

**UW-Stevens Point Alumni Association
Board of Directors Meeting
February 3, 2001**

Present: Bruce Bay, Patrick Braatz, Judi Carlson, Gordon Faust, Tom Girolamo, Catherine Carter Huber, Jack LeDuc, Shannon Loecher, Dave Marie, Mary Ann Nighbor, Patty Noel, Ray Oswald, Chet Polka, Cindy Polzin, Scott Roeker, Scott Schultz, Doris See, Bob Spoerl, Fred Stemmeler, Mary Wescott.

Staff: Brant Bergeron, Carol Grasamkee, Theresa Wessels.

Guests: Bruce Froehlke, Bill Meyer, Jerry Blanche, Peg Zwicker, Mel Bernay, Jennifer Blum, Deb Anstett, Steve Menzel, Gerry McKenna, Joan North

WELCOME/INTRODUCTIONS

The meeting was called to order at 1:30 p.m. President Bruce Bay welcomed everyone and individual introductions were made.

The minutes of the July 22, 2000 meeting were approved as published. Motion carried.

REPORT FROM PROVOST/VICE CHANCELLOR BILL MEYER

Bill Meyer presented the Chancellor's Report as Chancellor Tom George was attending an education conference in Atlanta. At the July Board meeting, Tom spoke about the Business Education and Training Center, which was in the planning stage. Construction of the addition to the Portage County Business Council building will soon begin. An Economic Summit was held in Milwaukee in late November and early December. Chancellor Tom George and Assistant Chancellor Greg Diemer served as co-chairs of the Central Wisconsin Task Force, which is a subgroup of a greater Wisconsin group assembled by UW-Extension. The Central Wisconsin Task Force is made up of community, business, and municipal leaders of a thirteen-county area and met in September in Wausau. Several recommendations came out of this meeting and Bill highlighted a few: 1) Guarantee access to education and technology; 2) Bring technology training to secondary schools and increase funding to schools so as to lower the teacher-student ratio and provide better access to technical education; 3) Encourage regulatory agencies to coordinate efforts more effectively so those people and business being regulated by several agencies are not caught in the middle between conflicting regulations; 4) Insure consistent and affordable energy; 5) Educate the public on the need to change our image as a "cow" state.

An update on the biennial budget requests was then provided. The UW System is looking at less than 4% in the budget increases each year in the 2001/03 biennium. The budget is focused heavily on helping to advance Wisconsin's presence in the "New Economy" of high-technology. Attempts are being made to address the problems of "brain drain" and "brain gain" by increasing access and, it is hoped, helping to increase the number of high-wage, high-tech jobs for the additional graduates. There are six initiatives in the budget: 1) Business and workforce development (e.g. through partnerships and more high-tech education); 2) Investing in teacher education (e.g. increased number of teacher education graduates from UW-Milwaukee); 3) Madison Initiative, Phase II (student learning, economic development, strategic faculty hires, and maintaining affordability); 4) Green Bay Learning Experience (improving second year retention rates and six-year graduation rates); 5) Milwaukee Idea, Phase I (focuses on education, economy, and the environment); 6) Maintaining quality higher education (more funding for libraries, emphasizing study abroad, student advising, preventive maintenance). Meanwhile, Corrections is asking for 15% each year.

Some good news was mentioned – Rick Wilke, College of Natural Resources, secured a \$6 million grant to provide environmental education training to teachers and professionals throughout the country; the largest grant in UWSP history. Bill Skelton's *An American Profession of Arms: The Army Officer Corps, 1784-1861* was named to a reading list of 11 recommended books by the U.S. Army Chief of Staff for the professional development of senior U.S. Army generals. According to the Chronicle of Higher Education, one of the nation's leading voices on higher education in the U.S., UWSP's International Programs ranks 11th nationally for master's institutions sending students abroad. The UWSP Chapter of the Student Wisconsin Education Association (SWEA) received a \$1,000 grant from the National Education Association to provide two backpacks filled with books and games to every public elementary school in the Stevens Point area. Sport highlights: the women's soccer team advanced to the NCAA Division III national semifinals and had the nation's longest winning streak at 16 matches before losing to Tufts (Mass.) 1-0 in overtime. Women's cross country coach Len Hill and women's soccer coach Sheila Miech were named WIAC Coaches of the Year for their respective sports. Three UWSP football players were placed on the WIAC first team: Paul Schmitt, Dillon Maney, and Paul Steffeck. After the fall sports season, UWSP ranked 16th in the Sears Director's Cup largely due to the success of women's soccer and women's cross country.

Bob Spoerl questioned the relationship with the new Governor with regard to higher education. Bill stated he hadn't had a lot of contact with the new Governor; however, we had been asked to return \$27,000 in the current year.

ADVANCEMENT REPORT – BRUCE FROEHLKE

Bruce spoke about the importance of partnerships, which he felt could be applied at many different levels. Advancement is one example of how we work together in one broad harness. He stated alumni work is very important as it applies to the Annual Fund and contact with University alumni. Bruce introduced Peg Zwicker, Director of Annual Giving.

Peg reported that the annual fund is the primary fundraising campaign which provides unrestricted dollars, which allows the greatest flexibility. \$202,400 unrestricted gifts were received through 12/31 with a final amount of \$235,082 (\$198,000 has been received in paid gifts to date). Seventy-eight percent of total gifts received were unrestricted. The Old Main Society is a newly-formed group of donors who each made an annual unrestricted gift of \$1,000; currently 40 members exist. During the 12-week phonathon, 23,000 alumni were contacted, 15,000 pledges made for a total of \$129,000.

Jerry Blanche, Director of University Relations discussed the new marketing study being conducted by W&B, a marketing firm based in Madison and co-owned by UWSP alum, Michael Knapstein. It is felt that currently we possess non-integrated communication on campus and lack a common look, feel and sound. A communication plan will be created to address these issues. During the first stage of the marketing plan, 600 alums were contacted and telephone research was conducted. Karla Baranski, W&B Representative was on campus to share preliminary research results with faculty and staff. Ninety-six percent of our alumni are proud to be UWSP graduates. Fifty-eight percent agreed alumni should give, while 34% disagreed. Marketing strategies are being developed to assist with this perception. A meeting will be held on 2/15 where the concept of Intebranding will be discussed; a unique individual brand message developed that will reveal an image or perception for UWSP - a promise made to our audience that we can consistently hold. Intebrand involves what to say and what to hear. We will then move on to a Communication Plan which will involve how to say and when to say what needs to be said. W&B hopes to help solve the problem with alumni giving. A final report of the study should be ready in April. University Relations will guide the campus through the approach; however, there have been pockets of resistance. Bruce Bay suggested that the focus group involve a cross-section of students, faculty, and groups like the Alumni Board. Mary Ann Nigbor questioned how people were selected for the survey and Brant explained the selection was purely random. Alumni Relations provided 13,000 names – 300 were donors and 300 were non-donors. Jerry confirmed that Bob Spoerl's question as to how we compare with other campuses with regard to giving, is a good question to investigate. Bruce Froehlke added

that 32% (according to preliminary results) would rather give to a particular college, which increases participation. Patty Noel questioned if faculty buy into the idea that they need to act as fundraisers? Faculty have the closest contact with current students and Patty suggested future job descriptions for faculty include a statement about connecting with Alumni Relations. She also suggested special recognition be given to faculty who obtain grants for the University. Jerry stated that faculty do accept we have a disjointed communication approach and want to solve the problem. Bill Meyer is optimistic about the change of attitude by faculty since the development team has been on board, however alums continue to give to the college of their choice, while faculty members give to their department. Dave Marie feels the message needs to get out that anyone who attended UWSP is an alumnus. Ray Oswald suggested the Chancellor state in his fall address that students are alums once they begin attending UWSP.

UNFINISHED BUSINESS:

TERM LIMIT DISCUSSION

The Executive Committee met recently and discussed this issue at length. They took into consideration the various options raised at the last Board Meeting. As a result, the committee recommended there shouldn't be any term limit; the current approach should remain as is. Two items that were factors in the recommendation were there were 2-3 current vacancies on the board and Pat Curry was continuing in her efforts to organize a Former Directors organization with an upcoming meeting scheduled for April 21, 2001. Motion was made to leave board membership at 30 without term limits. (Faust/Sec.) Motion carried.

RENEWAL OF TERMS AND DIRECTORS

Olu Akinshemoyin's term was not renewed; he has not made contact with the board and we do not have a current address for him. Shannon Loecher was offered the Vice President Executive Committee position and accepted. Board members were asked to make recommendations for new board members to Brant or nominating committee members.

FREQUENCY OF BOARD MEETINGS

In the last Board meeting, it was suggested that a 3rd meeting be scheduled which would primarily be a committee/working group meeting, rather than a full Board meeting. Ray Oswald stated that more meetings keeps the board more active and suggested we take advantage of technology such as the use of conference calls, if meetings are not possible. Mary Ann Nigbor remembered when meetings were held monthly and feels more meetings will keep the board better informed. Both Doris See and Catherine Huber agreed that we would benefit from committee meetings. Ray suggested the 3rd meeting be reserved for committees to meet. Bruce stated that the Executive Committee needs to make a firm recommendation to the board at the next meeting. Tom Girolamo questioned if 3 or 4 meetings would mean lower attendance at each and added that the chapter meetings will get more people together in a different way. Tom wondered if February and July are good times to meet and a discussion followed whether a fall meeting should be held. Doris stated that 30 members are on the board and an average of 20-24 attend; 2/3 show for every meeting.

DISTINGUISHED ALUMNUS AWARD

Eleven individuals were nominated for the award. The Executive Committee and Awards Committee voted and 2 alums were selected; Dick Bennett '79 and Fritz Wenzel '56. Both will receive the Distinguished Alumnus Award at the May 19th luncheon which is also spring commencement weekend. Nine alums will remain on the award nominee list.

TUITION RAFFLE

There was a net profit in 2000 of \$8500; \$5000 was applied to Alumni scholarships with \$3400 devoted to the pipe organ in the Founders Room. Brant was approached by the UWSP Pep Band for financial support and he suggested we contribute \$4000 from the tuition raffle. Fred Stemmeler supported the contribution and felt the band members would look back and remember the positive support from the Alumni Association.

CHAPTER PROGRAM...VOLUNTEER NETWORK...BOARD PARTICIPATION

Brant stated that 9 chapter groups consisting of 90 volunteers and 16 board members on the steering committee have been formed. Planning meetings were held this week in Madison and Milwaukee where Chapter Handbooks were distributed, goals and objectives discussed, events planned and a mission statement created. Doris questioned if the chapter meetings were a good place to search for future board members. There is no representation on the board currently for the Marshfield and Fox Cities areas. Fred stated that there is a need to get the message out that these are not fundraising events. Two events have been scheduled in the Milwaukee area at Miller Park on April 28th and August 4th. Events in Madison include a biking event and a Concert in the Park on the Capitol lawn. Brant hopes that by March 1, the event calendar will unfold. We will cross market activities on the website, alumnus and mailings.

NEW BUSINESS:

TRAVEL PROGRAM

Global Holidays, a midwest travel agency serving only alumni organizations and based in Minneapolis, MN, has arranged a trip to Ireland for September 14, 2001, for UWSP alums, family and friends. The price will average \$1200 per person. Noel Group will organize 2 trips for the spring of 2002 with possible tour sites being Arizona/Grand Canyon area and the Napa Valley/San Fransisco area. We will not be required to complete a contract with either agency. Plans are to make alumni travel an annual event.

STUDENT ALUMNI ASSOCIATION/FOUNDATION

Hopes are to implement a student alumni association for the Fall of 2001 similar to our sister institutions. These future leaders will spread the word about the association throughout campus. It was suggested that faculty could assist with determining which students would work well in this group.

ALUMNI GOLF OUTING

The 7th annual Porter Golf Outing last August provided the Terry Porter Endowment with a net profit of \$25,000; \$100,000 was the total amount raised for the Porter scholarship endowment. Due to the popularity of this annual golf outing, we have agreed to hire Angie Heuck, a UWSP alum, to coordinate a golf outing for us August 27, 2001 at Sentry World. This will not be a fundraising event – approximately \$85.00 will be charged to each participant which will cover golf costs, a meal and an event before or after. This will be promoted as a statewide chapter event.

WEB PORTAL PROGRAM

Negotiations with zUniversity to assist UWSP with the development of an Alumni web portal site have ceased. The campus culture was not supportive to the idea of allowing an outside agency to oversee our web portal. Our campus will be developing a student portal within the next 3 months, and plans are to develop an alumni portal within the next year.

DORIS SEE, ALUMNI SERVICE AWARD RECIPIENT

Bruce Bay read a letter to Doris See – a surprise announcement that the Alumni Relations staff would be presenting her with an Alumni Service Award on May 19, during the Distinguished Alumnus Award Ceremony. Congratulations, Doris!

ALUMNI DIRECTOR'S REPORT

Brant stated that the Executive Committee will work on a budget to determine where the \$15,000 in quarterly interest from the MBNA credit card program would be distributed. The original \$150,000 provided when the credit card program was developed will stay in the endowment. We are beginning our 6th year with MBNA, and recently signed a 5-year contract with them. The program has gone well and MBNA is a very receptive company.

The Central Wisconsin Educators Conference will take place March 2, 2001 at D.C. Everest in Schofield. Brant encouraged board members to attend the event and lunch.

Theresa provided a scholarship report. The Alumni Relations office serves as a clearinghouse for scholarship information and also administers a few scholarships. The Campus scholarship booklet is updated annually and available to all students on an on-going basis, as well as departments, administrators and advisors. Kirby Throckmorton, UWSP Institutional Research Director, prepared a report in December which estimated that UWSP offers at least \$416,000 annually in over 580 awards to our students. The scholarship function will be moving out of our office in the near future due to the amount of time it involves to coordinate the program.

Theresa also provided an Alumni Endowment account report. Account 3126 which was established with up-front money from MBNA for our participation in the credit program, had a balance of \$153,165.60 as of 12/31/2000; with quarterly interest of \$2,106.03 or \$8,424.12 annually. In 2000, both endowment accounts combined earned slightly over \$25,000 in total interest which was posted to account 4125, our operating account.

Theresa shared a 2000/2001 Event Report with the board which highlighted Homecoming, First Nighters, Music Educators Conference, the Mid-Atlantic Coast Reunion and various events scheduled throughout the state.

OPEN FORUM

Brant thanked Carol Grasamkee and Jessica Hahn, student employee in the Alumni Relations office, for their work on the PowerPoint presentation for the Board Meeting. Brant mentioned that those interested in reading *The Pointer* could view it on-line. Due to the content of the April Fool's issue, it was determined that *The Pointer* would no longer be mailed to Board members.

PASS THE GAVEL

Bruce reflected on the positive changes made while he served as the UWSP Alumni Association Board President. He noted that the work done by board members has been fruitful and there is an increased knowledge of what's going on at UWSP more than ever. He expressed that the energy emitted from staff such as the Chancellor, Bill Meyer, Bruce Froehlke and Peg Zwicker will go a long way with relationships with this university and our alums. Bruce observed how Brant has grown in his position; always energetic and finding ways to get things done. He congratulated Brant on his exceptional, fine performance as Director of Alumni Relations. Bob Spoerl, incoming President, presented Bruce with an award for his years of service. Bob stated the need to continue to educate our current students as alums and the challenge in the next 5-10 years will be to find different ways to get the message to them. He added that the challenge to us all will be to take our ideas one step further and put them into action.

Motion for adjournment. Motion carried.

Meeting adjourned at 4:10 p.m. by President Bob Spoerl.

Respectfully submitted,
Carol Grasamkee

