

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Saturday, April 27, 2013
Founders Room, Old Main

Board Members Present: Ray Oswald, David Bruha, Thomas Girolamo, Peter Graening, Melissa Hardin, Jeffery Kurowski, David Marie, Patricia Noel, Mary Wescott, Steven Zywicki, Mary Ann Nigbor, Jamie Beckland, Joanne Loeffler, Grant Winslow, Samuel Dinga, Jessica Lahner, Mickey Fitch, Jon Greendeer, Tom Klismith, Carol Lagerquist, John Joleka

Conference call participants: Lee Hecimovich, Jenny Baeseman, Patricia Weiland, Bruce Bay

Not present: Tamara Moore, Jean Ann Day, Brian Valleskey, Nic Bolz, Patrick Braatz, Betty Jenkins, Shannon Loecher, Ed Richmond, Alexa Priddy

Retirements: None

Board participation: 73%

Staff: Laura Gehrman Rottier, Terri Taylor, Abby Bergeron

Guests: (in order of appearance) Chris Richards, Vice Chancellor for University Advancement, Marty Loy, Dean, College of Professional Studies, Chancellor Bernie Patterson.

Welcome and Introductions (Oswald)

The meeting was called to order at 1:16 p.m. Minutes from the October 19, 2012, Alumni Board of Directors meeting were approved as publish (Winslow, Noel). President Ray Oswald welcomed the Alumni Board and thanked them for attending.

UW-Stevens Point Advancement and UWSP Foundation update and Q&A (Richards)

Chris Richards '81, Vice Chancellor for University Advancement. Richards spoke about the importance of involvement. While attending UW-Stevens Point, Richards was involved in Trivia 11, 90 FM, and studied abroad in London. Richards talked about preparing for the Capital Campaign which will enter the quiet phase in January 2014 with plans to finish the campaign in the next five years. The UW-Stevens Point Advancement Office is preparing for the campaign with a current staff of 14 people. The office is also in the process of hiring a Capitol Campaign Manager and Annual Giving Director with hopes to have them hired by September of 2013. Don Burrey, a capitol campaign advisor, will be training staff and getting everyone up to speed for the capitol campaign. Soft campaign work will begin January of 2014. Everything the foundation and alumni staff is currently working on is preparation for the capitol campaign.

UWSP College of Professional Studies Update (Loy)

Loy introduced the Alumni Board to Prezie with a presentation on the College of Professional Studies. CPS recently hired a new development director Carrie Winn who will also work closely with the Foundation and Alumni staff.

Loy talked about his career path and celebrating 26 years on campus this year. [Click here to read more about Marty Loy's biography.](#)

Loy talked about the nine different program areas within the College of Professional Studies health, education, business, athletic training, communicative disorders, interior architecture, ROTC, and athletics.

Loy is continually working to help each program area create and achieve their own mission and vision.

CPS programs lead students directly into a profession. Active hands on learning is a priority. Examples of this are the CPS Café-sustainable foods operation, Gisele institute, communicative disorders lab. CPS staff and students are working with the community and volunteering more now than they ever have.

CPS tag line is proactive, resource, connective and caring. Loy's presentation was centered around these four words.

100,000 people came to athletic events and even more to camps in the 2012-2013 year.

All programs in the CPS are accredited. CPS staff and students are currently working with local farmers on the Green House Project in Stevens Point. Particularly the interior architecture and dietetics students are working on this project that will benefit the community greatly.

Loy talked about the new nursing program that was made public early this year. A Bachelor of Science in nursing will now be available at UWSP; classes will start in the fall of 2013.

To continue following the universities' strategic plan of the Healthy Community's Initiative CPS has eliminated the nutrition minor and has created a major called community nutrition.

Director's Report (Gehrman Rottier)

[Please click here to view graphs](#)

Rottier reminded the group about Alumni Board Giving. She also gave an update on how the February Speed Networking Social went. Alumni helped keep the cost of this event very low and made it very beneficial for the students. Overall it was a great event and there is a hope to do this event annually. G. Rottier talked about engagement, one example of the current statistics is that 8% of alumni are engaging through joining the Connecting Point and are engaging less through events. High impact engagements lead to giving, examples of this engagement would be winning an award, attending events, and participating on Connecting Point. Rottier also have an update on the new pinning ceremony. Each graduate is given a pin at commencement and an Alumni Board Member (this year was Dave Bruha) talks about the importance of staying connected and engaged with their alma mater. The graduates are then encouraged to pass along the pins and call the alumni office when they need a new one. Rottier also spoke of the Chancellor's Leadership Award 35th Anniversary. 40 alumni came back to the event along with 200 other event attendees. The event was a great success and many Pointers were able to reconnect with one another and the class of 2013. Rottier stated that Homecoming 2013 has a Greek mythology theme, and that this year an All Greek Social will be held on Friday, Oct. 4. Other events during Homecoming weekend include the Golden Iris Reunion, Parade, Football Game, opportunities for judging during Homecoming week.

SAA update (Bergeron)

Abby Bergeron is working with Susan LeBow to connect with more of the student organizations on campus. Hundreds of alumni visit our campus annually to speak and present to student organizations. Abby is working to create a new focus for and push current programs such as AMP into more student organizations. The focus is going to be more alumni based and utilizing the students to help connect and build relationships between students and alumni. This will also help foster the importance of staying connected to your university into the minds of the students while they are currently enrolled on campus. Current SAA members will work with the Alumni

Affairs Office to connect with current student organizations. They will also help kick-start the AMP program within interested student organizations. Current organizations such as PRSSA, UWSP Fisheries Society and multiple UWSP fraternities and sororities are already on board to create and alumni position and or utilize their current alumni position and collaborate with the Alumni Affairs Office.

COMMITTEE REPORTS:

Awards and Recognition Meeting: (Kurowski)

Distinguished Alumnus award winners have been determined. Chancellor Patterson will be contacting them over the next couple of weeks. Announcement of winners will be made in June. The BOD is encouraged to nominate new award winners, nominees stay on the ballot for three years. Alumni Service Award will be renamed, announcement in October. New past award winners alumni wall is in the final planning stages. The committee has agreed on keeping the placement of the display outside of the Alumni Room, they are working on design; the plan is to combine wooden structure with touch screen. New display will allow for video footage and more growth into the future.

Beaseman: More contact to distinguished alumnus award winners. What's being done to keep past winners engaged?

Weiland: Have past award winners give an online update on what they are up to. Weiland has volunteered to help and has a platform we could utilize. She also recommended live streaming the award ceremony so people from all over the world could watch.

Communications Committee: (Beckland)

Strongly want to keep printed pieces in play. Online, social media, Facebook, twitter. Action items request to BOD make sure you like and follow social media facets for the Alumni Association. Tremendous grow new twitter account.

Initiatives of this committee are as follows; update to printed alumni directory 2013, first time since 2007. Benefits of the directory would be one, large communication strategy from Harris who will be sending postcards and emails and two getting accurate information from alumni. Six mailers and six emails will be sent to alumni over the course of several months. The Alumni Affairs Offices is hoping to get 20-30 thousand new email addresses after the process is complete.

Bergeron and Rottier have been working diligently to plan every newsletter that is sent out. Newsletters are being sent on a monthly basis with a student feature, alumni/donor feature, campus update, Alumni Association plug and need to know campus information. They are also working with University Relations and Communications to gather and write stories.

Connecting Point is seeing from 800 visits per month. The Alumni Affairs Office is continually marketing this program; this online source will change once Spark is incorporated into the foundation system.

Email blasts are being sent to specific audiences depending on events, news and campus updates.

Spark is a new tool from the foundation. Gap analysis is going on right now to find functionality to make sure new tool can support all needs. In the end allowing for more functionality.

Program Support Committee: (Graening)

Graening have a brief history on the program support committee and stated that this committee identifies revenue opportunities for the Alumni Association. Graening discussed the revenue being brought in by diploma frame sales, he is encouraging alumni to purchase one, then the Alumni Affairs Office will purchase one which can then be sold at commencement. No one signed up for travel trip to New Orleans for 2013. Credit card affinity account will have a break even date in 2018. Sentry Insurance got out of personal insurance and is no longer giving affinity payments. Liberty mutual is now offering a plan for alumni. Will help with marketing, and sponsor events. The Grad Med affinity program isn't affective because most students can stay on parents insurance until they are 26. 2014 European alumni trip starts in Portugal and ends in South Hampton. Cruise includes air fare. Other amenities depend on which travel company the trip is booked through.

First Nighters: (Bruha)

Bruha gave a brief history of the committee and the First Nighters event. He explained that First Nighters is a conjunction of the UW-Stevens Point Theater and Dance Department, dinner, program and networking. There are typically six events over the course of a one academic year. This year marks the 40 anniversary and the last year the Alumni Association First Nighters committee will help plan event.

This year's last performance was The Producers, event dinner and program featured a special video from past alumni and a look at shows over the past 40 years.

The purpose of this event was to get alumni back in town and alert the community of a form of entertainment that is right on campus. The College of Fine Arts and Communication have benefited from this program over the years by gifts from the First Nighters family.

Stewardship Committee: (Oswald)

Help thank alumni, volunteers, students, fellow BOD members, UWSP faculty, and staff.

60-100 thank you letters have been sent thus far. Abby sends Stewardship Committee thank you notes and a list of people, and the committee writes hand written letters.

The groups we have thanked include: admission volunteers, student phone a thon workers. Chancellor's Leadership Award winners, Albertson award winners are the next round.

Nominating Committee: (Hardin)

Hardin stated that the Nominating Committee currently has one open spot. Spears '11 sociology major has applied to be a BOD member. Spears was very involved on campus and will be a very strong candidate. Currently lives in Arizona and has family in Milwaukee. 2 emeritus Donald Herman '55 Orlan Radke '47 served on BOD long enough to be emeritus.

Motion Needed: Steve and Melissa moved

Volunteer to be a mentor for her: Dave Marie

Executive Committee: (Oswald)

July 15 will be the next meeting. The next BOD meeting will take place Friday, October 4, please inform the committee of potential topics and speakers for the fall meeting. An update on the new UWSP Science building will be given at the October meeting. The committee is still looking for speakers from campus especially student perspectives to present at the meeting. They are also working to have updates from different colleges on campus, CNR is up for consideration. Other topics will include the importance brand awareness, newspaper, magazine, and handouts.

Internal structure of executive committee tends to be a long commitment. Committee looked at cycle to shorten to seven years with five to six members. We will propose language at next meeting under new business. Want to make it easier and not a 12 year commitment. Directors contribution, please have it sent to the alumni affairs office by June 30.

Bruha: Campaigns and calls from students is not what Oswald is talking about. This money is specifically for the Alumni Association endowment.

Gehrman Rottier noted the arrival of Jack Le Duc, a past BOD member she welcomed and thanked him for coming to the meeting. Thank you to staff Abby Bergeron and Terri Taylor. Thank you to Mary Ann Nigbor for contribution time and talent to First Nighters.

New Business: (Gehrman Rottier)

Tentative summer events schedule was handed out, summer post card will be mailed early June.

Anonymous donation for Homecoming picnic and Post-Commencement Alumni Reception food.

Present for Ray Oswald electronic picture frame.

**Passing of gavel: Oswald to Grant
Grant Winslow accepts president position****Adjournment at 4:35 p.m.****Be sure to mark Friday, October 4, 2013, on your calendars for our next Alumni Board meeting.**

Respectfully submitted,
Abby Bergeron