

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, April 17, 2020
Zoom Virtual Board Meeting

Board Members Present: Jenny Baeseman, Erich Bacher, Patrick Braatz, David Bruha, David Bauer, Deb Dorshorst, Peter Graening, Melissa Hardin, Terry Harper, Lee Hecimovich, Steven Heller, Grant Huber, John Jokela, Bob Kemps, Nancy Krei, Jeffrey Kurowski, Joanne Loeffler, David Marie, Douglas McMillan, Jon Miskowski, Gina Neuville, Lanie Patterson, Jody Rowland, Martina Spears, Eric Tande, Brian Valleskey, Zach Vruwink, Steve Zywicki

Staff and Guests: Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Laura Gehrman Rottier, Brandin Helmers, Maggie Marquardt, Steve Menzel, Tony Romano, Terri Taylor, Nicole Weir, Carie Winn

Retirements: Pat Weiland, '81

Welcome and Introductions (Hardin)

The meeting was called to order at 10:05 A.M.

Approval of the October 2019 minutes. (Hardin, Bruha motion passed.)

Membership changes

It was noted that Pat Weiland will be retiring from the Alumni Board. She qualifies for Emeritus status.

New Alumni Board members will be voted on today: Ben Kurowski, '18 and Chris Donahue '97

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for their continued service to UWSP and noted that this was the first entirely virtual Alumni Board meeting we are aware of and he noted that Pointers like making history. He thanked everyone for gathering in this unique format during an unusual time. He noted that while the virtual format isn't the same as being in person, it gives us a peek into everyone's personal lives, and it brings us together as a family.

He reminded the group that UWSP has been enduring a 20% enrollment decline over the past few years due to demographic shifts in high school students. He shared some of the new enrollment strategies that are being deployed, the strategic reorganization of recruitment and retention and the new personalized branding developed by a marketing firm. We have a liaison in every academic department working directly with Admissions. Admissions counselors now reach out to each of our admitted students, which has been very well received. He shared that the marketing firm noted UWSP had more persistence resonating through its entirety than they had seen elsewhere. Targeted parent communications are also being developed. One of the first videos released under the new brand platform, Discover Your Purpose, may be found here: <https://www.youtube.com/watch?v=B59PrcJQK98>

Patterson shared some numbers for next fall. First year applications at UWSP are up 48%, Marshfield is up 19% and Wausau is up 39%. Housing applications are up 83% as of April 6. Compared across the system, Milwaukee is down 5%, Eau Claire is down 1%, Green Bay is up 5%, LaCrosse is down 5%, Oshkosh is down 5%, Parkside is down 9%, Platteville is up 8%, River Falls is down 9%, Stout is down 5%, Superior is down 1%, Whitewater is up 5%. We have been on a track to have our largest Freshman class in history this fall.

Patterson outlined the future for prospective student visits within our new welcome center that will be in the Newman Center. He showed a photo of the new gateway to campus, the Berard Gateway. This gateway was thanks to the \$1 million gift for scholarships from the Berard family. This will be prospective students' first view of campus

when they stop at the stop sign on Stanley Street. They will turn right and drive less than 200 yards to our new welcome center. We have raised \$750,000 already for this project and are working on raising another \$250,000. UWSP Foundation has purchased the property and will be leasing it to UWSP. Renovation plans are in progress. Parking will be much easier than at our current Admissions Office site.

COVID19 update. Our faculty and staff have done an amazing job adapting to the situation and transitioning to online learning. There is an opportunity here and other lessons to be learned and remembered regarding how you adapt and change when the way you have always done something is no longer available to you. These are valuable life lessons we want to ensure our students are learning and internalizing. We have sent most of our students home and all of our study abroad students are home. We have 120 students yet on campus that have all been moved to the Suites as that is a better environment for containment if a case arises in that facility. We've canceled on-campus events and require those that can work from to work from home. This comes with a cost. We are estimating a deficit of \$13.5 million between now and August. If we are unable to have any face to face classes in the fall and a significant drop in enrollment, and if we get a lapse from the state and have another cut from our budget, we could be looking at a deficit of \$26 million by December. We are planning for all three scenarios but are hopeful to have some classes on campus in the fall with modifications to do social distancing. We are working to help those students who remain in the community and those at home who are also struggling, with getting food, with paying rent and getting access to technology for e-learning. We've reached out to landlords to get leniency with rent for students. We will be able to give about \$3 million to help students from the Federal CARES act. The UWSP Foundation has issued an appeal for the Baxter Fund and for the Cupboard. We are refunding residence hall fees and dining fees on a pro-rated basis. Seg fees are not being refunded as they are used for debt services.

Patterson addressed questions about recruitment, noting the bulk of our recruitment spending has been in social media. There are some billboards, movie theatre promotions, radio and TV and direct communications with parents. He addressed enrollment that pre-pandemic we were on target to have the largest freshman class in history this fall, though enrollment was still going to be down due to the large senior class from last year. He shared that we have combined our marketing and communications area with admissions and financial aid. The new marketing director has been named and started April 1. Patterson addressed furloughs and the work from home order, for those that can work from home, they are required to. Some have to work on campus and we have limited employees on campus. For those that have no work, they are currently on COVID leave. That leave expires May 1 and then we will likely be looking at furlough. We have 250 employees that work on program revenue that supports their salaries. As we don't have events on campus and dining services isn't serving hundreds of meals per day, we aren't generating the revenue to support the salaries. We have begun those discussions about how the furloughs will all work out over the next few weeks. We are expecting to use both consecutive day furlough and workforce wide intermittent furloughs where everyone takes a certain amount of days over the next year or so. Commencement was asked about, at this point it has been postponed until August, but not a lot of details are final. SGA was not interested in a virtual Commencement.

Advancement update (Chris Richards)

Richards shared that the Advancement activities have continued but in a different way. Our unit has been utilizing Zoom for all our meetings to ensure our work continues to move forward and to stay connected. Our Development staff has been reaching out to our alumni, friends and donors to check-in with them and let them know they are part of our Pointer family and we are here. Fundraising has an uncertain future as we don't know what the final impact of this pandemic will be on philanthropy. We are seeing downturns in the economy that rival the Great Depression. We

are working on projections of the impact, but the reality is we are not certain. Last year, however, 2019 was the best fundraising year the university has ever had as we closed out our Then, Now and Forever capital campaign having raised \$41.5 million dollars. We had our Gala celebration last October that was very well attended. Richards noted the Day of Sewing that was coming up and it looks like a terrific continuation of our 125,000-service hour challenge from last year. He reiterated the information about the new Welcome Center that Patterson shared and expanded on the thought that the renovation needed is extensive. Half of the funds being raised are going to be for updating the building. The goal is to have the building complete by mid-October to celebrate the opening during Homecoming. Richards noted the drawings are in progress, but not final. There will be displays emblematic of life on campus, paying attention to ensure diversity.

Executive Committee - (Hardin)

We talked about the Day of Sewing. May 1 Day of Giving has been postponed to the fall and will be done virtually at that time. We reviewed the constitution and had no updates. Alumni Board giving participation was reviewed. In 2019 we ended with 80% participation. In 2020 so far we are at 17%. We understand with the economy right now giving may not be possible. We ask that you take care of yourself and your families first and if you can help the greater community we continue to be incredibly grateful.

Committee Reports

Awards & Recognition (Jokela)

Jokela reminded the Board that the Distinguished Alumnus Awards will be given in odd years now, every other year during the Homecoming weekend starting with 2021. Because of that change, we are exploring a new honor that would be given at the Alumni Board lunch at one of our meetings during the even years. The idea being discussed is the Pointer Spirit Award. John walked through the proposal on the table including some of the initial thoughts on criteria, number of awards and nomination information. It was noted that this proposal is in draft form and the committee plans to continue discussion before the plan is brought forth. Baeseman noted the original thought with this proposal was more of a marketing and communications project to share good stories about alumni and give shout outs to people. Discussion about potential numbers of awards and criteria were had at the Alumni Board level. Bruha thanked the group for all the ideas and asked that we table discussion at the Board level until the committee could invest more time into the draft.

Communication Committee (Rowland)

Goals with our committee are to increase awareness about UWSP, the alumni group in general, the school and to increase engagement. We want to continue the buzz and continue the inertia generated by the content the office creates. One of the things with digital communication during COVID19 is that we have had to really be careful about our communications online. Laura and Nicole already had a good base for these types of communications. We are doing some messaging around 'tips for Pointers' on how to cope during COVID19. Rowland noted that Retro Trivia is on 90FM this weekend. She shared that while the Day of Giving is postponed, the Day of Sewing has been a good shift for our Days of Service. Weir shared information about the Day of Sewing with the goal of having the largest face mask sewing event. We are hosting it and partnering with several other groups that are doing mask sewing. One of our alumni started a group called Sew for COVID19. Coffee with Alumni and Friends will have an Earth Day edition on Wednesday. We have five alumni interviews with alumni who have worked in the natural resources field. Weir encouraged the Board to list themselves as going to the FB event for Day of Sewing. Gehrman Rottier shared those being featured on Coffee with Alumni and Friends including Patty Dreier, Tom Girolamo, Cheryl Schreier, Travis Livieri and Jim and Katie Krause. We are working on a pilates class and a concert with Horseshoes and Handgrenades as well.

Nominating Committee (Graening)

Graening noted that we will have one retirement, Pat Weiland. Pat has served three terms on our Alumni Board and qualifies for Emeritus status. Graening asked for a motion. (Bruha motioned, Rowland second, motion passes.) At the fall meeting, we had two invitations that were unable to accept at this time so we moved to the next two on our list.

Graening shared that we have two new applications for Board membership, and we have two open spots on the Board. Our nominee slate is Ben Kurowski, class of 2018. Ben majored in Communications and Media Studies and is working for Pepsi as an account manager for the Madison area. Our other candidate is Chris Donahue, Class of 1997, majored in Business Administration and Math. Chris is an Assistant Vice President actuary for Archer Insurance. (Baeseman moved, and McMillan seconded.)

It was noted that bios of new applicants are normally with Board materials, but this meeting was a bit different due to the pandemic and materials were not ready as quickly as normal. Getting them ahead of the Board meeting will be explored.

We have a few open spots yet on the Board and are focusing on recent graduates, diversity numbers, men to women ratio and CNR graduates.

Stewardship Committee (McMillan)

We are working on sending thank yous out to those who participated in the various Days of Service last year with a possible focus on healthcare workers and other frontline workers. We would like to thank them for their participation and check in with them to see how they are doing during the pandemic. We just wrapped up thanking those who made a gift for the first time in the fall as well and those were good conversations. Gehrman Rottier thanked Doug for his work as new committee chair.

Scholarship Committee (Bauer)

We had 44 applicants this year for the Alumni Generations which is a little higher than normal. We generally give out one \$1,000 scholarship per year. There have been a few times we have been able to give out two depending on the market. We anticipate we won't be able to give out two next year either. We are going through the applications for this year right now to finalize our winner. In the past, we have had the winners come to the fall Alumni Board meeting for lunch. We will have to play that by ear to see if we can meet in person this fall or if we have another way to involve them.

Old Business/ New Business/General Check-ins –

Hardin and Gehrman Rottier thanked the group for being here and being the first to test a remote Alumni Board meeting. Gehrman Rottier noted that we are planning both for an in-person and a virtual Homecoming and we may have a hybrid version. Save the Date – October 16, 2020 is our Alumni Board meeting, October 17, 2020 is Homecoming. Hardin noted she is thankful that she is going to work yet. Hardin also shared her big news, that she is now officially married to Bob, her partner of nearly 40 years and Bob is now retired. Others shared they are going a little stir crazy, Braatz is an essential worker doing shopping 10 hours per day, Tina was working in online higher education pre-pandemic and noted it is down. Steven Heller shared the newest Pointer, his son. Graening shared he is mostly healed up from his accident.

Next full Board meeting is Friday, October 16, 2020.

Adjournment

Adjourned at 11:58 a.m. (Moved by McMillan, second by Rowland. Motion passes.)