

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, October 2, 2015
DUC Alumni Room

Board Members Present: Tamara Moore, president, Dave Bauer, Patrick Braatz, Dave Bruha, John Gardner, Peter Graening, Jon Greendeer, Melissa Hardin, Lee Hecimovich, Jeff Kurowski, Joanne Loeffler, Dave Marie, Ray Oswald, Melanie Patterson, Ed Richmond, Eric Tande, Brian Vallesky, Pat Weiland, Mary Wescott, Grant Winslow, Steve Zywicki

Conference Call Participants: Erich Bacher, Bee Leng Chua, Mickey Fitch

Retirements: Jessica Lahner, Sam Dinga, Betty Jenkins

Staff: Greg Summers, Chris Richards, Julie Smith, Laura Gehrman Rottier, Nicole Pare, Terri Taylor, Sherry Lazar

Meeting called to order at 1:15 PM

April 2015 minutes approval: Motion from J. Loeffler, Second from M. Wescott. Approved.

Membership Changes: Three retiring; Jessica Lahner, Sam Dinga, Betty Jenkins

New Members: Deb Dorshorst, Class of 1980. Communications major. Has her own consulting business. Bob Kemps Class of 1974. Majored in Political Science and Business. Works at Robert W. Baird Co. Grant Huber, Class of 1983. Majored in Political Science and Public Administration & Policy Analysis. Works for the Wisconsin Department of Public Instruction. Jody Rowland, Class of 1980. Communications major. Works at Polaris.

Provost and Vice Chancellor for Academic Affairs Summers

Summers provided an update on the university.

Budget: We started the year with an anticipated cut of \$9.7 million, or about 25%. In April/May, it looked like the cut would be slightly lower, or 7.4%. As it turns out, the cut will be \$5.8 million. Although significantly lower, this is still a major cut in funding. We are looking for grants to replace the funding for the Institute of Sustainable Technology which was lost due to the budget costs. We also lost approximately 100 personnel who chose to take advantage of the voluntary separation program or to take early retirement.

General: A change in demographics in which the traditional 12 to 21 age group is in decline, especially in the northeast and Midwest, has resulted in a greater demand for higher education, usually by non-traditional adult students seeking to complete a degree or professional development. We're working hard to add degree programs, graduate programs, and MBA's in partnership with UW-Milwaukee. We have just approved a self-paced flex option, where students earn credits based on competency, not on credits.

New Programs: We have created six to twelve non-credit programs in response to community needs. The Chancellor has charged the Vice Chancellors for Academics, Business and Student Affairs to think about how to reposition the University to respond to the need for classes in the evenings or on weekends.

Science Building: The new science building is on track at a planned cost of \$75 million. The new building, which will put cutting edge science on display, will change how the community interacts with campus.

Graduation Rate: Enrollment is down this year, by 66 students, but it's due to the fact that we've improved the four year graduation rate, from 25% to over 30% two years in a row, which is higher than the national average. We've streamlined the general education curriculum and we've reduced the required number of credits, which has had an immediate impact on the graduation rate. This has changed the profile of the under-grad community.

Recruiting: We've made dramatic changes to how we recruit. We have a new data-driven system and increased staff. With a targeted enrollment of 1,630 to 1,650 students, we actually have 1,792 incoming freshman this year, the largest incoming freshman class in our history.

Capital Campaign: Our Capital Campaign is in the quiet phase. We have our first endowed professorship in CNR. A second endowed professorship will be announced to the Board of Regents the week of October 26. This is a significant cultural change for UW-Stevens Point. It changes the way professors see the campus and it helps us to build momentum for the campaign.

Differential Tuition: In the last biennium budget, we secured permission to pursue differential tuition. We are currently one of only three campuses in the system without differential tuition. Students will be allowed to vote whether to impose this fee of \$200/semester on themselves and, if it passes, they will decide how to allocate the money. It could be used to fund additional professorships and help alleviate bottleneck courses, to add staff, to improve time to graduation and to add advisors.

Non-Traditional Students: The demand for higher education greater than ever, but , for adult, non-traditional students, rather than the traditional 18 to 20 year olds. We're working to attract non-traditional students: people who want to earn or finish degrees, enhance their professional development, or improve their chances for promotion. To that end, we're developing new programs: an MBA in partnership with UW-Milwaukee for a Doctor of Physical Therapy program, a new Doctor in Education, focused on sustainability, a Masters in GIS and a Masters of Applied Studies degree, especially aimed at technical school grads. We're also working on six to twelve new non-credit programs.

Chancellor's Charge: The Chancellor has charged the Vice Chancellors to think about how we can reposition the university to meet the challenges in the coming years, including new financial models, new ways to support our students.

Questions:

Grant Winslow: Was the paper machine operator position eliminated?

Summers: That position has been restored.

Bee Leng Chua: (by phone) How can we encourage students to pursue education without credits?

Summers: There's a trend in higher education, across the country, to come up with options to degrees, such as certificates, badges or competencies, in response to particular industries looking for skill sets or competencies, for their employees who are often trying to maintain a job and a family while pursuing an education.

Brian Vallesky: How does the University determine which certifications to offer?

Summers: The alumni could serve as a sounding board. Things are more complicated at System level. Issues tend to be faculty-driven and other campuses get to look at our proposals and think about how they would be affected by them. We have to try to think strategically.

Brian Vallesky: The alumni could play a role in the future as liaisons. Faculty have a perspective in the academic world; but alumni have a perspective based on the business world, that would be helpful to students preparing for careers in the private sector.

Jeff Kurowski: With the addition of the new science building, how will you address parking issues on campus?

Summers: Parking concerns have been somewhat mitigated by recent land purchases, so we think we're going to be ok for now.

Melissa Hardin: I was happy to hear that differential tuition passed the legislature. Will other uses of the money require other referendums?

Summers: The advisory board, which is three quarters students and one quarter faculty and staff, will be allowed to make adjustments in differential tuition. I'm not sure whether the funds can be used beyond instructing and advising students. Student government may have to consider the issue.

Melissa Hardin: With the largest class of incoming freshmen, will they all be required to live in the dorms?

Summers: Yes, we still have a two-year requirement, and we should have just enough capacity.

Grant Winslow: Would the \$200/semester fee for differential tuition be for freshmen only?

Summers: We would scale up the fee gradually, maybe over two to three years. For current students, seniors would not pay the \$200 per semester. Juniors and sophomores would pay a smaller fee. Freshmen would pay the full amount.

Grant Huber: Is Student Government behind differential tuition?

Summers: Yes, in fact that's one of the reasons we have this opportunity. They've worked very hard to promote it.

Ray Oswald: How is UW-Stevens Point prepared for things like the recent shootings at the University of Oregon?

Summers: We've been thinking about this for a number of years, trying to plan for the worst case scenario. We've set up an emergency alert system, utilizing text messaging and campus computers, as well as training sessions and a code-react drill. We're also being more proactive in addressing student behavioral issues. One always worries though that it's not enough.

Jon Greendeer: What is the impact of the sunset of the Perkins Loan?

Summers: It will have a significant impact and there seems to be no momentum in Congress to keep the program going. It's been an important piece of the package we offer our students. There are a fair number of them that struggle to

come up with the \$100 deposit to register, so we're considering eliminating the deposit. I'm not sure how we'll resolve this.

Jon Greendeer: Will it impact current students?

Summers: Yes, a significant number of them will be affected, especially considering the cut in state funding that the campus is already facing.

Grant Winslow: Would everyone pay differential tuition?

Summers: Yes, it would be charged across the board, regardless of major. Differential tuition would not be program specific, but rather to deal with issues wherever they are.

Capital Campaign: Julie Smith

We are in the 22nd month of our first comprehensive Capital Campaign. The numbers are currently in the eight-figure range. We will kick-off the public phase on April 30, 2016, on campus in the Laird Room in the DUC. This will be unlike anything we've ever hosted here before. At that time, we'll announce the goals and objectives of the campaign. We hope to see you there.

Alumni Association Update: Gehrman Rottier:

We have set April 15, 2016 as the date of the next Alumni Board Meeting, which coincides with Trivia. The Board is invited to help with the Alumni Association Trivia phone shift. The shift is four hours, but you can split it up. It's always a lot of fun with great food and friends.

Distinguished Alumni Plaque Project: Project was started last year to upgrade and replace the plaques outside the alumni room with new pictures, as well as an interactive display with videos and bios. We're at the half-way point of this \$100,000 fundraising campaign. We plan to have the new display built when the students return for second semester. **Family Weekend and Pointer Family Legacy Reception** is Oct 24. Everyone is invited!

Online Community: The Connecting Point: We have new software for The Connecting Point that integrates with our database. There are currently 850 members, with an increase of about 25 members a month.

Chapter Events: March 4, 2016 will be the bi-annual Spring Training Alumni event in Arizona. Our Fox Valley area event will be June 16, 2016 at the Whiting Paper Company and the Appleton Yacht Club.

Publications: The latest edition of Thrive, our philanthropy-based newsletter, will be coming out before the end of the year. Another publication, Straight to the Point, which is a nice balance to Thrive, will be starting up before the end of the year as well.

Tour App: UWSP now has a tour app, available through the iTunes store. To access, type in UWSP tour. The app incorporates some videos and also some interactive maps.

Distinguished Alumni Awards Banquet: The Distinguished Alumni Awards Banquet will be held tonight. The Alumni Board viewed the Trailblazer video, featuring Tracie Lyn Roberson '06.

Committee Reports:

Executive: Tamara Moore The Board is reminded to pay their annual dues to the Alumni Board Association. Dues go to cover things like today's lunch plus Board operating expenses. Covering our own costs is especially essential with budget cuts. Talk with Laura if you're in a tough situation and \$200 is hard to do right now. Part of our discussion today was about Board commitments. We agreed that consequences for not paying dues should not be part of our formal constitution, but part of our operating procedure. The expectation of annual dues is written into our constitution. Dues can be paid online, on the Alumni website, and there is also an option to make monthly payments.

Awards & Recognition: Peter Graening We're working on ways to streamline the nominating process and getting the word out with a blast to each college to promote awards. Past board members may be good nominees. The challenge is how to keep the Distinguished Award winners engaged.

Communication: Jon Gardner Nicole has started a consistent, sustained Facebook strategy that gives alumni three posts per week. "People of Point, which features pictures and quotes of people, Throwback Thursday and Photo Monday. Please share the posts in addition to liking or commenting. There were 5,500 views on Facebook last week. Advancement is also launching a weekly newsletter called, Straight to the Point. It is meant to be a one-stop shop for campus and alumni news. Last year, Dr. Sadler's class project was to assess 50 different alumni websites, compared to our own. The committee will look at their ideas in more depth and come back with our thoughts and input. We're also looking at international student communications. Lastly, we discussed having an alumni presence in the Pointer: advertising, columns or articles.

Nominating: Melissa Hardin We have a list of five people to send invitations to. We have one applicant letter, but we expect that more are coming. By the spring meeting, we should have a good candidate slate to fill the empty positions on the board. If you have anyone in mind, please let us know. There will also probably be one to three spots next year.

Stewardship: Brian Vallesky We are moving from being a "pen & paper committee" to being more proactive. We're planning an event next spring, at the Brewhaus, to recognize UWSP alumni working for the university. This would be the start of our attempts to try to recognize different alumni groups.

Scholarship: Melanie Patterson Melanie read a letter to the Board, from a scholarship winner, Emma Kiel. The committee discussed ways to make scholarship winners more visible on campus: perhaps a t-shirt, or a chance to attend a game in the Chancellor's Box with their friends. Also discussed the need to advertise more, on Facebook, in the Pointer or maybe with an insert or poster at summer orientation. Committee agreed that the winners should be invited to the Pointer Legacy Reception.

SGA Update: Cronmiller: Our main focus this year was differential tuition. We were able to get an amendment through the Joint Finance Committee to hold a student referendum on the issue. We've done a ton of work: promotion, outreach and education of the students. The proposal is for a moderate plan, \$200 per semester, \$400 per year. The purpose is to allow us to hire additional instructors and change the advising model so that all students can receive the support they need to be successful. Students will make the actual decision. Every student will have a vote, and we're encouraging all of them to vote. We're also working to educate the students on tenant's rights and we're in

the third year of a campaign to establish a giving fund to help make campus more sustainable. We're working on student involvement and participation, especially among first year students.

Questions

Dave Marie: What about students who can't afford a \$200 increase in tuition?

Cronmiller: We're working on a financial aid piece to help them.

Dave Bauer: Can you tell us more about the referendum; will it be electronic?

Cronmiller: It will be held November 11 and 12. The ballot will be emailed two or three times. Names will be kept separate from the votes.

Grant Winslow: Is there a minimum participation required?

Cronmiller: We're hoping for a good turnout but I think we'll go with the result.

Dave Bruha: What is your expected rate of participation?

Cronmiller: The last one was about 16%, which was an increase over the one before that, although the results are usually higher.

Ray Oswald: Have you thought about packaging the vote with, for example, registration or using other tools to increase participation?

Cronmiller: We hadn't thought of that. But we have published the dates and we've reached out to Residential Living and the Dining staff for help in getting the word out. We're trying to run a campaign based on educating the students on the issue. The University feels one way about the referendum, but we don't want that to influence the students.

Ray Oswald: As President, is your position for or against?

Cronmiller: I have a personal opinion but I'm not taking a public stance until the students tell me what theirs is.

Old Business: None

New Business: None

Adjournment by general consensus of the Alumni Board at 4:45 p.m.