

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
October 7, 2011
Alumni Room – Dreyfus University Center

BOARD MEMBERS PRESENT: Jenny Baeseman, Bruce Bay, Dave Bruha, Jean Ann Day, Peter Graening, Andrew Halverson, Melissa Hardin, Derylee Hecimovich, Betty Jenkins, John Jokela, Tom Klismith, Carol Lagerquist, Dave Marie, Tamara Moore, Mary Ann Nigbor, Patty Noel, Ray Oswald, Ed Richmond, Mary Wescott, Grant Winslow, Steve Zywicki

CONFERENCE CALL PARTICIPANTS: Cindy Polzin

63% participation

STAFF: Laura Gehrman Rottier, Terri Taylor, Mary Vils, Sara Burke

GUESTS (in order of appearance): Ben Overholt (GIS Mapping Project), Ryan Rutledge (Student Government Association President), Caitlin Lindsay (Student Alumni Association President), Bill Berry (University Relations and Communications Interim Executive Director), Chancellor Bernie Patterson, Kathy Buenger (Interim Vice Chancellor for University Advancement & Executive Director of the UWSP Foundation)

WELCOME AND INTRODUCTIONS (Oswald)

Alumni Association President Oswald announced that Mike Kornmann has decided to retire from the Board. Oswald thanked Kornmann for his years of service.

MINUTES APPROVAL

The minutes from the April 11, 2011, Alumni Board of Directors meeting were approved as published (Noel, Day).

GIS MAPPING PROJECT UPDATE (Overholt)

Overholt reviewed the progress that has been made, since the April Board meeting, in mapping where UWSP alumni live within the United States. The live site may be viewed here: <http://gissrv2.uwsp.edu/projects/alumni/>

New tools have been added to the GIS software, one of which is the “Identify” tool. This tool can be used to click on an alumni chapter and details about that chapter will be displayed. A “Search” tool has also been developed to find alumni by the first three digits of their zip code, by state or by region. The Search tool allows the user to click anywhere on the map to discover information about the alumni who live there. There is also a tool to search and identify alumni by their UWSP college of graduation (College of Fine Arts and Communication, College of Professional Studies, College of Letters and Science, or College of Natural Resources). Developing an ability to map alumni internationally is planned for the future.

STUDENT GOVERNMENT ASSOCIATION UPDATE (Rutledge)

The SGA is working with UWSP’s administration, faculty, and staff in regard to a differential tuition proposal. After the proposal is developed there will be an educational campaign and feedback forums. In preparation for new voter ID laws in Wisconsin, SGA will be allowing students to request a student ID that meets the requirements for the law. The SGA voted to ban concealed/carry weapons from university buildings, but cannot ban them from the campus grounds. Lastly, the group has been reaching out to the community by organizing more community improvement projects.

STUDENT ALUMNI ASSOCIATION (Lindsay)

The group is focusing on two things this year: Continuing to develop the pen pal program, started last year, in which SAA members are paired with a fifth grade student to encourage them to go to college, specifically UWSP. The other focus is initiating and developing a mentoring program between ten UWSP juniors and ten alumni. Members of the SAA would serve as the link between these student/mentor pairs.

UWSP FOUNDATION UPDATE (Schuh)

President Jim Schuh was unable to attend the Board meeting in person. He provided a written summary of Foundation activities for members to read. Alumni Association President Oswald noted that the Foundation has lost some important, long standing members due to the recent deaths of Justice William Bablitch, Dr. Helen Godfrey, and the Honorable Lawrence Eagleburger.

NEW BUSINESS:

UWSP MARKETING AND COMMUNICATIONS UPDATE (Berry)

Bill Berry stepped in as the Interim Executive Director after the resignation of Stephan Ward several months ago. The Department is continuing the work, started by Ward, of developing a comprehensive branding strategy for UWSP. In the coming months the university will be telling its story concerning the economic impact that it has within the region and the state of Wisconsin. This impact is immense in terms of the dollars that students and faculty/staff spend, as well as how the university's programs/initiatives have facilitated economic development and growth.

"Pointers are Trailblazers" campaign continues to evolve. Current and former students convey the transformational experiences they had at UWSP that are then used to enhance the world outside of the university. Barry also noted another major communications initiative is for UWSP to upgrade its social media presence.

UWSP ALUMNI ASSOCIATION UPDATE (Gehrman Rottier)

Gehrman Rottier presented a PowerPoint that reported various engagement trackings and how they are connected to giving at UWSP. She noted that the percentage of alumni and friends who gave and attended an event went from 29% to 37% from FY10 to FY11, but also noted that while this demonstrates the positive connection between giving and attending an event, this represents a very small subset of our more than 70,000 alumni. A slide was shown that demonstrated graphically the decades breakdown for those alumni registered in The Connecting Point. This chart showed that we have alumni engaging through our online community from the 1940's through today, with the largest groups in the 90's and '00 decades. Lastly, in the months of May through October, the Alumni Office has run or been involved in over 30 alumni and/or student events.

CHANCELLOR'S UPDATE (Patterson)

Chancellor Patterson began his presentation by stressing the fact that the Alumni Board of Directors, the Foundation Board of Directors (which was in attendance), and all other university departments are united in one common goal: promoting student success. As part of that effort, UWSP will continue its branding strategy of telling our students' stories. Patterson narrated a PowerPoint presentation that highlighted the amazing accomplishments of some of UWSP's students, alumni and faculty.

Patterson invited Board members to attend the ribbon cutting for Suites@201, the first new residence hall in about 40 years. He spoke about the new science building that is being planned for campus. He noted that UWSP just released a report that showed that the university, directly and indirectly, impacts the community to the tune of \$408 million annually.

Partially in response to state budget cuts UWSP has reorganized its development structure and established a new position -- Vice Chancellor for University Advancement, currently held by Kathy Buenger. The university will also begin work on a business development park where it can organize around the School of Business in conjunction with regional business development entities. An entrepreneurial summit is being planned on campus.

UWSP continues efforts to increase its student retention rate, its four and six year graduation rates, and its ranking in *US News and World Report's* annual top-ranked universities. Patterson's goal is for UWSP to provide the very best education possible at a fair and reasonable price. Toward that end, the university is working with SGA to look at implementing differential tuition starting in the 2012-13 academic year. UW-La Crosse, which is similar in size to UWSP, will have 10.6 million dollars more in its budget than UWSP because of differential tuition. UW-Eau Claire will have an extra 7.5 million dollars; UW-Whitewater an extra 2 million; UW-Oshkosh an extra 1.2 million dollars. Without implementing a differential tuition plan—compared across all revenue streams—our university will be behind that group by almost 4 million dollars this year. Two years from now that deficit will be about 5.6 million dollars.

Patterson challenged those in attendance to develop a rally message to motivate others to support UWSP. The university is currently using the repair of the Old Main cupola, and replacement of the weather vane that has

stood on top of the cupola since 1894, as a rally moment. An initiative to find \$400,000 in donations to support historic preservation on campus will be undertaken during the next six months.

COMMITTEE REPORTS:

Awards & Recognitions Committee (Halverson)

Halverson shared that the Awards & Recognitions Committee would like to see more students aware of, and involved in, the annual Alumni Awards Banquet. He noted that social media would be a logical outlet to disperse information about the banquet, thus connecting alumni successes with current students. In addition to his report, Halverson announced that he will be resigning from the Alumni Affairs Board of Directors. He thanked the Board for the opportunity to serve as one of its members.

Communications Committee (Oswald)

Oswald reported that Jamie Beckland has agreed to chair the Communications Committee. Jamie is a great choice for this position because he works in the social media field and this committee is currently working on a Social Media plan for the UWSP Alumni Association to use in conjunction with an overall plan on campus. One of the committee's goals is to use more automated feeds to disperse information to alumni. This will help differentiate UWSP from other UW system schools.

Events Committee (Hardin)

The committee thought that the events booklet compiled by the Alumni Affairs office for its 2011 summer events in Wisconsin was a great idea. Committee members would like to see a similar booklet for 2012 with enhanced information such as a schedule of upcoming events for the 2012-2013 year. There might also be an opportunity to raise revenue by including a University Bookstore order form for alumni apparel, with the Alumni Association receiving a percentage of the proceeds.

First Nighters Committee (Nigbor)

Currently there are 150 members of First Nighters. The plays presented this year are: The Playboy of the Western World; Thoroughly Modern Millie; The Normal Heart; A Streetcar Named Desire; Spring Awakening; and Danstage. The committee will be taking and collecting more photos of First Nighter related activities and people.

Program Support Committee (Graening)

The committee has established a goal of introducing one new affinity program every other year. One revenue-generating program being considered this year is through Kaplan, which is a test preparation company. If Kaplan's proposal is adopted, it would offer UWSP alumni a discount on its prep courses and the Alumni Association would receive 3% of the revenue. The committee would like to include graduating seniors in Kaplan's proposal. Graening then reported the revenue amounts generated from the Association's current affinity programs. The 2012 alumni travel program will be to Ireland.

Nominating Committee (Winslow)

With the recently announced departures of Kornmann and Halverson, there are now two openings on the Board. The three Nominating Committee members in attendance today reviewed applications for membership and narrowed them down to two individuals: Gina Neville from Madison and Jeff Kurowski from Green Bay. These two people will be put forward to the Board for approval if they accept their nominations. Winslow is tweaking the survey, that he and Laura Gehrman Rottier are creating, that will assess the skill sets of current Board members. This survey will be emailed everyone sometime this winter.

Executive Committee (Oswald)

The committee wants to continue enhancing communication and collaboration between Board members, as there are quite a few who are new to the Board. Oswald attended the Interior Design reunion unannounced last night and was warmly welcomed. He stated that student/alumni groups are eager to make connections with the Alumni Association and encouraged other members of the Board to reach out to these groups whenever possible. Homecoming weekend is an ideal time to do this, even if Board members pop in unannounced.

UWSP ADVANCEMENT UPDATE (Buenger)

The combining—and relocation to offices in room 134 of Old Main—of the Alumni Affairs department and the Foundation is going smoothly. The Foundation has been quietly busy in the past quarter. The unanticipated, large donation toward the renovation of the Old Main cupola has been a welcome surprise. This gesture fits nicely within part of the university's strategic plan of preserving legacy and respecting tradition. Rebuilding, reconnecting and renewing traditions for alumni are important. The Foundation is offering a naming opportunity to find a donor that

will help build the new science building on campus. Donations are needed to supplement the state money that will be allocated in the next budget. Other projects the Foundation is working on include:

- How to use an anticipated \$1 million donation from an alumnus
- Financing a waste management education center to be run by the CNR
- A new Schmeekle reserve welcome center
- Setting up a Boone and Crockett Fellowship through the CNR
- Noel Compass Scholar program enhancement
- Supporting the “The Cupboard” pantry project
- 50th anniversary of the Communicative Disorders program; establishing an endowment to allow students to perform some service work abroad
- Expanding and accrediting the Business School

Buenger encouraged Board members to be ambassadors for UWSP and steer any individuals toward the Foundation who may have an interest in leaving a legacy.

Motion made to adjourn the meeting (Wescott, Marie).

Respectfully submitted,
Mary C. Vils
November 11, 2011

Be sure to mark Saturday, April 28, 2012 on your calendars for our next UWSP Alumni Board meeting!