

UWSP Alumni Association Board of Directors Work Plan
Program Support Committee

Goal: *Assist Alumni Office in creating opportunities for alumni that benefit the future of the Alumni Office.*

Actions	Person Responsible	Due Date	Status
Annual ask from UWSP Alumni Association	Gehrman Rottier and Committee	In progress through June 30, 2013	Fund raising target of \$10,000 has been set for Alumni Association. Gehrman Rottier is working through the plan.
Increase alumni participation giving rate through educational messaging, engagement and measurement	Committee	April 27, 2013	Discuss board member challenge grant idea to tie into annual fundraising goal
Comprehensive alumni survey to determine benefit desire and communications preferences	Gehrman Rottier		Exploring survey with directory as a possible way to make this happen
FY14 Trip option discussion	Committee	April 27, 2013	Review trips and select for April board meeting

Objective: Introduce one new affinity program every other year.

Actions	Person Responsible	Due Date	Status
New ideas and proposals: Amazon.com UWSP Bookstore	Peter Graening and Committee	April 27, 2013	Amazon.com Do we want to continue to pursue the bookstore vs. amazon Peter to research Amazon regulatory requirements

Objective: Promote Current Affinity programs & Revue Revenue

Actions	Person Responsible	Due Date	FY12 Revenue
Travel Program	Committee	April 27, 2013	No travelers on New Orleans trip
US Bank Credit card	Committee	April 27, 2013	1,328 accounts as of December 31, 2012.

			<p>We had had 28 new accounts in 2012. \$37,420.69 remaining on advancement payback. Estimated break-even date is 2018. It is estimated that we will see about \$11,000 cash after we break-even. UPDATE on future of program: Gehrman Rottier</p>
Sentry Insurance	Committee	April 27, 2013	<p>We will receive \$10,500 for FY13 as a flat fee. Gehrman Rottier met with Sentry CRM and has an update on this program and our new direction.</p>
Grad Med	Committee	April 27, 2013	<p>\$62.48 on March 1, 2013 (paid annually) LGR inquired as to reason for lower amount and was told that it had to do with students staying on their parents insurance longer - under new laws. Do we want to drop this product.</p>
Long Term Care	Committee	April 27, 2013	<p>\$300 received March 4, 2013.</p>
Diploma Frames	Committee	April 27, 2013 (purchase for May Commencement)	<p>\$55.30 in Jan. 2013 in revenue for us under the new 35% royalty structure. - do we want to get wholesale stock to sell at graduation? Can we do something nifty like offer "buy one at full price, donate one to the alumni association" to</p>

			board members/special alumni friends so that the initial stockup costs nothing to the AA and the first sales are pure profit? (Avoids having any "locked up" capital in what doesn't sell the first year so we can figure out what to do right) Our wholesale price is 50% off.
Non-revenue programs: 211.org, library, career services, license plates, cardio center	Committee		These are benefits to alumni that do not provide a revenue for the Alumni Association