

**University of Wisconsin-Stevens Point Alumni Association**  
**Board of Directors Meeting**  
**October 19, 2012**  
**Alumni Room of the Dreyfus University Center**

**BOARD MEMBERS PRESENT:** Jamie Beckland, David Bruha, Jean Ann Day, Mickey Fitch, Thomas Girolamo, Peter Graening, , Melissa Hardin, Lee Hecimovich, Thomas Klismith, Betty Jenkins, John Jokela, Jeffrey Kurowski, Tamara Moore, Mary Ann Nigbor, Patricia Noel, Raymond Oswald, Ed Richmond, Brian Valleskey, Pat Weiland, Mary Wescott, Grant Winslow, Steven Zywicki,

**CONFERENCE CALL PARTICIPANTS:** Bruce Bay, Carol Lagerquist, Joanne Loeffler

**71% participation**

**STAFF:** Laura Gehrman Rottier, Terri Taylor, Abby Bergeron

**GUESTS** Chancellor Bernie Patterson; Interim Vice Chancellor for University Advancement Kathy Buenger; Dean of the College of Letters and Science Chris Cirmo; System Development Senior, IT, Patty Lepak; University Relations and Communications Executive Director Kate Worster; Director of Athletics, Daron Montgomery; Student Government Association President Seth Hoffmeister and Student Government Vice-President Shantanu Pai; Student Alumni Association President Caitlin Lindsay

**WELCOME AND INTRODUCTIONS (Ray Oswald)**

The meeting was called to order at 1:25 p.m. Minutes from the April 28, 2012 Alumni Board of Directors meeting were approved as published (Bruha, Noel). President Ray Oswald announced the retirement of Cindy Polzin. He thanked her for the service she has donated to the Alumni Association over the years. Oswald also introduced the board's newest members, Brian Valleskey, '98 and Mickey Fitch, '03, who spoke a little about why they had wanted to join the UWSP Alumni Board. Also new are Sam Dinga, '04 and '10 and Jessica Lahner, '97.

**COLLEGE OF LETTERS AND SCIENCE UPDATE (Dean Chris Cirmo)**

Dean Cirmo spoke about the plans for the new Science building in the works at UW-Stevens Point and the potential plans for housing some programs, such as Chemistry and Biology, in the new building, as well as plans to expand the programs currently in place, like Clinical Lab Science.

Dean Cirmo also spoke about collaborations that are happening in and amongst the colleges. The College of Professional Studies is working with the College of Letters and Science to talk about what programs they would like to grow. The Natural History Museum might relocate into the new building as well. Dean Cirmo also mentioned the possibility of a new Learning Resource Center planned for the future (another very large project).

**ADVANCEMENT AND UWSP FOUNDATION UPDATE (Kathy Buenger)**

Buenger reported that the Advancement team has been in the campaign planning mode since the beginning of the year and that the new Science building is allowing for Foundation to promote new opportunities in science to donors. She noted that UWSP has a very bright future ahead in this, and other, areas. The vision from the Chancellor aims for student success by using regional partnerships to equip our students for the jobs the state needs. Kathy has been working with partnerships and collaborations from the Northwood's region where people are very excited about the new expansion. Kathy will be retiring in December and the UWSP Alumni Board thanked her for her service.

**OLD BUSINESS**

None

**NEW BUSINESS: UWSP'S MOBILE PLATFORM (Patty Lepak)**

Over the summer, Chancellor Patterson convened a new governance group on campus, the Mobile Applications Advisory Committee (MAAC) to address the need for mobile platforms on campus. Gehrman Rottier served on this committee. Over the course of the summer, the committee looked at current requests and ideas for different

apps to offer. The committee is focusing first on students and the campus, but also has an eye for the future with the alumni audience as a large constituency base.

There was a soft roll out of the new mobile platform for the campus on September 15 that can be viewed at [www.mobilepoint.uwsp.edu](http://www.mobilepoint.uwsp.edu). Lepak demonstrated the new platform and some of the features for students like screen customization, personalized schedule viewing, text rental book list, maps, campus announcements, carpooling, academics and tuition billing.

Laura shared some of the ideas from the Alumni Board Communications committee with the group over the summer, but please share all ideas for alumni apps with Laura for the committee to consider. The Connecting Point online community is currently mobile optimized, but it is not a mobile platform that fits well with mobilepoint. The UWSP Alumni Association will need to discuss whether they want to invest resources into purchasing the mobile platform through the current online community or if it wants to try and pursue some of these features in house at UWSP.

Lepak mentioned that there may be some potential sales tool uses for the university if we leverage interactive map tours and create products that might be used on a larger scale. She noted that UWSP is undergoing a search for a new CIO and plans are to do a full launch of the mobile platform in the spring of 2013.

Question raised during this discussion:

Q: Does IT utilize Google Analytics?

A: Yes, spikes are seen midday with an average of 700 students utilizing the site at any given time. The types of phones we see indicate that UWSP has more Android than IOS users, although IOS is growing with the use of Ipads.

#### **UWSP COMMUNICATIONS UPDATE (Kate Worster)**

Kate gave an update on the website and its features. She shared that the Chancellor wants the University to tell our story and wants to make sure we are telling it in a unified manner.

Worster shared that the University Relations and Communications will be hiring two staff members that replace or re-tool current open positions within the next year. The first position is a Marketing Director who would organize, prioritize and utilize metrics for University marketing materials. The second position is a Media Relations Director who would be travel and build relationships, related to media, for the University.

Current projects within the URC include revised Communication Standards which are guidelines for the entire campus to utilize. New guidelines include social media and the new logo.

Commencement this year will be held on Saturday, December 15. All four colleges will be in once ceremony taking place in the Multi-Activity Center. Spring Commencement will have two ceremonies both in the MAC.

Worster talked about a feature on the website called UWSP In The News-a product that gives people information what others are saying about UWSP. She encourages everyone to visit the website and subscribe today.

Worster discussed updates on the future of Alumni communication avenues. She is aware that a Pointer Alumnus has not been published in over a year. Worster and Gehrman Rottier are working on changing the monthly electronic piece with only a few links it would include news, Alumni profiles, campus news and Class Notes. A printed piece is being considered and would be published twice a year. There are currently 25,000 emails and 60,000 mailing addresses, therefore electronic and printed pieces are both needed to reach, engage and inform the entire alumni population.

Question raised during this discussion:

Q: Where did the new athletics mark come from?

A: There were over 100 Stevie logos which is not good for UWSP branding. There was a need for a unified mark and now all athletes at UWSP have the same logo. Stevie is still the mascot and is still trademarked. Over time we will phase out the cartoon Stevie and paw prints (Stevie will still attend events as the mascot). Guidelines for other usage of this logo are being worked out. The main goal is that the University wants and needs to send one unified message. We want and need to have a valuable brand and a singular image.

### **HOMECOMING VIDEO UPDATE (Ben Hendrickson)**

Laura approached a Computer Information capstone course to design a zombie video game for Homecoming promotional purposes. A few students spent close to 8 weeks working on the programming for the game. The first hour the game was live over 100 people played it. The impact this project had on the students was very high. They thought it was a great experience and enjoyed working with a client and working through the steps of approval.

### **STUDENT GOVERNMENT UPDATE (Seth Hoffmeister)**

SGA has focused the majority of their time on student voting with the upcoming election this year. They are also primarily working on getting more funding from the State of Wisconsin.

### **UWSP ATHLETICS UPDATE (Daron Montgomery)**

Daron updated the board with Athletics' major focus-providing student athletes with opportunities and experiences to be successful post-graduation. He described four goals Athletics is working toward. First; connecting the 550 student athletes to the 900 non-athletes. Second; increasing revenue to all UWSP sporting events. Third; increasing attendance to all UWSP sporting events. Lastly, increasing community involvement and partnerships with UWSP Athletics. Daron also discussed that new UWSP studies show that student athletes have a higher retention and graduation rate. The new logo apparel will be sold at almost all sporting events and the new logo does not have a name. Alumni, students, staff and faculty will be able to vote and choose on the name.

Question raised during discussion:

Q: What was the need for a new logo, what is its purpose?

A: The new logo is something for everyone to be excited about. It's a unified mark for all sports and hopefully for other uses on campus in the future.

### **STUDENT ALUMNI ASSOCIATION UPDATE (Caitlin Lindsey, SAA President)**

Caitlin updated the board on a few of the projects SAA is currently working on. The first is a program called AMP which is an alumni mentoring program. The program is going well and they still need a few alumni mentors to be paired with students. The second project they are working on is the Pen Pal Project. The group exchanges letters with a class of 4<sup>th</sup> graders discussing what it's like to be in college. The group is working on expanding this program to reach multiple schools in Wisconsin.

Caitlin also talked about how the group would someday like to shift towards being a Student Ambassador program. This would involve having the students greet, meet and tour special guests on campus. They would ultimately be the welcoming committee for those guests.

## **COMMITTEE REPORTS:**

### **Awards and Recognition Committee (Jokela)**

The committee is aware that the Distinguished Alumni display board is running out of space. They have worked on a new design that would feature interactive technology and are also looking to relocate the display. The committee also discussed the guidelines for the award recipients. The Alumni Service Award is now available for anyone who has committed time or energy to the University and they are also considering changing the name of the award.

### **Communications Committee (Beckland)**

The committee discussed and went over new Alumnus magazine samples and is working on creating consistent pieces. A funding request was made for Trivia and other upcoming events. The committee decided to assign members objectives to be completed during their turn and in between biannual meetings. They decided that the next printed piece will be issued within the next 18 months and a monthly electronic newsletter will continue to be sent out to alumni.

### **Program Support Committee (Graening)**

The committee is focused on keeping alums engaged after graduation with benefits and services that provide both a deal for alumni as well as revenue for the Alumni Association. They are going to utilize social media and other outlets to engage young alumni and provide information on benefits offered. They are currently reviewing several new benefit ideas including a potential partnership with some on-campus departments offering alumni benefits.

### **Nominating Committee (Winslow)**

The committee shared that the Board has one open spot. A skills survey will be reissued at the next meeting in April. If you'd like to know more about what the survey entails please contact Grant. Grant will be stepping down as the committee chair as he becomes Board president and is looking for someone to take his place.

### **First Nighters (Nigbor)**

The committee announced that the College of Fine Arts and Communication will be taking over the event starting in the fall of 2013. This year is the 40<sup>th</sup> anniversary of First Nighters and a scholarship is being put together.

### **Stewardship Committee (Moore)**

This is a new committee with a focus on targeting specific groups of alumni volunteers and thanking them for giving back to the University in some way. The group will pick multiple volunteers to send thank you cards to over the course of the year. The committee is also looking for more members if you are interested contact Laura.

### **Executive Committee (Oswald)**

The executive committee discussed several items at their morning session including alumni board engagement, committee structure and meeting format to allow for more open discussions. The executive committee is also looking at certain sections of the Alumni Constitution that may need to be updated. The group also discussed the new logo. They all agreed that it is a great new addition but has some concerns about the guidelines and who will all have permission to use it. Ray reminded the Board that it's a new fiscal year and that a contribution of \$200.00 is due by July 2013. Reminders will be sent out in March.

### **Alumni Association Update (Gehrman Rottier)**

Between the months of April-October the UWSP Alumni Association has been involved in or run over 29 alumni and/or student events. We spent the summer executing many of our chapter events, video-taping our 2012 Award winners, and meeting with alumni and donors to connect, catch up, and share our stories. A few highlights from the past few months include some of our Welcome to Our City events: Pat Weiland, '81 of the UWSP Alumni Board hosted a very successful networking social in L.A. that highlighted several alumni who work in the entertainment industry including vice presidents at both CBS and ABC who are Pointer alumni! We celebrated the Pointer Spirit close to home with two Purple and Gold nights in Wausau and Wisconsin Rapids where Stevie and Vice Chancellor Al Thompson threw out the first pitch and the UWSP Fight Song was played in between innings. We held an affinity reunion in Minneapolis showcasing alumni dancers in the Twin Cities where Professor Joan Karlen and her husband joined to network with alumni and give a departmental update as well.

Homecoming 2012 is upon us and we are celebrating this Pointer tradition with a brand new event. **Tent City and the All Campus Picnic** aims to create almost a carnival-like atmosphere with more than 20 tents on the field being decorated by students, hosting alumni reunions, and promoting some of our benefits partners. Our National Champion Timbersports team will be demonstrating and allowing participation in several of their events, our student homecoming teams will be competing in tug-of-war and a pie eating contest, we will have a portable rock-climbing wall and the Sentry Family Corner including inflatable games for all ages and face painting by the UWSP Players group. We are excited to be supporting the SCULPT student group with their first annual glass pumpkin sale and we are looking forward to Belt's being here, staying "open" one last weekend just for us!

Laura went over a few of the annual statistics that we track tying our engagement programs to giving. It remains clear that engaged alumni give at a higher percentage than our overall alumni population, but we are still dealing with very small numbers on the engagement level. In FY12, overall alumni giving participation was 5 percent. Event registrant giving was 39 percent, however, that reflects event attendees that account for 0.7 percent of the entire alumni population. This year we also broke out our volunteer pool into those that have agreed to volunteer vs. those that have completed a volunteer assignment. Those that have agreed to volunteer show an average gift of \$68 and 13 percent of this pool overall were givers. Those that have completed a specific volunteer project show an average gift of \$262 and give at a rate of 27 percent. This is leading us to take a closer look at where we devote time to the higher level of volunteer engagement and also to how we track volunteer hours.

Motion made to adjourn the meeting (Oswald, Bruha). Meeting adjourned at 4:30 p.m.

Respectfully submitted,  
Abby Bergeron

**Be sure to mark Saturday, April 13, 2013, on your calendars for our next Alumni Board meeting.**