

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
October 9, 2009
Alumni Room – Dreyfus University Center

BOARD MEMBERS PRESENT: Bruce Bay, Laurice Biemeret-Freeman, David Bruha, Jeff Buhrandt, Tom Girolamo, Andrew Halverson, Melissa Hardin, Lee Hecimovich, Betty Jenkins, John Jokela, Michael Kornmann, Shannon Loecher, Tamara Moore, Mary Ann Nigbor, Patty Noel, Raymond Oswald, Kevin Parham, Cindy Polzin, Mary Wescott, Grant Winslow

CONFERENCE CALL PARTICIPANTS: Jenny Baeseman and Mary Carol Lagerquist

73% participation

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

GUESTS: Scott Asbach (SGA President); Kelly Eisenman (STAT President); Erin Kennedy (STAT member); Mark Nook (Interim Chancellor); Bob Spoerl (Foundation President); Stephen Ward (University Relations and Communications Executive Director); Eric Yonke (International Programs Director).

GUESTS (LUNCH ONLY): Jim Anderson (2009 Hansen Award); Patti Anderson; Kathy Buenger (Interim Director of Development); Karen Engelhard (Foundation, Alumni Director Emerita); Helen Godfrey (Foundation); Lela Jahn (Foundation); Dale Klapmeier (2009 Distinguished Alumnus); Patty Klapmeier; William "Biff" Kummer (2009 Hansen Award); Anne Gilfry Schierl (2009 Alumni Service Award); Jim Schuh (Foundation); Nathaniel Schultz (SGA Vice President).

WELCOME AND INTRODUCTIONS

Mary Wescott welcomed Derylee "Lee" Hecimovich, '81, from Palmer, Alaska, who is the newest member of the UWSP Alumni Board.

SPECIAL RECOGNITION

Wescott recognized Gordy Faust, '58, and Pat Curry, '58, who both retired from the Board this term. Both Faust and Curry will be mailed awards in honor of their long-time service. Their names will be moved forward to emeritus status.

MINUTES APPROVAL

The minutes from the April 25, 2009, Alumni Board of Directors meeting were approved as published (Moore, Parham).

CHANCELLOR'S UPDATE

Interim Chancellor Mark Nook informed the Board about campus-related happenings and Alumni Affairs department-related happenings. Although high school enrollment statewide is decreasing, freshman enrollment at UWSP increased from 1550 last year to 1650 this year. These freshmen are better prepared than in the past, in terms of their high school class ranks and ACT scores. Currently there are approximately 9200 total undergraduate students attending the university. University attendees are also more diverse, in terms of more international students, more out-of-state students, and more students of color.

The International Programs department is celebrating its 40th anniversary this year. Compared to all other UW's, UWSP has the largest percentage of students who study abroad. This department now has a full time director, Eric Yonke, and it offers more scholarship opportunities than ever before. There are now 102 countries where the university has either sent a student to study or has had a student from abroad come to study in Stevens Point.

Interim Chancellor Nook has met with alumni in Los Angeles, CA; Duluth, MN; Milwaukee, WI; Green Bay, WI; Chicago, IL; Washington DC; and Portland, OR this past summer.

During the last 12 months UWSP has brought in 10 million dollars in federal research funds, which is up about 20% from last year. The university has built an environmentally-friendly parking lot (Lot R across from the DUC) that slows water runoff into the storm sewers by letting a portion of it seep into the ground. Hyer Hall has been torn down, and a new suite-style residence hall is being in its place that will appeal more to upper classmen.

Jenny Baeseman, '98, who is currently based in Norway, and Les Werner from the CNR have been collaborating with UWSP to establish student research opportunities in the Arctic. This planning will result in about a dozen students being able to study at field research stations.

UWSP FOUNDATION UPDATE (Spoerl)

Kathy Buenger will be approved as the Foundation's Interim Executive Director. The Foundation is looking at restructuring its committees so it can tap into the best talent available, and utilize members' energy and enthusiasm most effectively. Looking ahead, the office will be writing a lot of charters and will be working more closely with the Alumni Association to cultivate alumni giving. 2010 will be a challenging year, from an operating standpoint, due in part to lower investment returns. However, Spoerl is confident that fundraising will rebound.

STUDENTS TODAY, ALUMNI TOMORROW UPDATE (Eisenman)

This year STAT is putting extra emphasis on fundraising and recruitment activities. The group has grown to about 30 members, with 16 being very active. The Alumni Honors scholarship has been beneficial in helping to recruit and retain members, as has the Involvement Fair.

STUDENT GOVERNMENT UPDATE (Asbach)

The student government group this year is completely new and very enthusiastic. The SGA is working with the City of Stevens Point on a student bus that incorporates later hours of operation for city buses. Also a "Majors Fair" is being planned for undecided freshman. On the state-wide level, the SGA is pushing the "Regent Reform" bill that will create a more geographically representative and diverse Board of Regents. Lastly, the SGA is working with the Student Health office and UWSP administration to make plans for the H1N1 virus.

INTERNATIONAL PROGRAMS UPDATE (Yonke)

As part of its 40th anniversary celebration, there will be a party in the Encore Room of the DUC during Homecoming. UWSP was one of the first state universities to create and develop a separate office just for Study Abroad programs. In addition to its traditional semester abroad programs, the IP department is also doing more short term programs (three to four weeks), and programs that are designed to fit into a student's major such as internships. Currently, there are approximately 18-20 programs during the summer. International service learning is also an area of growth. There are about 500+ students currently participating in IP programs.

NEW BUSINESS (Wescott)

Mary Wescott would like the Board to work on the continuing branding and awareness of UWSP and, to that end, she suggests that members wear UWSP lapel pins when meeting with the public. She also reminded members to who have not contributed their annual donation to the Board to do so. A brief discussion was held about the date for the next Alumni Board meeting in the spring--Jenny Baeseman suggested graduation weekend (May 15).

2:30 PM COMMITTEE BREAKOUT SESSIONS

3:30 PM FULL BOARD RECONVENES

COMMITTEE REPORTS:

Executive Committee (Wescott)

The committee looked at the constitution and decided to clean up Article 6, Section 3 so that the constitution reflects the way that the slate of potential new Board members is actually presented to the Nominating Committee. The Executive committee will be helping the Alumni Office complete their SWOT Analysis (strengths, weaknesses, opportunities, threats) and work to focus it on the challenges and opportunities. The Committee will work on this project at its January meeting. A 100% participation rate, in terms of Alumni Board member donations, is the goal this year for the entire board.

Nominating Committee (Winslow)

Nominating Committee presented to the full Board of Directors the Executive Committee's nomination of Tamara Moore as the new Executive Committee member-at-large. (moved-Winslow; seconded-Parham). With the retirements of Gordy Faust and Pat Curry, the Alumni Board of Directors currently has 30 out of a potential 36 members. There are 28 names on the current prospect list. The Nominating Committee recommends that all 28 prospects be invited to apply to be a Board member. The prospect list is quite heavy in alumni from the 80s, 90s and 00s, and Winslow asked for suggestions of alumni from the 60s and 70s who could be invited to apply.

Awards & Recognition Committee (Loecher)

There were representatives from all four of UWSP's colleges at the committee meeting. Starting in 2010, with the new award system in place, we will have four distinguished alumni, one from each college, honored as the Distinguished

Alumni Council. In addition, we have four non-annual awards that may be given out depending on nominations. The four non-annual awards are the Trailblazer Award (first ten years after graduation), Lifetime Achievement, Alumni Service, and the James H. Albertson Alumni Excellence Award.

Communications Committee (Oswald)

The committee continues to review the Alumni Affairs office communicates with alumni and staff through the Pointer Alumnus newspaper, the Connecting Point online alumni community and various forms of social networking media. In addition, newly emerging forms of communication were discussed, particularly Twitter. The creation of a UWSP alumni Twitter page was considered. Committee members will meet within the next several months to create a list of messages that should be sent via Twitter, and to decide who will be sending these messages. The committee is requesting that other members of the Board send in their ideas for Twitter messages. For FY09 (ended June 30) 104 email communications were sent through the Connecting Point network resulting in about 540,000 email contacts, with approximately 20% being opened and read.

Events Committee (Hardin)

The committee is continuing to collect more memories for its 2015 project, and will be at the All Campus Picnic during Homecoming as well as the International Programs Reunion. In addition, future Pointer Alumnus publications will encourage alumni to send in their memories. The "Thanks a Brunch" luncheon last spring was a great success, with both current and past Board member in attendance.

First Nighters Committee (Nigbor)

First Nighters is in its 35th year and there are currently 144 members. So far, the new student-run food service arrangement is working nicely. The performances that will be featured this season are: "The Inspector General," "Rent," "Nickel and Dime," "What the Butler Saw," "Floyd Collins," and "Danstage 2010"

Program Support Committee (Biemeret-Freeman)

Affinity Program updates: The travel program brought in \$1234 last year, with four trips that were scheduled. This year two cruises will take place—one to Europe and one to the Mediterranean. The US Bank alumni credit card program currently has 1190 accounts as of July, 09. The committee discussed different ways to market the credit card so as to increase this number. The Sentry insurance program brought in a total of \$9992 last year; and this year, one quarter in, insurance royalties are \$2819. Grad Med insurance currently has ten policies, which is still on the low side, but starting to climb. The committee is considering staffing a table at graduation to sell diploma frames. Other potential revenue generating programs include Marsh insurance and renters insurance.

OLD BUSINESS (Ward)

Stephen Ward, Executive Director of University Relations and Communications, gave an update as to how the Lipman Hearne marketing communications research project is being implemented. There are about 30 members of a task force who are collaborating to market UWSP as offering a "Transformational Experience" for stakeholder groups (students, alumni, parents, staff). Other common branding ideas include "Wellness" and UWSP's role as a "Regional Leader." A new packet of admissions recruitment materials has been developed based on these core ideas, along with the theme of students being "Trailblazers." Among others, the story of former student David Murray is featured in print materials and on the UWSP website, as is that of Erica Berg. Study abroad stories and the stories of financial donors are also highlighted as part of the branding effort. A "Talking Point" legislative advocacy website is also being developed, and Ward hopes to have it functional by the end of November. Working with alum State Senator Julie Lassa, UWSP will be telling the story about how research at regional state universities is creating jobs (i.e. WIST and the GIS Center in Stevens Point).

UWSP Alumni Association Update (Gehrman Rottier)

The Alumni Affairs office continues to average four events per month. In the months of May-October there have been 25 events that the Association has run or helped to facilitate. The event in Portland was new and extremely well received. Because of its partnership with University Relations and Communications, the Alumni Affairs office is able to offer more multi-media components to its events. In FY '08 about 1200 people were tracked as having attended an alumni event and, of that group, 14.2% made a gift during that fiscal year. We continue to engage alumni on a broad level through events and on a more personal level as well - Eli Kranski, an '03 alum, will be in Stevens Point showing his new film. He will be doing a talkback with student following the film. Currently, there are 15 active alumni chapters nationwide, including Alaska and California. Plans are being made for events in Florida and Arizona this coming winter. The Connecting Point online community continues to grow with 28.8% of our database containing alumni email addresses, which translates to 22,900 total email addresses the office has collected.

Betty Jenkins made the suggestion that the Alumni Association thank the Stevens Point Journal for its extensive coverage of events at UWSP, as well as the City of Stevens Point for its late night student bus service.

ADMINISTRATIVE BUSINESS

Mary Wescott personally thanked all those Board members who traveled from outside the state to attend the meeting, as well as Jenny Baeseman who listened in from Norway for the whole meeting. Due to staff and event scheduling conflicts, Wescott notified the group that it won't be possible to hold the next Alumni Board meeting during graduation weekend. The Board agreed that the spring meeting will be held on **Saturday, May 1, 2010** instead.

A motion to adjourn the meeting was made at 4:50pm (Wescott, Oswald). Motion carried.

Respectfully submitted,
Mary C. Vils
October 25, 2009