

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday April 13, 2018
Alumni Room, Dreyfus University Center

Board Members Present: David Bruha, President, John Jokela, Nancy Krei, Joanne Loeffler, Jody Rowland, David Boardman, Grant Huber, Dave Bauer, Peter Graening, Jeff Kurowski, Melissa Hardin, Dave Marie, Bob Kemps, Patty Noel, John Gardner, Deb Dorshorst, Lanie Patterson, Terry Harper

Video Call Participants: Erich Bacher, Eric Tande, Tamara Moore, Gina Neuville, Martina Spears, Brian Valleskey, Lee Hecimovich, Ray Oswald, Grant Winslow

Retirements: Grant Winslow

Staff and Guests: Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Ryan Weir, Dan Krueger, Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Eric Yonke, Dean of the College of Letters and Science, Valerie Cisler, Dean of the College of Fine Arts and Communication, Sean Piette, President for Student Government Association, Katrina Hansen, Vice-President for Student Government

Welcome and Introductions (Bruha)

The meeting was called to order at 10 A.M..

Approval of the October 13, 2017 minutes. (Gardner, Bauer, motion passed.)

Membership changes

It was noted that Grant Winslow would be retiring from the Alumni Board. His last meeting will be April 2019.

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for being here and for their continued service. He began with an update on the proposal that was released in early March. He noted that Provost Summers began conversations around program re-imagination at his state of the university address in 2014. He also shared that we are not the only university looking at cuts in these areas. He noted that [Viterbo university](#) is also looking at academic changes in some of the same areas we are. He underscored the fact that if the proposal goes through as written, we would continue to teach these courses, even if the majors are not available. We are looking to enhance the liberal arts through this process. He went over the enrollment numbers for first-year and transfer students to the majors in the proposal and noted that this is the business side of what we do. Addressing the question of whether or not you could be a university without a major in one of these areas, he noted several existing universities that don't have majors in the areas being proposed for changes. Patterson shared that there are also other groups of students and faculty working on alternative proposals and he is welcoming them. He emphasized that we value shared governance, and want discussion and input, but that we will not do nothing.

Patterson delved into the proposed program additions under consideration as well. These additions are based on future potential growth. Patterson noted that every Pointer will leave UWSP with a sound liberal arts foundation. UWSP is not trending toward becoming a Technical College. He talked about our Pointer roots as a Normal School – preparing teachers and referenced a few articles by Greg Summers that were featured in the Chronicle, and Inside Higher Ed

<https://www.chronicle.com/article/Back-to-the-Future-at-Stevens/242978?cid=wcontentlist> hp 5

<https://www.insidehighered.com/views/2018/04/02/why-university-wisconsin-stevens-point-plans-eliminate-certain-traditional-liberal>

Patterson paused for questions on the proposal and addressed items such as a “magic dollar amount” in terms of cuts that would fix the deficit. Patterson noted that many have suggested that across the board cuts should continue. He noted that we are still making an across the board cut and in addition to that, we are being strategic about program elimination and restructuring.

Following his PowerPoint Chancellor Patterson addressed questions, many of which focused on the restructuring and the proposal’s effects on the loss of faculty, including tenured positions. Patterson also noted there would be a lot more conversations with all stakeholders, including shared governance, before anything is final. He encouraged the group to review the Fork in the Road website and note the 2014 University address by the provost where he began this conversation. <https://www.uwsp.edu/forkintheroad/Pages/default.aspx>

Patterson emphasized the need for both tech colleges and universities but underscored that UW-Stevens Point was not heading in the direction of becoming a technical college. He noted that this proposal has jump started the conversation of what we might look like in the future and what creative ways we can re-imagine UWSP to keep us thriving long into the future.

Bruha encouraged the Alumni Board to use its platform to ensure people understand the proposal doesn’t mean things like English are going away. The majors may be eliminated, but the courses will still be taught. He commended the Chancellor for acting rather than giving way to the mantra of “this is the way we have always done it” as Bruha noted that will no longer work in today’s world.

Executive Committee - (Bruha and Gehrman Rottier)

Bruha shared notes from the Executive Committee’s morning meeting and announced the good news that we have reached our \$100,000 goal as an Alumni Board for the Distinguished Alumnus display project. He noted that this includes ongoing pledges. He also noted we will still continue to encourage and accept gifts for this project as the materials costs continue to rise and we want to ensure full future maintenance. He congratulated the Alumni Board for voting to make this project their own in 2013 and for achieving this goal. He noted that at the last meeting we were at 83% of our goal and this was a monumental task. He thanked the Alumni Board for bringing this project to life. This is the UWSP Alumni Board’s living legacy on the UWSP campus and it will make a lasting impact on Pointers for generations to come.

Bruha shared that the Alumni Board participation rate for giving in 2017 was 62.5%. He encouraged members to make their \$200 gift in 2018. These funds ensure we are a self-funded Alumni Board.

Bruha reminded the Alumni Board of the Alumni Power Hour during the May 1 Day of Giving. Pare shared that this year’s Day of Giving will focus on scholarships and talked through the Power Hours we will be having. The Alumni Board is being asked to help in providing matching funds for the Alumni Power Hour from 9-10 a.m. on May 1. The Alumni Association is the first Power Hour. Dave will be sending out a reminder email about this in the next few days.

Bruha reminded the group of the 50th anniversary celebration taking place after the Alumni Board meeting.

Lastly, Bruha congratulated Terri Taylor on celebrating 30 years working for UWSP.

Gehrman Rottier touched on the Days of Service being done in honor of the Day of Giving. We have 11 Days of Service. Milwaukee will be cleaning up a stretch of river on April 21, the Twin Cities will be working a shift at the Cookie Cart on April 28. Green Bay will be working at Paul’s Pantry on April 28. Treehaven will be planting a garden

and pulling invasive species of weeds on May 1. Madison will be cooking a meal at the Ronald McDonald house on May 12. Alaska will be cleaning up a section of the Coastal Trail on August 7. Denver, DC and Chicago are still finalizing plans.

Hardin talked about the work they will be doing in Madison. Kurowski shared the story of Paul's Pantry and its founder, Leo Frigo. Dorshorst talked about their event with Blessings in a Backpack program. This was the group's second year doing the event and they were offered a reserved spot for next year, which is not protocol for this organization, it is normally first come first served.

New London will be a special Day of Service featuring several alumni authors as well as Kathy Kinney who will be joining us as her alter ego, Mrs. P, to read to children in the district. We are working to give every child who attends this event a free book to take home with them as well as donate the remainder to the school district and the library. Our Arizona chapter also hosted a Day of Service in December to wrap basketballs for foster children. Gehrman Rottier thanked everyone for working in these Days of Service and for making such a tremendous impact on our broader global Pointer community.

Gehrman Rottier shared an update on the Golden Iris Reunion noting the addition of our Silver Iris Reunion happening the weekend of Commencement. Our Silver Iris reunion is for the Class of 1993 those celebrating 25 years since graduation.

Career Locker is a new benefit we are able to offer through a program at UW-Madison. It is free for alumni with a log in that they can obtain from our office.

Gehrman Rottier also noted that we sent out our Year-in-Review letter in early 2018 and the mailing included Alumni Membership cards.

Committee Reports

Awards & Recognition (Graening)

Saturday, October 20, 2018 we will honor this year's Distinguished Alumni. Our 2018 Distinguished Alumni are: **Cindy Ratzlaff '77** (COFAC). Owner of Brand New You, Cindy has brought over 150 books to the New York Times Best Seller list with her marketing plans. **Judy Galbraith '76** (CPS) Judy is the Founder and President of Free Spirit Publishing. She is the first publisher to focus on self-help materials to help young people lead better lives. **Nyles Eskritt '62** (L&S) Nyles is a retired dermatologist from Central Wisconsin. Travis Livieri '93 and '07 is the Executive Director and Biologist at Prairie Wildlife Research, featured in Jane Goodall's Hope for Animals. Our Trailblazer Award is being given to **Gerald Avery, '08**. Gerald is a swing member of Hamilton and was also in Spiderman on Broadway. Our Mary Ann Nigbor Volunteer of the Year Award will be presented to local community supporters **Don and Tina Peters** and our Lifetime Achievement Award will be presented to **Keno Hawker '69**. Keno is the former Mayor of Mesa, AZ and owner of Hawker Trucking Materials.

Communication Committee (Rowland)

Jody Rowland noted that the committee met three weeks ago. John has been in communications with the Pointer to do an article on the Alumni Association. She noted the great work Nicole Pare has been doing on social media and in managing the conversation around the proposal. She encouraged the Alumni Board to help manage the conversation as well. Rowland encouraged the Board to share any topics they would like to see from Nicole and Laura for a Coffee Talk. She reminded the group to use #UWSPGIVESBACK on the Day of Giving.

Nominating Committee (Hardin)

It was noted that Grant Winslow will be stepping down from the Alumni Board. His last meeting will be April 2019.

Our new member slate for voting included:

Doug McMillan – 1978 graduate – city attorney for Kansas City

Jon Miskowski – 1983 graduate – Director of Public TV in Madison

Motion to approve these two new members for the UWSP Alumni Board. (Hardin. Loeffler. Motion passes.)

Doug is the city attorney in Kansas City. Doug is a 1978 graduate. Our other candidate is Jon Miskowski. Jon is Class of 1983 and is the Director of Wisconsin Public Television in Madison, Wi. Vice Chancellor Richards commended the Nominating Committee on both candidates.

The committee will be reviewing Alumni Board members whose terms are up in January of 2019 next and making recommendations on filling open spots.

Stewardship Committee (Gehrman Rottier)

The committee has been reaching out to call people to invite them to the 50th reception. Most of those contacted are attending. The other project they have been working on was having a slide in our Distinguished Alumnus display that recognizes our Emeritus members and that is now complete.

Scholarship Committee (Patterson)

Patterson noted that we have about 30 applications for the Alumni Generations Scholarship for 2018. The process is moving along well and seems to be working.

Advancement Update (Vice Chancellor Richards, Pare, Gehrman Rottier)

Richards began by thanking the UWSP Alumni Board for their work and commitment. He followed up on the Chancellor's report addressing the March 5 proposal. He underscored that when he was a student state support was 46%, now down to 15%. It was a function of a time when there were more students and not as many universities, but those conditions don't exist any longer so we must change. He also noted that our decline in enrollment is because we are doing a better job graduating people in four years.

He provided a Then, Now and Forever Campaign update. Launched in 2013 we are in our fifth year and we have been doing very well. We are ahead of our original projected schedule. To date we have raised \$27.6 million. Our goal is \$30 million and we hope to eclipse that goal even before the end of the campaign. He said our focus is more about the story of what those dollars are doing – the five endowed faculty positions that did not exist prior to the campaign, the depth of support we have been able to provide for students since the launch of the campaign, and the permanency with which we will have an impact on UWSP with an increase in the Foundation endowment that will allow us to continue to provide elevated support every year going forward.

He talked about the new approach we have taken with our communications and the creativity that has enabled us to reach more people, in a more meaningful and impactful way. The interactive ways we are connecting through Coffee Talk with Alumni and Friends, the behind-the-scenes media we are sharing with alumni via short video, and our weekly newsletters are all things we are able to do well and cost effectively because of our new structure.

Student Government Update (Piette and Hansen)

President Piette and Vice President Hansen shared a report from SGA. They thanked the Alumni Board for their service and both noted they are excited to become alumni very soon. Piette noted they have a really strong presence with the UWSP administration as well as in Madison. They have 21 students going down to lobby next Wednesday to encourage more funding for the system. They have been in touch with the student governments at the two branch campuses as well to help navigate the restructuring that will be happening on July 1. In October, SGA

talked about four main areas; increasing the health of Pointers on campus, increasing sustainability, increasing transparency and community. Piette and Hansen touched on all four points:

Health area – we created a Health and Wellness Council. \$10M of segregated fees goes to UWSP students, and one of the areas these fees fund is counseling.

Sustainability- SGA lobbied with legislature to encourage more money into sustainability initiatives.

Finances – SGA created a new subcommittee to help with non-allocable fees paid by students.

Community – SGA hosted free speech vs. hate speech forum in the fall that was attended by students and community alike.

New Business –

Bruha reminded the group that if they want to host a Day of Service they can contact Laura to help. Pare added that the chapters have groups on Facebook as well that people will be able to plug into to see what is going on for the Days of Service.

Gehrman Rottier invited Alumni Board members to fill out Welcome to the Family Cards prior to the spring Commencement.

Gehrman Rottier reminded members to save the date for Homecoming on Saturday, October 20, 2018. This means that our Alumni Board meeting will be on Friday, October 19.

Old Business

None

Adjournment

Motion by Bob Kemps

Seconded by Peter Graening

Motion passed.

Adjourned at 4:56 p.m.