

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, September 26, 2014
DUC Alumni Room

Board Members Present: Grant Winslow, president, Patrick Braatz, Dave Bauer, Dave Bruha, Bee Leng Chua, Sam Dinga, John Gardner, Tom Girolamo, Peter Graening, Melissa Hardin, Lee Hecimovich, Betty Jenkins, Jeffery Kurowski, Joanne Loeffler, Tamara Moore, Melanie Patterson, Ed Richmond, Martina Spears, Eric Tande, Brian Valleskey, Mary Wescott, Pat Weiland, Steve Zywicki

Conference call participants: Erich Bacher, Mickey Fitch

Retirements: Tom Girolamo, Jenny Baeseman, Bruce Bay

Staff: Chris Richards, Julie Smith, Maggie Marquardt, Sarah Newby, Dan Krueger, Tony Romano, Carie Winn, Laura Gehrman Rottier, Nicole Pare, Terri Taylor

Meeting called to order at 1:15 p.m.

April 2014 minutes approval: Motion from P. Braatz, second from M. Wescott. Approved.

Membership changes: Three retiring; Tom Girolamo, Bruce Bay, Jenny Baeseman.

Tom received a gift of a handcrafted pizza cutter. Jenny and Bruce's gifts will be mailed.

Motion for Emeritus Status for Girolamo, Bay, and Baeseman

Motion by Dave Bruha, second by Patrick Braatz, Approved.

New Members: John Gardner, Class of 2000. Communications major. Works for a life insurance company in Milwaukee. Bee Leng Chua, Class of 1977 –Works at HIBEAM, an entrepreneur center in Hawaii Eric Tande, Class of 1984. Graduated in Computer Science and works in International Trade and IT Consulting. Lanie Patterson- Graduated in 1979 with a major in Interior Architecture. She is retired and living in Stevens Point. Dave Bauer- Graduated in 2006 with Communication major. He works at UPS.

Chancellor Patterson: Patterson provided an update on the university. **Sustainability:** 35% of our energy in FY13 was green. Last year 49% of our energy was green. We think this year we think we might get as high as 81% in green energy. Custodial services have been certified in green gardening methods that they use. The Central Wisconsin Environmental Station (CWES) is hosting the tomorrow river community charter school. The 102 students that are there the entire school year taking will be able to take advantage of what CWES has to offer. The plans for the new science building will be green certified.

Athletics: Hosted the Women's Division III Final 4 for basketball. Volleyball team went to the Final Four, the best finish in the history of our university. Men's Hockey was runner up in the nation. Men's basketball was ranked #1 for 11 weeks. The retention rate for our student athletes is 11 points higher than the rest of the campus.

General: Stevens Point is 34th in the nation for how we prepare students for life after graduation compared to 1200 other schools, according to the ETC (Educate to Career, College rankings index). Patterson shared the challenge he issued to campus during his university address to leverage our resources. He reinforced that we have a tremendous amount of personal power to move forward with a positive attitude and persevere in the face of challenges. We are now a tobacco free campus. They are not to be used on campus in any form. We had a very successful two day

conference at the beginning of the year, talking about how universities can be the main driver of economic development in our state.

Enrollment: Fewer students are graduating high school. The students who are graduating from high school are of a different composition. We were still able to recruit our first year class and come within 17 students of our goal. We were down in our senior class and our junior class part of which was because we graduated our largest class ever in May of 2014. Advising and our general degree requirements are changing to ensure a four year graduation rate. Recruitment efforts are being ramped up and everyone on campus and all of you are encouraged to help us recruit. In ten years we have more than doubled the diversity in our freshman class. When you add international students, it is 15%. We have doubled our diversity in our incoming first year class in the last ten years.

Faculty retention: Last year of the faculty that left, 75% resigned, while 25% retired. We are doing all that we can to address this problem. Over the last four years, we have redirected 1.4 million dollars out of our own (Stevens Point) budget and put that into the faculty and staff salaries. But still in 2012, only 13% of our faculty was paid at or above the national average. In 2013, 11% were paid at or above the national average. 2014 data is still being analyzed.

Capital Campaign: We are in the silent phase of the campaign but we are already making good progress. This past year saw the creation of our first endowed chair thanks to a \$2M gift from the Stephens family. Last year our advancement office, working with everybody on this campus, raised more funds than any year in the university. Patterson acknowledged Chris Richards and his team for their work to make this happen. It is our faculty, staff, students and alumni that make a capital campaign possible. We are moving from a fundraising perspective to a philosophy of advancement; moving from donating to investing. And that is a big shift. And we are making that shift here, and quite successfully.

Program prioritization: Our goal is to not reduce the work force. We want to look at what we're doing and then generate a list of priorities to create greater alignment of programs we know work. We need a more seamless handoff from recruitment to enrolled students.

Carie Winn, Director of Development CPS: Impact Update

Carie shared an update on the impact of the Suomi room dedication and the Falkinham Suite. (Powerpoint attached.)

Mike Zach: Class of 1997. Mike's work in nanotechnology has led to the creation of the Nano Fab Lab in a box. This kit allows High School students to do nano-technology. Normally nano-technology is very expensive. This technology is something that was developed here at Stevens Point in collaboration with Argon National Laboratory. Mike gave a demonstration of how to build nano and microwires using his electroplate and lithography technique. The application of this technology could assist with infrastructure, healthcare and monetary security just as a few examples. He imagines a day where the concrete in bridges will tell you before they fail, or where money can be security tagged with nano-wires to prevent counterfeits. Mike also put the nano UWSP logo into the base of the distinguished alumni awards.

Executive Committee/Alumni Association update: Winslow encouraged the group to make their Alumni Board gift to ensure 100% participation as a follow-up to his email reminder. **The spring meeting will be on Saturday April 11,**

2015. We are going to meet at the university at 10 a.m. to ride up to Tree Haven together. The meeting will start at noon at Tree Haven and we will all ride up together. That weekend also has a First Nighters and Second City on Saturday. Grant also discussed committee assignments noting there are 36 of us and the goal is to have 5-7 per committee. Prior to the next meeting in April, we are going to send out an email and ask you to choose your top two preferences so that we can be split more evenly in our committees and everyone will be on one committee.

Distinguished Alumni Project: Gehrman Rottier About two years ago we determined we were running out of room on the Distinguished Alumnus display. We don't have it in us to start pulling names down to make room for new ones, that isn't who we are or what we do. We started talking about how do we tell our story more effectively, more efficient way to all of campus? A work group was formed and a student put together a rendering of what we'd like this to look like and the Awards committee reviewed. The Chancellor, Deans, Vice Chancellor's all like the idea so the leg work is done, we just need to fund it. We feel, and the Executive Committee supports this, that this project would be the perfect project for the Alumni Board to create as its mark on the Capital Campaign. It would be a lasting legacy for the Alumni Board of Directors.

Gehrman Rottier walked through the attached PowerPoint to describe the project and its potential impact. The goal is to speak with all current and former Board members to have a one on one conversation about supporting this project. We will give a more detailed update at the next Board meeting.

Winslow added the following in support of the project: With me working at a young university, we want to make sure we appreciate our heritage. When it's time to change, we don't want to just take things away never to be seen again. I 100% support this project. Winslow noted that there is one location that currently has a display, but that we would work to preserve that. Teaser video: Trailblazer winner Danny Mitchel's video.

Committee Reports:

Awards and Recognition: John Jokela reported we have a full slate already for next year's awards and we will be choosing from them.

Communications: Pat Weiland is the new chair. Our committee is in regroup form. We are setting up goals to achieve in this next school year. Our main focus is to really get in concert with the branding program and to focus on social media involvement.

Stewardship: New Chair is **Brian Valleskey**. This group has been focused on trying to stay connected to and recognizing people who have done things for this board. As a newer committee we are working on getting a better focus. We want to come up with ways to be connected to those who are alumni that aren't connected to the university. We also want to connect with our chapters throughout the US.

Nominating: Hardin welcomed our five new members again. We looked over our prospective alumni list and we want to reach out to everyone on there to see if they're still interested and winnow the list down. As always if you have anybody that you think would make a great board member, please let myself or a member of this committee know.

Program support: Graening shared that one of the most impactful projects his committee did last year was the Alumni Directory. We sold 2700 directories which is really surprising and cool. We had over 10,000 responses from alumni who updated their information and we garnered over 8,000 new email addresses.

Scholarship Committee: Lanie Patterson new chair. We had two winners this past year and we have already had ten applicants. The deadline is March 30th. We have had a huge response to this.

SGA Update: Slattery and Kronmiller: SGA rebranded itself this year. We've hired a new PR Director and developed a great social media campaign; linking it into the newspaper and the radio station. If you want to tweet us when anything is going on, you can! Get out to vote if a big focus right now. Voter ID laws have changed, and Stevens Point is now offering voter ID Cards. This means if you are a student here but don't have a valid Wisconsin driver's license, you can get a voter ID. The first week Stevens Point registered 450 students for voter ID's and Madison register 1,000. What this means is that Stevens Point has about 4.7% of students registered to vote and Madison only has 2.3%. SGA is working on fiscal allocations of segregated fees. There is about 14 million dollars in fees going to various services for students. SGA wants to make sure students are not being overcharged for anything. We have instituted some new measures to our different subsidies and different departments across campus so that we can have better tracking of exactly where that money is being spent. We are also starting one last push for differential tuition on campus. This has been denied by legislature (not students and not by the board of regents) for the last four years. Most campuses already have this and the changes made are visible.

Old Business:

Attendance Policy; we have a draft you saw via email and we will vote on this during the spring meeting. It reads as follows:

UWSP alumni board members are expected to attend all full meetings and emergency meetings of the University Alumni Board of Directors. Attendance may be in person or by phone. If a director misses three consecutive meetings a member of the UWSP Alumni Board executive committee will reach out to discuss the repercussions for this board member and determine if there was enough extenuating circumstances. If there were no extenuating circumstances, the member may begin to attend meetings again or may choose to retire from the alumni board. If a director misses a fourth alumni board meeting after having a conversation with the alumni board president or an executive committee member, they will be required to step down from the alumni board.

New Business:

It's Homecoming! The pep rally (yell like hell) is being held right after this, so head on over. Everyone is welcome to be in the parade. Make sure you don't throw the candy, you can only hand it out.

Motion to adjourn by Winslow. Second by Wescott. Motion carries.