

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.*

Objective: Explore best package plan for membership/dues based Alumni Association

Actions	Person Responsible	Due Date	Status
Annual ask from UWSP Alumni Association	Gehrman Rottier and Committee	Potential launch in FY13.	Fund raising target of \$10,000 has been set for Alumni Association. Plan being outlined with UWSP Foundation.
Increase alumni participation rate through messaging and engagement	Committee	Ongoing	In FY11 only about 6% of our alumni base made a gift. This is severely lower than our peer institutions. Look for ways to increase through peer to peer or an annual gift ask

Objective: Introduce one new affinity program every other year.

Actions	Person Responsible	Due Date	Status
Explore alumni association app for revenue	Committee put forth plan for Alumni Association. UWSP is working on logistics.	April 2012	Functionality desires have been determined. UWSP is now working on the IT side of things for an overall UWSP app

Objective: Promote Current Affinity programs & Revue Revenue

Actions	Person Responsible	Due Date	FY12 Revenue
Travel Program	Committee		FY12 trip will be to Ireland. \$377.50 from our Baltic Treasure's Cruise in June 2011. Two travelers. Determine FY13 trip in April 2012

US Bank Credit card	Committee		1,314 accounts as of December 2011. We had had 35 new accounts in 2011. \$41,536 remaining on advancement payback. Estimated break-even date is 2017. It is estimated that we will see about \$11,000 cash in starting in 2017..
Sentry Insurance	Committee		We will receive \$10,500 for FY12 as a flat fee. Sentry also met with Gehrman Rottier over the summer to discuss other ways to promote the program through existing events and other partnerships already on campus.
Grad Med	Committee		\$43 on March 1, 2012 (paid annually) Dramatically lower than last year, LGR has inquired as to the change
Office Depot Affinity			41.99 – we received our first check from this affinity on 10/18/2011
Long Term Care	Committee		First vendor mailing sent in February 2012.
Diploma Frames	Committee		No sales yet in FY12.
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