

**UW-Stevens Point Alumni Association
Board of Directors Meeting
July 22, 2000**

Present: Bruce Bay, Patrick Braatz, Patricia Curry, Gordon Faust, Tom Girolamo, Ray Hutchinson, Dave Kunze, Shannon Loecher, Dave Marie, Patty Noel, Patricia Okray, Ray Oswald, Doris See, Bob Spoerl, Mary Wescott.

Staff: Brant Bergeron, Carol Grasamkee, Theresa Wessels.

Guests: Chancellor Tom George, Janis Borski, Bruce Froehlke, Kaylyn Jennik, Michael Keller, Steve Menzel, Bill Meyer, Peg Zwicker.

WELCOME/INTRODUCTIONS

The meeting was called to order at 10:38 a.m. President Bruce Bay welcomed everyone. Carol Grasamkee introduced herself as the newest staff member in the Alumni Relations office. Patty Noel was present for her first Board of Directors meeting.

The minutes of the January 29, 2000 meeting were approved as published. (Spoerl, Braatz.) Carried.

CHANCELLOR'S REPORT--TOM GEORGE

The Central Wisconsin Idea has been resurrected from the late 1960's Dreyfus era. Chancellor George has been working with Brian Oehler, MSTC President and Brian Doudna, Executive Director, Portage County Business Council on the development of a Business Education and Training Center, an addition to the Business Council building. The training facility would assist in marketing the Business Park and workforce development efforts of Central and Northern Wisconsin. A draft of the Business Education and Training Center brochure was distributed.

Sharon Ghanz will chair the recently developed Status of Women committee. Catherine Lyall has initiated a system wide effort to encourage more leadership opportunities for women. Donna DeForge, Professor in Psychology, was assigned an internship position in the Provost's office. Bob Tomlinson will be working with female staff in mid-level management positions. Student Affairs staff recently gathered to discuss the Status of Women on campus.

Fifty-nine of our freshman entering in the fall were valedictorians of their high school class; the average ACT score is over 23. The freshman entering were in the top 25% of their high school class and earned GPA's of at least 3.2.

UWSP athletic teams had their best year in history, based on overall performance. Highlights can be viewed on the newly created UWSP web page: www.uwsp.edu

ADVANCEMENT REPORT—BRUCE FROEHLKE

Unrestricted giving has grown from less than \$90,000 in fiscal year 1997 to more than \$240,000 in fiscal year 2000. One in ten alumni participates in giving. On June 30, 1996, total net assets under management by the UWSP Foundation on behalf of the University were \$5.9 million; June 30, 1999, total net assets were \$10.1 million. Improvements have been made with the single integrated alumni/development database, a windows environment, with ports in the Chancellor's office and the four UWSP colleges. Advancement offices are using a single Communication Plan, which includes a positioning statement and key messages to define how we

would like UWSP to be perceived. We are now testing the positioning statement “We Change Lives” through structured interviews with selected UWSP alumni, faculty and donors. Copies of the statement were distributed to all in attendance. Two finalists will be interviewed next week in the search for a marketing firm that will assist UWSP in formal market research to develop a University-wide communications plan. UWSP Foundation will begin discussing a major gifts campaign beginning in FY 02. Planning by Advancement volunteers and staff and University-wide planning will flow together in the form of new Advancement goals, a case statement, a financial plan and coordinated communications and development strategies.

UNFINISHED BUSINESS:

RENEWAL OF BOARD MEMBER TERMS

Gordy Faust, member of the Nomination/Membership Committee, presented a slate of board members for renewal of terms in February 2001. (Olu Akinshemoyin, Penny Copps, Pat Braatz, Tom Girolamo, Ray Hutchinson, Dave Marie, Pat Okray, Doris See, Fred Stemmeler.) A letter will be sent to each board member with an expiring term, giving each the opportunity to renew a 3-year term. (Pat Braatz/ Bob Spoerl .) Motion carried.

TUITION RAFFLE REVENUE DISTRIBUTION

The \$453.00 spent to hire a firm for the raffle mailing was well spent; over 50 hours of staff/volunteer time would have been required to complete the project. The raffle was a success and will continue to be addressed to all continuing and newly registered students. From the money raised with the raffle, \$3750 was used to move and refurbish the pipe organ located in the Founders Room and \$6000 was placed in the Alumni Honors scholarship fund. Michael Keller, Department of Music, reported on the history of the 18th century replica pipe organ and performed a piece from Bach. The organ was purchased for \$20,000 in 1976. It is now worth over \$100,000. A formal dedication is scheduled for September 17th in conjunction with Founder’s Day.

CHAPTER PROGRAM/VOLUNTEER NETWORK

The goal is to have alums represented in a network in each of the 9 regions of the state (Portage County, North Wood County, South Wood County, Marathon County, Waupaca County, Fox Cities, Dane County, Brown County, Milwaukee Area). Board member involvement is key, serving on these committees or being involved in various regions. A recent study indicated that 40% of alumni who attended events made contributions to UWSP.

HOMECOMING 2000

More family programming will be instituted this year with events scheduled throughout campus. Dave Marie suggested swimming passes be made available for families at the YMCA (Dan Newhouse/contact person). Mary Wescott suggested a source place be developed for Homecoming information; Steve Menzel recommended an unmanned kiosk by the University Center be established. Theresa and Brant recently attended a conference at UW-Parkside where another system alumni office described a Homecoming plan with posters and buttons produced in coordination with the Business Council to increase community awareness and excitement for homecoming. Academic alumni events will continue this year...History, Chemistry, Art, Education are having first time events. CNR (30th anniversary), Interior Architecture, and Communication are having repeat events.

NEW BUSINESS:

TERM LIMIT DISCUSSION

Currently the Board does not have a defined time-frame for term limits. Three-year terms are renewable at the board’s discretion. Ideally, the goal would be to have board members represented in all network areas. Three options were discussed at the Executive Committee meeting: 1.) Leave as is. 2.) Increase membership to 34. 3.) Limit terms. Current members would be grandfathered in. Three consecutive 3-year terms, or 9 years, could be served, except in the case of a board member serving as an officer in the 9th year. Dave Kunze

suggested adding 4 more board members and restricting each to a 2-year term. The key is flexibility. Patty Noel recommended that a plan be instituted to continue involvement of departing members. Pat Curry explained that there is a former director organization which was established to maintain contact with members after they've left the board. Gordy Faust and Ray Oswald were concerned about losing valuable board members with their historical perspectives. Ray Hutchinson is in favor of expanding the size of the board. Mary Wescott suggested making a decision 24 months from now when a former directors group is more developed. Doris See feels that the Board requires rotation and favors term limits, but the terms may need to be longer than three years each. More information will be presented and the topic discussed further at the February 2001 meeting.

ALUMNI DIRECTOR'S REPORT--- B. BERGERON

Brant discussed the success with the MBNA program. The association has been earning between \$10,000 and \$12,000 thousand dollars per quarter, which is applied toward the 1996 \$150,000 cash advance. This should "pay back" all of that money, but if we fall short, we do not owe MBNA anything. The current contract expires in March 2001. A new five-year contract has been signed with the company. Annual royalties of \$40,000 should be expected during the life of that contract.

Brant presented the 2000-2001 state and foundation budget for the alumni relations office and the alumni association, respectively. Financial outlook continues to look good. There is currently \$125,000 in the alumni association endowment.

The Terry Porter Golf Outing will take place on Sunday, August 27 and Monday, August 28 at the Sentry World Sports Center and Golf Course. Cocktails/food, silent auction and raffle are scheduled for Sunday night, with the golf outing set for Monday. This is the final year of this event. A targeted profit of \$15,000 is anticipated for the Milwaukee Scholars Fund.

Diane Loeser will be relocating from Atlanta to the Pittsburgh. Her husband has accepted a position at the U.S. headquarters of his firm and will be responsible for human resources in the North America.

EVENT REPORT—T. WESSELS

Due to a shortage of time, this was not presented. (A copy of highlighted events is attached.)

OPEN FORUM

Agenda had called for discussion on the positioning statement "We Change Lives". Due to time constraints, Bruce Froehlke suggested people send/call with their thoughts on the document or plan a lunch meeting to discuss the document.

Doris suggested that with only 2 annual meetings, there is a need for longer board member terms. Ray Oswald recommended we arrange to teleconference meetings, for those members that cannot be present at Board meetings. Brant suggested we look at holding 3 Board meetings per year. Further discussion will take place at the next board meeting.

Motion for adjournment. (Braatz, Spoerl.) Motion carried.

Meeting adjourned at 12:55 p.m. by President Bruce Bay.

Respectfully submitted,
Carol Grasamkee