

**University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday October 13, 2017
Alumni Room, Dreyfus University Center**

Board Members Present: David Bruha, President, Tamara Moore, Peter Graening, Dave Bauer, Bee Leng Chua, Deb Dorshorst, John Gardner, Terry Harper, Lee Hecimovich, Grant Huber, John Jokela, Bob Kemps, Nancy Krei, Jeff Kurowski, Patty Noel, Jody Rowland, Pat Weiland, Grant Winslow, Steve Zywicki

Conference Call Participants: Erich Bacher, Patrick Braatz, Martina Spears, Eric Tande, Gina Nueville

Retirements: Mary Wescott

Staff and Guests: Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Ryan Weir, Dan Krueger, Maggie Marquardt, Steve Menzel, Tony Romano, Carie Winn, Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, David Boardman, new Alumni Board member, Sean Piette, President for Student Government Association, Katrina Hansen, Vice-President for Student Government

Welcome and Introductions (Bruha)

The meeting was called to order at 1 PM.

Approval of the April 21, 2017 minutes. (Kemps, Bauer, motion passed.)

Membership changes

It was noted that Mary Wescott will be retiring from the Alumni Board. She was unable to attend today's meeting as she had planned but sends her best wishes.

We welcomed David Boardman, class of 2014 as a new member to the Alumni Board. His official term will start in January of 2018.

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for being here and for their continued service. He began with an update on the budget, noting that the UW system is currently funded at the lowest level that it ever has been since 1973-1974. He walked the group through the breakdown of the budget in terms of what we have discretion over and what we do not. UWSP has no discretion over 42% of its budget. Of the budget we do have discretion over, only 9% of it is in non-personnel areas. He walked the group through the last two biennium reductions of \$2.5 million from 2013-2015 and another \$6.5 million in 2015-2017. This \$9 million total reduction in funding is a 25.3% reduction in state funding over the last four years. Patterson shared we are expecting another reduction of \$4.5 million in the 2017-2019 biennium.

Patterson addressed the enrollment decline that has happened since 2011 noting the several factors influencing the decline including declining high school graduation rates, acceptance of more students by UW-Madison and the good work UWSP has been doing in graduating students in four years. Right now UWSP enrollment stands at 8,165 students.

The university is addressing the decline in enrolment on several fronts including adding \$1 million in scholarship funds, focusing on retention and recruitment in new ways, establishing an honors program, marketing with one voice and investing in social media, aligning budget and planning into one committee for all of campus and working to promote transformative ideas rather than doing business as usual.

In the area of recruitment, Chancellor Patterson shared the Fire Science student recruitment video and noted that our Paper Science and Engineering recruitment video has over 77,000 views. He noted that this area along with social media is where a lot of marketing dollars are being invested.

Following his PowerPoint Chancellor Patterson addressed questions, many of which focused on the merger that was announced just a few days prior. Under the proposal being put forth, the two year campuses in the UW-System would be merged with the four year campuses. UW-Marathon and UW-Marshfield/Wood County are in line to potentially join UW-Stevens Point. At this point in time, there are more questions than answers about the proposed merger. What we do know is that the Regents plan to vote on the proposal in November and that the merger would be effective July 1, 2018. Beyond that, most other items are still in question. The goal of the merger is to provide more access to students in the region, to address budget shortfalls on all the campuses in question and to allow for easier credit transfers between schools. The details of all these items and more still need to be worked out after the Regents vote on the proposal in November.

Executive Committee - (Bruha)

Bruha shared notes from the Executive Committee's morning meeting with a focus on the Distinguished Alumnus display project. We stand at 83% of the goal and we are working to raise \$17,000 more by June 30, 2019. The Executive Committee also welcomed Jeff Kurowski as a new member-at-large.

Committee Reports

Awards & Recognition (Graening)

2017 Recipients will be honored Saturday, October 14, 2017. Nominations for 2018 must be received in the Alumni office by January 10, 2018. Committee is especially interested in nominees for the Mary Ann Nigbor award, which is for service. The Committee reviewed the changes made to the award forms from the last meeting and had a few more minor changes. Our 2017 Distinguished Alumni are: **Laura Osnes, '05** (COFAC). Laura is an actress on Broadway and a two time Tony nominee. **Dan Hauser, '76** (CPS) Dan is Senior VP of Corporate Sponsorships for the Philadelphia 76ers. Previously, he worked for the Detroit Pistons. **Michael Pucci, '82** (L&S) Michael is the CEO of PhytoChem Pharmaceuticals. **James Heffelfinger, '86** (CNR) James is the State of Arizona's Wildlife Science Coordinator. Our Mary Ann Nigbor Volunteer of the Year Award will be presented to **Deb and Al Marten** of Marten Machining and our Lifetime Achievement Award will be presented to **Major General Scott Berrier**.

Communication Committee (Rowland)

Jody Rowland noted that she and Nicole Pare have met a few times and are working to help the committee have ways to help build the university brand. Pare will be sharing key dates for everyone to have on their radar in the weeks to come and will also share ways that members of the Alumni Board can help us increase our reach through social media. Pare has been doing a lot of Facebook live events and Rowland encouraged all Board members to like, share, and retweet as they see things on FB. Pare encouraged the group to subscribe to the UWSP Youtube channel and to keep sending us Flat Stevie pictures. Pare noted that the way Facebook works is that the more people like things, the more people will see things so the hope is that all Board members will like a lot of the things posted so we can increase our reach. Rowland also noted that John Gardner plans to be in touch with the student newspaper to see what we might be able to do in the form of alumni connections in the Pointer.

Nominating Committee (Dorshorst)

Mary Wescott was put forth for Emeritus status. (Moved by Bruha, second by Weiland, motion passes.) David Boardman is with us today and his term will start January 1, 2018.

We have two applications that will be put forth for a vote in the spring. Our two candidates are Doug McMillan. Doug is the city attorney in Kansas City. Doug is a 1978 graduate. Our other candidate is Jon Miskowski. Jon is Class of 1983 and is the Director of Wisconsin Public Television in Madison, Wi. Vice Chancellor Richards commended the Nominating Committee on both potential candidates.

The committee will be reviewing Alumni Board members whose terms are up in January of 2019 next and making recommendations on filling open spots.

Stewardship Committee (Kemps)

The Committee went through the list of Emeritus members of the Alumni Board and will be personally reaching out to them to invite them to our spring meeting as we celebrate 50 years as an Alumni Association. Laura will be writing up a script draft for the committee to use.

Scholarship Committee (Huber)

The committee selected Nicole Hauck as the recipient of the 2017 Alumni Generations Scholarship award. Nicole is a fourth generation Pointer. Her great grandfather attended UWSP. Nicole plans to study medical technology. She was featured in Thrive and the article can be found here: https://give.uwsp.edu/thive_talking-bout-my-generations

Advancement Update (Vice Chancellor Richards, Pare, Gehrman Rottier)

Richards began by thanking the UWSP Alumni Board for their work and commitment. He commended them on reaching 83% of the goal thus far for the Distinguished Alumnus display. Richards gave an update on the capital campaign reiterating how grateful we are that we just have reached the \$25 million mark on our way to the \$30 million goal. He noted that all gifts given for the Distinguished Alumnus display are counted in this total. He also noted that the trend as of late has been that 90% of gifts are coming from 10% of donors. It used to be more like 80% came from 20% of donors. He also noted that there were five multi-million dollar gifts that made possible the endowed chairs we are now able to provide at UWSP.

Richards noted that Old Main was lit up in March when we hit the \$20 million mark and is lit up again this week for Homecoming and to celebrate that we hit the \$25 million mark.

Richards talked about some of the recent events Advancement has been putting on in an effort to increase our alumni engagement. Events were held in New York and Door County this summer and we had a celebrity chef to campus to work with students and staff prior to a Southern Barbecue that was held at Sentry in September.

Pare updated the group on the Day of Giving, which will be Tuesday, May 1. All Alumni Board members are asked to like and share posts to help us increase our reach. Please use #UWSPGivesBack and share your own ways of giving back on that day as well. The more everyone likes and shares, the more popular it will become on Facebook as a whole due to their algorithms.

Gehrman Rottier thanked the UWSP Alumni Board for making the Distinguished Alumnus display a reality. Being at 83% is truly remarkable. She thanked everyone for their continued generosity and is hopeful to report that we are even closer to our goal at the spring meeting.

Gehrman Rottier updated the group on the Golden Iris Reunion committee that is already planning for the spring 2018 event. She shared that our Days of Service are also moving forward again for 2018. We had five in 2017 and have eight already lined up for 2018. As of right now we have Days of Service being planned for Green Bay, Madison, Milwaukee, Twin Cities, Treehaven, Wausau, Denver and DC.

Gehrman Rottier reminded members of the Homecoming activities going on this weekend and asked everyone to Save the Date of Friday, April 13, 2018 for our next Alumni Board meeting. This will be our 50th anniversary as an Alumni Association.

Student Government Update (Piette and Hansen)

President Piette and Vice President Hansen began their report with a statement recognizing that UWSP sits on tribal land. A moment of silence was observed.

It was noted that UWSP's SGA was listed as SGA of the year for two years in a row.

Piette and Hansen shared the work that SGA is doing meeting with legislators in Madison and reviewing Wis. Statute 36.095 to ensure that any changes made will grant students more power in the future.

Piette shared that they are working on a reunion of alumni for SGA's 50th reunion coming up. More details will be coming as plans develop.

New Business –

Bruha shared that to get involved in hosting a Day of Service you should let him or Laura know. To get ideas for Days of Service, members are encouraged to look at some opportunities to help in their community in areas in which they are passionate about. Kurowksi also noted that there are Volunteer Centers in many communities that post information about ways people can get involved.

Moore gave a testimonial about the importance of the Distinguished Alumnus display project and her own reasons for giving to make the project happen. She congratulated the Board on reaching 83% and noted that we only have \$17,000 to go to reach our goal.

Old Business

Adjournment

Motion by Bob Kemps

Seconded by Peter Graening

Motion passed.

Adjourned at 4:56 p.m.