

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
October 8, 2010
Alumni Room – Dreyfus University Center**

BOARD MEMBERS PRESENT: Jamie Beckland, Laurice Biemeret-Freeman, Nic Bolz, David Bruha, Jean Ann Day, Peter Graening, Jon Greendeer, Andrew Halverson, Lee Hecimovich, Betty Jenkins, Tom Klismith, Shannon Loecher, Tamara Moore, Mary Ann Nigbor, Patty Noel, Ray Oswald, Ed Richmond, Pat Weiland, Mary Wescott, Grant Winslow, Steve Zywicki

CONFERENCE CALL PARTICIPANTS: Bruce Bay, Mary Lagerquist

64% participation`

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

GUESTS (in order of appearance): Mike Wilson (SGA President); Stephen Ward (Executive Director of University Relations and Communications); Professor Lisa Theo with her GIS students Ben Overholt, Elizabeth Roden, Nicole Michiels, Stephen Hamilton; Chancellor Bernie Patterson

WELCOME AND INTRODUCTIONS

Alumni Board President Mary Wescott welcomed the new board members – Jamie Beckland, Nic Bolz, Peter Graening, Pat Weiland and Steve Zywicki – and asked that they each introduce themselves.

MINUTES APPROVAL

The minutes from the May 1, 2010, Alumni Board of Directors meeting were approved as published (Moore, Biemeret-Freeman).

STUDENT GOVERNMENT ASSOCIATION UPDATE (Wilson)

Mike Wilson indicated that SGA is working to implement UWSP's goal and image as a sustainable campus. He also indicated that the Board of Regents just voted for a 5% increase in tuition, and that this increase could go much higher in the future. He asked for the Board's help in trying to stem these tuition increases.

STUDENTS TODAY, ALUMNI TOMORROW UPDATE (Mallett for Kennedy)

STAT will be having a raffle during the Homecoming picnic to raise funds that will assist some STAT members with attending UW-Platteville in November for the Leadership conference. Erin Kennedy is the new STAT president. Currently there are about a dozen active members. The organization will be meeting periodically this fall to make plans for 2011 events.

UWSP FOUNDATION UPDATE (Wescott for Schuh)

Last July 21 UWSP celebrated its Founders Day. The Foundation plans to continue using this day in the future to draw attention to the campus. The Foundation will be creating a series of awards to boost philanthropy's profile on campus, as well as within the community and region. As part of this effort, the Vallier Award was created last May to celebrate Dorothy Vallier's 100 birthday that month. Efforts are also underway to trademark the name "Treehaven." Finally, some Foundation members and Development staff will be attending a fundraising conference in preparation for the upcoming Capital Campaign.

EXECUTIVE COMMITTEE UPDATE (Wescott)

This past year there was a 93% participation rate in giving from Alumni Board members, which is a new record. In September the first telephone conference call for Board members resulted in about 13 participants. It will be continued in an effort to ramp up excitement for Homecoming and to help committee members keep in touch with each other.

ALUMNI ASSOCIATION UPDATE (Gehrman Rottier)

In the months of May-October the UWSP Alumni Association has been involved in or run over 20 alumni and/or student events. Our reach in the Mid-west and outward continues to grow with events taking place in Florida and Arizona in 2010. Looking to 2011, we are heading to Atlanta and Florida. Our alumni programs continue to increase in depth and breadth of content with a strong participation message at all events.

We continue to give campus updates at all of our events and have been able to add the element of multi-media at some of them as well.

Last semester and this semester has already also seen a lot of cross campus collaboration. Our Distinguished Alumni Awards were the result of 25 individuals across campus scoring potential alumni winner. We are working with the GIS department and a small student group to map alumni locations. Professor Lisa Theo has been instrumental in making this project happen. We are also collaborating with Per Henningsgard's class to do a writing project wherein students are profiling alumni, creating Trailblazer postcards and doing donor profile postcards as well.

FY10 Alumni Association Benchmarks

Alumni giving based on event attendance

Event Attendance	% made a gift that same FY	% made a gift between start of FY06 and FY10
FY09: 1,005 tracked (does not include Homecoming)	12.0% (121 gifts)	16.2% (163 gifts)
FY10: 1,384 (does not include Homecoming, approx. 800 at All Campus Picnic)	12.7% (176 gifts)	22% (305 gifts)

Alumni Giving Based on Volunteerism

Fiscal Year tracked	Total number of tracked alumni volunteers	% that made a gift:
FY09	424	13.4% (57 gifts)
FY10	432	18.4% (80 gifts)

Alumni Giving based on Award Recipients

Fiscal Year Tracked	Award Winners:	% of givers:
FY09	3,281	7.3% (242 gifts)
FY10	3,400	8.9% (304 gifts)

Alumni Board Giving

Fiscal Year Tracked	Total number Alumni Board members	% that made a gift:
FY09	31	61%
FY10	31	93%
FY11	36	

OLD BUSINESS:

LEGISLATIVE ADVOCACY AND UNIVERSITY MARKETING UPDATE (Ward)

Over the past year a 30+ member, campus-wide Marketing Communications Committee has been meeting to establish standards and guidelines for marketing and branding UWSP. One of the outcomes of these meetings has been the creation of UWSP's "Communication Guide" that is available online at www.uwsp.edu/communicationguide. This manual includes a section on how to speak the language of the brand, as well as a writing style guide. Part of the purpose of the manual is to help control how the university logo is used both across campus and off campus. The University Relations and Communications Department is also developing a legislative advocacy website. This website will provide a basic level of information about legislative issues in Madison and Washington DC that affect UWSP. Users can register to be sent email alerts about issues that they are interested in, and then given the opportunity to contact their legislators. Under the direction of the

Chancellor Bernie Patterson, engagement and collaboration are two keywords describing the new marketing messages of UWSP.

NEW BUSINESS:

MISCELLANEOUS UPDATES (Wescott)

Board members are encouraged to attend the various Homecoming events throughout the weekend, including the Corning glassware display immediately following the meeting. The date of **April 16, 2011** was chosen for the next Alumni Board meeting. The UWSP Foundation will be handing out buttons with the slogan "Point the Way" during Homecoming weekend, with the goal of increasing the participation rate of alumni giving. If UWSP can increase the percentage of alumni who make a donation within a year, the university's standing, according to *US News and World Report* and other publications, will correspondingly improve.

Break and Committee Breakout Sessions: 2:15 pm – 3:00 pm

COMMITTEE REPORTS:

Awards & Recognition Committee (Loecher)

The Awards Banquet being held on October 9 will be the culmination of several years' effort to establish multiple alumni awards -- and engage past and present university members -- in selecting award nominees and winners. Just over \$5000 has been donated to the various funds designated by this year's winners. The Committee is continually looking for award nominations, so anyone who is aware of a deserving alumnus should notify the Alumni Affairs office.

Communications Committee (Wescott for Oswald)

Three new board members attended this meeting – Jamie Beckland, Pat Weiland and Steve Zywicki. Wescott reminded all board members to take advantage of the internal Alumni Affairs Board of Directors website that houses a treasure trove of past and present information useful to members. The committee also discussed expanding the use of online social media. There is also an ongoing effort to get more email addresses.

Events Committee (Moore)

The committee continues to try to collect 2015 alumni memories by the year 2015. Committee members will be videotaping these alumni memories tomorrow during various Homecoming events. The possibility of people being able to upload their reminiscences directly onto a server was discussed. Possible new locations for the Thanks a Brunch event were also discussed.

First Nighters Committee (Nigbor)

After 35+ years, the First Nighters program is still going strong. This year there will be six performances: Soldiers Circle, Drood, Almost Maine, Sunday in the Park with George, Danstage 2011, and The Taming of the Shrew. There are currently 162 regular members. A discussion was held about providing an "incentive" table for the different schools within the university to bring in attendees and also to promote First Nighters. Two new committee members attended the committee meeting – Betty Jenkins and Peter Graening.

Program Support Committee (Greendeer)

Members discussed how to show where contributions to the Alumni Association are used, as this may encourage more alumni to give. The committee also felt that a personal appeal, on the part of Board members to other alumni, would be very effective. Each committee member agreed to create a list of at least ten alumni who will be personally contacted.

Nominating Committee (Winslow)

Currently the Alumni Board is at 36 which is full capacity. The Board has been segmented by gender, region of residence, graduation year, professional skills, and college within the university from which they graduated. The committee wants to segment Board members' professional skill sets even further, however. A survey will be created and sent to everyone to determine what the strengths and weaknesses of these combined skill sets are, so that new members can be targeted in the future. Lastly, the committee talked about increasing the annual Board member contribution from \$100 to \$200 per year. This will be discussed further in April.

GIS MAPPING PROJECT PRESENTATION (Theo)

Lisa Theo teaches in the Geography Department and explained that GIS means Geographic Information Systems. This technology allows multiple layers of information to be superimposed on a map. GIS is considered by the Bureau of Labor Statistics as one of the three fastest emerging technologies in the U.S. right now, along with biotechnology and nanotechnology. The original purpose of the GIS project that was presented was to give the Chancellor a visual representation of the distribution of UWSP alumni across the country. Eventually the project will be expanded to allow registered users to search for alumni down to the city or zip code level. It will also allow registered users to track where alumni have moved throughout the country from their starting location in Stevens Point.

CHANCELLOR'S UPDATE (Patterson)

Chancellor Patterson reports that current enrollment estimates for this fall are about 9500 students. He has asked the International Student Office to make plans to triple the number of students from other countries who attend UWSP. Patterson recently attended the dedication of the WIST Institute (Wisconsin Institute for Sustainable Technology). He anticipates that this institute will have a great impact within the region and the state within a short period of time. The September 2010 issue of *US News and World Report* shows UWSP moving in rank from number 14 to number 9 among comprehensive Midwest universities. Currently there is 50 million dollars worth of construction being completed around campus. The number one construction need right now is a new science building.

Funding for all UW system schools is shifting from public sector sources to private sources. In terms of historical perspective, UWSP obtained 50 percent of its funding from the state in 1973; in 2010 this number is 27 percent. In the context of total GPR spending, in 1973 the UW system was 14.4 percent of the total pie; in 2010 we are 8.3 percent. This highlights the need for new revenue streams which includes increasing the alumni giving rate and the faculty/staff giving rate at UWSP. Higher education competition from for-profit schools has increased partially because these businesses have identified a niche -- working, time pressured, older students. The state of Wisconsin is just below the average in terms of college degree attainment (rank of 29). All UW universities need to increase enrollment, increase retention and increase graduation so that the entire state's economy can increase. After this academic year, the most important initiative that UWSP needs to undertake is the creation of a strategic plan. This will coincide with the upcoming capital campaign to raise funds and reallocate existing resources. A new position called the Vice Chancellor for University Advancement will be created.

Chancellor Patterson took questions from the Board. A motion to adjourn the meeting was made at 4:30 pm (Wescott, Oswald). Motion carried.

Respectfully submitted,
Mary C. Vils
November 8, 2010

Mark your calendars for April 16, 2011 for our next UWSP Alumni Board meeting!