point**. As of 4/23/2010, we had 4,788 registered members on **The Connecting Point** (6%) – 420 new members since October. We are also up to 23,589 email addresses which translates to 29.4% of our database and is an increase of 629 emails since October. We have also sent 47 e-mails since our October meeting to all and targeted groups of alumni – that is almost seven emails per month. (We were at almost six at our last meeting). We average an open rate of about 15 - 20%. For example, the 2010 Spring Alumnus online was opened by 19% of our alumni with an email address.

Budget update:

We have submitted our FY11 budget request for \$68,831. This amount is less than we requested in FY10. Moving to one printed version of the Alumnus and one online version saved us approximately \$15,000. We still utilized some funding for printing and postage of a postcard to notify alumni without an email address of the online edition and the total cost for that piece (including postage) was approximately \$8,000. A typical print edition of the Alumnus costs approximately \$23,000. In FY09 our Affinity programs raised a total of \$11,333.18. Thus far in FY10 we have realized \$5,534 from our Affinity programs. Our trips have not taken place yet for FY10 and will be included in the fall report. In addition, we have raised \$263 in pledges for the 50th Reunion, \$5,450 through the honor gift option during the Distinguished Alumnus banquet (\$230 of this went to the Alumni Association and the rest was parceled out between the funds the award winners selected).

Alumni giving based on event attendance

| Event Attendance | % made a gift that same FY | % made a gift between start of FY06 and FY10 |
|--|-----------------------------------|---|
| FY06: 645 tracked | 20.6% (133 gifts) | 30.6% (198 gifts) |
| FY07: 1,798 tracked | 10.8% (195 gifts) | 18.7% (338 gifts) |
| FY08: 1,176 tracked | 18.2% (215 gifts) | 30% (358 gifts) |
| FY09: 1,008 tracked (does not include All Campus Picnic, approx. 650) | 20 % (209 gifts) | 31.2% (314 gifts) |
| FY10: 1028, does not include All Campus Picnic – approx. 800 (through 4/23/2010) | 17% (175 gifts) | 27.2% (280 gifts) |

Alumni Board Giving

| | |
|--|--|
| Total number Alumni Board members | % that made a gift in FY09: |
| 31 | 61% |
| 31 | % that made a gift in FY10 so far |
| | 60% |

CHANCELLOR'S UPDATE (Nook)

Interim Chancellor Nook reported that UWSP currently has about 8800 full time students and that number is more than last year. There will be about 1200 students graduating in May. This academic year was the 40th anniversary for UWSP's Study Abroad Program, the creation of the College of Natural Resources, the creation of the College of Professional Studies, and for the International Dinner. UWSP is one of the leading state campuses in terms of its percentage of international students. One strategic goal is to increase that percentage. Nook traveled to China and signed an agreement with the Beijing Forestry University to start discussions about establishing an exchange program. He also met with leaders of the Hunan Agricultural University to possibly begin an exchange program of students and faculty. Nook stressed the importance of a liberal arts education to the Chinese students he spoke with, as this helps enhance critical thinking and communication skills.

Building projects occurring at UWSP include a new suite-style residence hall, Steiner and Hanson halls are being renovated, ground has been broken for a new military science building, bids have just been opened for a new waste management laboratory to be added to the maintenance building, and the maintenance building itself is being renovated. The Treehaven renovation has just been completed and it is exceptional, Nook reported. Lastly, the Wisconsin Institute for Sustainable Energy is very close to being operational, as key administrators have been hired.

This year Nook has participated in alumni events in Duluth, Green Bay, Milwaukee, Chicago, Washington DC, Naples, Portland, Scottsdale, and visited alums in Los Angeles and China. Connecting with alumni has been fun and engaging alumni is extremely important as we look to the future and a capital campaign.

A motion to adjourn the meeting was made at 5:15 pm (Wescott, Oswald). Motion carried.

Respectfully submitted,
Mary C. Vils
May 12, 2010