

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
April 25, 2009
Founders Room – Old Main

MEMBERS PRESENT: Laurice Biemeret-Freeman, Patrick Braatz, David Bruha, Jeff Buhrandt, Jean Ann Day, Gordon Faust, Tom Girolamo, Jon Greendeer, Andrew Halverson, Melissa Hardin, Betty Jenkins, Tom Klismith, Mike Kornmann, Carol Lagerquist, Dave Marie, Mary Ann Nigbor, Kevin Parham, Cindy Polzin, Ed Richmond, Mary Wescott

CONFERENCE CALL PARTICIPANTS: Jenny Baeseman, Tamara Moore,

70% participation

STAFF: Laura Gehrman Rottier, Terri Taylor, Dana Mallet, Mary Vils

GUESTS: Chancellor Linda Bunnell; Foundation Board President Bob Spoerl; Interim Dean of the College of Letters and Science Charles Clark; Executive Director of University Relations and Communications Stephen Ward; Students Today, Alumni Tomorrow President Kelly Eisenman; Students Today, Alumni Tomorrow Member Erin Kennedy

WELCOME AND INTRODUCTIONS

Alumni Board President Patrick Braatz called the meeting to order at 1:10 pm. Members, guests and staff introduced themselves.

SPECIAL RECOGNITION

Jenny Baeseman will be returning from her current assignment in Norway to be UWSP's 2009 Commencement speaker. Since January 2009, Dana Mallet has been working as the new Assistant Director of Alumni Affairs.

MINUTES APPROVAL

The minutes from the October 10, 2008, Alumni Board of Directors meeting were approved as published (Faust, Jenkins).

UWSP FOUNDATION UPDATE (Spoerl)

The Foundation's current fundraising agreement with the university will remain in effect until June 2010. The Foundation will be working in that capacity with Interim Chancellor Mark Nook and then the new Chancellor. President Spoerl will soon be meeting with the College Deans to look at how the Foundation can reach out to current donors, and to discuss how fundraising activities can move forward. Patrick Braatz emphasized the importance of the Alumni Association maintaining the current good working relationship with the Foundation as we have been.

OLD BUSINESS

Stephen Ward announced that the University Relations and Communications department was recently presented with the Gold Award from the Council of Advancement and Support for Education (C.A.S.E.) for "Best Practices in Communications and Marketing" for its efforts at reaching out to current and prospective university members/stakeholders during formulation of the campus master plan. Ward gave a PowerPoint presentation created by Lipman Hearne called "UWSP Marketing Communications Research Initiative" which encompassed the following objectives:

- Bring unity to a university "brand" to raise awareness of UWSP's distinctive identity
- Articulate this distinctive identity to core constituencies regionally, nationally, internationally
- Prepare to compete in an increasingly competitive, privatized, and market-driven academic environment
- Provide recommendations for successful recruiting and retention efforts
- Establish benchmarks against which to measure success
- Help set the stage for the impending capital campaign
- Build support for long-term, sustained giving and engagement
- Help position UWSP as a regional leader and resource

Among other things, the research showed that current and especially prospective students were drawn to the idea of being a "Trailblazer," and that this concept should be widely incorporated into the university brand.

STUDENTS TODAY, ALUMNI TOMORROW (STAT) UPDATE (Eisenman)

President Kelly Eisenman pointed out the organization's name change from FFA (Future Alumni Association) to STAT to eliminate confusion with another organization with the same initials. Dana Mallet is STAT's new advisor and took members of the group to the ASAP Conference in February. New recruitment efforts have increased club participation from approximately seven members to about 12-15. As part of its recruitment endeavors STAT is utilizing Facebook more actively to reach out to, and network with, fellow UWSP students. This year STAT had student hosts at educational leadership and environmental leadership events, hosted alumni at the Etiquette Dinner, and participated in Senior Breakfast amongst other things.

COLLEGE OF LETTERS AND SCIENCE UPDATE (Clark)

Charles Clark, formerly Associate Dean, is now Interim Dean of the college during this academic year. On the fundraising front, Point Precision of Stevens Point has established a new computing information systems scholarship. Also the Helen Bockoven Memorial scholarship has been established in the Web and Digital Media Development department. As an outcome of a project started last year, a permanent applied mathematics center called the Center for Athletic Scheduling has been created that generates revenue doing contract work for athletic associations. This income has allowed the establishment of a new scholarship in that department. The Hansen family (William Hansen was the former President of Wisconsin State University in the late 50s to early 60s) has donated money to renovate the main lobby in the Science building, as well as contributing money toward the establishment of the Hansen Scholarship. The 10th Annual Undergraduate Research Symposium had a record number of student participants this year. The Collaborative Degree Program is expanding its focus to include students not living on or near campus, regardless of age. Most of these non-traditional students are taking classes on-line or through interactive television. Now students in the Wausau area can obtain a UWSP business degree without having to come to campus. Clark noted that Steve Bondeson, Associate Vice Chancellor of Academic Affairs, passed away this semester and will be greatly missed. In response to a question from Andrew Halverson, Clark and Spoerl both noted that the Development Directors within UWSP's colleges have been meeting regularly as a team to discuss and prioritize fundraising needs and plans collaboratively. This approach has been working well and will continue.

2:15 PM COMMITTEE BREAKOUT SESSIONS

3:30 PM FULL BOARD RECONVENES

NEW BUSINESS (Braatz)

Mary Vils is the new administrative assistant in the Alumni Affairs office. Tom Girolamo's book "Your Eco-Friendly Yard" will be published internationally this spring.

COMMITTEE REPORTS:

Executive Committee (Braatz)

Next Board of Directors meeting will be October 9, 2009. Strategic planning will begin based on the self-assessment surveys taken by board members last year. Braatz requested that each board member make a \$100 donation as part of their commitment to the Alumni Association. The Executive Committee felt that a third meeting of the Alumni Board of Directors was not necessary at this time, and that the spring and fall meeting schedule should continue.

Awards & Recognition Committee (Halverson)

A decision was made to have several different alumni awards versus one over-arching award. Committee members believe that more awards granted will result in deeper alumni engagement and more opportunity for philanthropy in the future. There will now be four Distinguished Alumni awards that coincide with each of the four colleges: Letters and Science, Fine Arts and Communications, Natural Resources, and Professional Studies. This program is designed to enhance existing awards programs on campus and the Alumni Association is hoping to utilize this opportunity to work more closely with experts within each college for these awards. It was decided that the Alumni Service Award will be granted on an as-needed basis when an appropriate alumnus is identified. A new award will be established – the Trailblazer Award – to recognize graduates of the last decade who have achieved outstanding accomplishments in their area of employment, studies or research. This award ties in with another new award, yet to be named, that will be created to recognize a unique, monumental accomplishment of national/international greatness. Finally, a Lifetime Achievement Award will be awarded on an as-needed basis that recognizes an alumnus' body of work in one of several areas.

Communications Committee (Wescott)

The Alumni Affairs office has secured one PR intern to work on brochures and a mural for the office. Additionally, the office has now captured 27% of alumni email addresses that enable cost savings and greater communication abilities. Work is on-going with Facebook and Connecting Point (UWSP's on-line alumni community) to keep alumni connected with the university and each other. Because the Pointer Alumnus newspaper currently costs approximately \$50,000 a year to produce and distribute the committee discussed other, more cost-effective, options. One option was to keep the current two issues of the Alumnus, but offer alumni the option of receiving an e-copy. Another option was having one large issue and supplementing it with periodic e-newsletters. A final option was having alumni pay for a paper copy. Gehrman Rottier pointed out that while UWSP's costs for producing and distributing the newspaper remain substantially lower than other state universities, greater cost savings are the goal. In the event sponsorship arena, the total available scholarship amount is being reduced from \$5000 to \$3000 per year.

Events Committee (Hardin)

The committee reviewed the 2015 Faces and Memories website. The members thought it would be nice to get alumni memories of teachers. A discussion was held about how to increase UWSP alumni chapter participation by using targeted emails about different alumni events being held in each chapter area. The "Thanks a Brunch" event, honoring past and present board members, is new this year and will be held at Michelle's restaurant tomorrow. Finally, the committee felt that the alumni Facebook site is a good way to keep alumni more involved.

First Nighters Committee (Bruha)

A \$1000 scholarship was presented this year to a UWSP theatre student through the Theatre and Dance department. This year's change to a different catering director was for the better overall. Currently, there are two different First Nighter packages: one is for the full season of productions; the other is only for productions only at the Jenkins Theatre. The committee is looking for ideas to expand its membership, as current members are stretched quite thin. They discussed bringing in past members of the Alumni Association board who are current First Nighters attendees, to help out during events. Also the committee could solicit volunteers from the general First Nighters membership.

Program Support Committee (Greendeer)

Greendeer stressed the need to increase revenue sources as well as maintaining current revenue streams. The Harris contract will be reviewed in 2010. The committee explored new ideas to increase revenue through affinity programs, one of which is Marsh that provides long-term health insurance for alumni. The committee felt that it was important to target and engage future alumni. Our affinity revenue updates for FY09 are as follows:

Travel Program with Go Next: \$1,234.60

Sentry Insurance: \$9,992.78

Grad med: \$85 (check will arrive later this year with additional royalties earned)

US Bank: We have 1,182 alumni accounts with this credit card. Our royalties on spending and renewals are starting to pick up a little bit now that the program has been in place for a few years. We are still not seeing revenue however and it is unlikely that we will see revenue for a few more years.

Jostens: \$20.80

Diploma Frames: We are sending a third sheet insert out with our Tuition Raffle mailing to encourage sales. This program has not been actively promoted in this way before.

Trivia Town: We will get a report in the next few months regarding activity.

Roomrate.com: \$0

Nominating Committee (Braatz)

The committee reviewed the application materials for Derylee Hecimovich of Palmer, Alaska, and is recommending her nomination to the Board of Directors (moved-Faust; seconded-Polzin). The board voted to approve her nomination. She will be notified of this and sent a letter of congratulation/welcome. Letters will also be going out to all those board members whose terms expire in 2010 asking them if they are willing to commit to another term. The committee discussed the new alumni board mentoring program where a current board member mentors a new board member. An outline of the roles and responsibilities for this program has been created for those who are interested in it.

UWSP Alumni Association Update (Gehrman Rottier)

Current alumni board members each received business cards to be used for recruiting other alumni to volunteer at the chapter or board level. Homecoming 2008 was a great success with over 20 events packed into the weekend, and over 650 people at the All Campus Picnic. The Alumni Affairs office has been tracking alumni attendance at events and how that influences their giving: in FY 07 there was about 1800 alumni who attended one or more alumni events and, of that number, about 10.7% contributed; in FY 08 there were about 1200 who attended one or more events and, of that group, 14% were givers. The office has been averaging about four events per month so the staff is quite busy. In regard to the budget, the switch to a new credit card has created a gap in funding for the Alumni Association. The office will be requesting a total of \$75,000 from the Foundation and the State to cover this gap. At the same time, the Alumni Affairs office is working hard to be good steward of its resources. (Update since meeting: due to good cost

saving measures on the part of the Alumni Association as well as the decision to make the 2010 spring issue of the *Alumnus* available online only, the Alumni Association request has been decreased to \$55,740 for FY10. The hope is to roll over some of our cost savings from FY09 as well as seek additional funds from the campus.)

CHANCELLOR'S UPDATE (Bunnell)

Chancellor Bunnell addressed the state budget shortfall resulting in UWSP facing cuts of about five million dollars, largest in university history. Fortunately, UWSP does have about a million dollars in reserve for the first year of the biennium. Partially offsetting the budget cuts, tuition will be increasing 5.5-6%. This will take UWSP's tuition next year to approximately \$3270 per semester, room and board will be about \$2600 per semester. The state's financial aid plan will assist qualifying students with these increases. About 80% of UWSP students currently receive some type of financial assistance. The university has decided to manage its own food service as a cost savings measure. This will also create more good paying jobs for students.

The university is investing in the recruitment and retention of students from outside the region due to high school population declines. Fundraising efforts have taken on greater importance with the college development officers coming together to share prospects and work collaboratively. Although student applications are down from last year, deposits and yield rates are up.

Hyer Hall will be demolished this summer and a new residence hall will be built, bringing jobs to the community. Approval has been granted to build UWSP's waste management facility that will be a laboratory to teach waste management. Space has been expanded at the Health Enhancement (HEC) Center for the instruction of military science. The Maintenance and Materials building will be doubled in size.

Congressman Obey has helped UWSP secure a 1.4 million grant to support its new economic development center called the "Wisconsin Institute for Sustainable Technologies." Numerous other research grants are also being offered to UWSP. Currently, UWSP leads the UW system in the percentage of students who study abroad. This year is the 40th anniversary of the International Programs department.

Last month was UWSP's community open house and attendance was very good. Many young families and students participated. Last year the Princeton Review ranked UWSP as the greenest university in Wisconsin. We are one of the only universities in Wisconsin that has already measured our carbon footprint, which can now be tracked. Students and homeowners living near campus have come together to create the "Old Main Association" to keep the area clean and quiet.

Bunnell stressed the importance of having a vibrant Alumni Association because there is a high correlation between alumni who continue to be engaged with the university and their rates of giving. Alumni giving is also an important factor in how universities are ranked nationally. Currently, La Crosse and Eau Claire outrank UWSP in their rates of alumni giving, so our goal is to match them in terms of this.

Braatz, Girolamo, and Day each personally thanked Bunnell for her years of service and gave examples of how her leadership has positively influenced the university.

PASSING OF THE GAVEL

The new president of the Alumni Association will be Mary Wescott.

Braatz thanked everyone on the Alumni Board for their dedication and support during his term as President.

Gehrman Rottier presented Braatz with the Dreyfus picture to commemorate his term in office.

Braatz presented the gavel to Wescott and wished her well during her term.

Wescott asked for a motion to adjourn.

Motion to adjourn at 4:30 pm (Parham, Buhrandt)

Respectfully submitted,

Mary Vils

May 15, 2009