

**University of Wisconsin-Stevens Point Alumni Association  
Board of Directors Meeting  
Friday, October 19, 2018  
Alumni Room, Dreyfus University Center**

**Board Members Present:** David Bruha, President, Bob Kemps, Lee Hecimovich, Steve Zywicki, Lanie Patterson, Doug McMillan, John Miskowski, Dave Marie, Melissa Hardin, Peter Graening, Jeff Kurowski, Pat Weiland, Grant Huber, Gina Neuville, Ray Oswald, David Boardman, Nancy Krei, John Gardner, John Jokela, Deb Dorshorst, Brian Valleskey.

**Video Call Participants:** Erich Bacher, Eric Tande, Martina Spears, Jody Rowland

**Staff and Guests:** Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Brailey Kerber, President for Student Government Association, Dyllan Greipentrog, Vice-President for Student Government

**Retirements:** Grant Winslow, Jon Greendeer, Tamara Moore

**Welcome and Introductions (Bruha)**

The meeting was called to order at 10 A.M..

Approval of the April 13, 2018 minutes. (Kemps, Gardner, motion passed.)

**Membership changes**

It was noted that Grant Winslow, Jon Greendeer and Tamara Moore will be retiring from the Alumni Board. Joining the Alumni Board are Jon Miskowski and Doug McMillan. Jon is the Director of Wisconsin Public Television and joins us from Madison. His hometown is Stevens Point. Doug McMillan is the City Attorney for Kansas City, MO. Originally from Chicago.

**UW-Stevens Point Campus Update (Patterson)**

Patterson thanked the Alumni Board for their continued service to UWSP and talked about the importance of Homecoming at UWSP and encouraged attendance at the Distinguished Alumni event on Saturday night. He recapped a bit of what was shared last spring regarding the decline in state support down to 15% at UWSP. He noted that the pieces that make up our budget are different than a corporation as the money we have isn't able to be moved around. Most of our funding is not discretionary. Student Financial Aid, segregated fees and program revenue dollars are not resources we can move around. Of our discretionary revenue, 91% of that is tied up in personnel. He touched on the proposal that continues to be discussed regarding the discontinuation of majors. Enrollment is down 20% over the last six years. Our graduation rate is up 10 points in the last few years. That is a huge success but also contributes to our decline in enrollment – as much as 60% of our decrease can be attributed to this success. He touched on the fact that every time UW-Madison takes on more students, we are affected by this as well.

He touched on the merger and shared information from the Journal Sentinel that talks about the impact of enrollment on all the campuses. UW-Stevens Point is one of those cited in the article as being one of the two to suffer the most as we take on the new two-year satellite campuses along with their structural deficits and enrollment decline as well. The article may be found here:

<https://www.jsonline.com/story/news/education/2018/10/01/uw-system-enrollment-counts-campus-stand-lose-most/1490462002/>

We've lost \$9 million in revenue due to the decline in enrollment. We were also cut \$7.6 million (21%) in our state support over the last few biennia. We have reduced our budget by \$12 million already without layoffs. We've reduced everywhere else we can, and now we must look at academic programs. We spend less than half the national average on administration. We are at 6% whereas the national average is 13%.

A committee met over the summer and sent a report to the Chancellor regarding feedback on the proposal. It did not contain prioritized recommendations, but suggestions. There is another committee meeting that has been meeting since the beginning of September to take a deeper look into the recommendations and providing final feedback to the provost who will present to the Chancellor. Our bottom line is that we must put our expenditures in line with our revenue. This proposal may mean (Regents Policy) RPD 20-24, which starts a three-month timeframe for feedback and submission to the regents.

He spoke about reimagining the university landscape and how we position disciplines. He talked about a multi-disciplinary approach as the way of the future to keep people together rather than separate.

He asked for the Board's help in changing the conversation to stop focusing on what we are letting go of and to start focusing on what we are becoming.

He paused for questions and addressed items such as which majors have declined versus increased. Typically, the ones being discussed for discontinuance are the ones seeing a decline, but there is more to it than that. Chemistry, for example, supports our College of Natural Resources so it's not just the major. We are also looking at what attracts students to campus as well. He addressed the structural deficit of the two branch campuses noting that UW System had said they would cover it for the next two years, but it will become ours. He shared that we are seriously considering a major restructure of our academic colleges. This move, if it happens, will save us money and allow a greater collaborative opportunity for faculty. He addressed recruitment and how some of the majors, like Fire Science, will attract out-of-state students and help keep us competitive as places like UW-Madison allow more Wisconsin students into their programs. Corporate recruiting was also addressed as some majors, such as business, are expanding their requirements in internships. Patterson also touched on Athletics noting that we haven't cut anything there at this point but are adding Women's Wrestling without adding any cost. Patterson thanked each Board member for their work advancing our mission. He noted that the Alumni Association is needed now more than ever as we come together to overcome our challenges.

#### **Executive Committee - (Bruha and Gehrman Rottier)**

Alumni Display outside the Alumni Room is undergoing an upgrade right now. The CPS display is done. The next one being done will be in the Collins Classroom Center. Videos are all online if people would like to watch them. We met our fundraising goal for the displays however cost estimates have increased over the life of the project, so we are still seeking Board member contributions to help maintain and enhance some of the upgrades.

Bruha shared that the Alumni Board participation rate for giving in 2017 was 62.5%. As of October, we are at 54% participation. He encouraged members to make their \$200 gift in 2018. These funds ensure we are a self-funded Alumni Board. Be sure to click Alumni Association if you are giving online. Thank you for your continued support.

He walked through the Homecoming weekend schedule for 2018. No parade, no campus-wide picnic. Everything will take place at the Homecoming Check-In tent at Goerke Field. Everyone is encouraged to attend. We have fanny packs and sunglasses as giveaways. He noted the 50<sup>th</sup> anniversaries for the ROTC and Student Government Association programs. Gehrman Rottier also noted the Chemistry Biology Building tours every hour on the hour.

Bruha noted that in 2019 UWSP will be celebrating its 125<sup>th</sup> year anniversary. As an Alumni Association we will be making a big push for the Days of Service program. Our goal is to have 125 Days of Service in 2019. We are broadening the definition of Day of Service to be more inclusive as well. We are also looking to log 125,000 service hours from alumni, community and friends. The link to do that will be available after January 1, 2019.

Bruha encouraged participation in GratiTuesday. It is June 4, 2019 and we call donors just to say thank you. People are incredibly appreciative. We are going to have our committee meetings that same day.

Lastly, he touched on the Golden and Silver Iris Reunions. Last year we added the Silver Iris, those marking 25 years, and they were invited to attend. In 2019 we will be inviting all those marking 25-49 years as well as 50 years plus to take part in this special weekend that includes time with the Chancellor, social time, alumni college classes and participation in Commencement. He encouraged everyone who falls into the Silver Iris era to participate.

## **Committee Reports**

### Awards & Recognition (Jokela)

Candidates for 2018 set and we are now looking at 2019 where we already have a strong group. The entire Alumni Board is encouraged to nominate. We are eliminating the January 10 deadline to ensure candidates can be considered up until the final selection has been made. Nominees do not know they have been nominated unless the person nominating them shares that information.

Saturday, October 20, 2018 we will honor this year's Distinguished Alumni. Our 2018 Distinguished Alumni are:

**Cindy Ratzlaff '77** (COFAC). Owner of Brand New Brand You, Cindy has brought over 150 books to the New York Times Best Seller list with her marketing plans. **Judy Galbraith '76** (CPS) Judy is the Founder and President of Free Spirit Publishing. She is the first publisher to focus on self-help materials to help young people lead better lives. **Jon Greendeer '04** (L&S) Executive Director for Heritage Preservation of the Ho-Chunk nation. **Travis Livieri '93 and '07** is the Executive Director and Biologist at Prairie Wildlife Research, featured in Jane Goodall's Hope for Animals. Our Trailblazer Award is being given to **Gerald Avery, '08**. Gerald is a swing member of Hamilton and was also in Spiderman on Broadway. Our Mary Ann Nigbor Volunteer of the Year Award will be presented to local community supporters **Don and Tina Peters** and our Lifetime Achievement Award will be presented to **Keno Hawker '69**. Keno is the former Mayor of Mesa, AZ and owner of Hawker Trucking Materials.

### Communication Committee (Pare)

May 7, 2019 is the Day of Giving in 2019. 24 hours of giving back to student scholarships. Working to get a gift from every state. Last year we had close to 30 states, so we are hopeful to get that all the way to 50. She encouraged everyone to log their hours in 2019 – including these Board meetings. She encouraged everyone to continue liking, sharing and re-tweeting and noted we will again be working with the Pointer to be a regular feature. Pare shared that we are creating a 125th book and marketing for that will start soon. To find us, look for UWSP Alumni on any of our platform. Emails we send out also have our social media links in them. Our locally owned Papa John's will be putting a ADOG20 code. Anything you order from this Papa John's from tomorrow until May 7, 2019 will allow you to receive a 20% discount on your order and they will give 20% of the net order to UWSP scholarships.

### Nominating Committee (Hardin)

Hardin welcomed Doug and Jon as observing board members. We have three openings for next year and we picked five potential invitees. Three letters will go out in the next few weeks and if a person can't join, we have a few in reserve.

The committee will be reviewing Alumni Board members whose terms are up in January of 2020 next and making recommendations on filling open spots.

### Stewardship Committee (Valleskey)

The committee looked at a list of Distinguished Alumni to reach out to in order to invite them back for the 125<sup>th</sup> celebration on October 19, 2019. We would like to see all the schools each winner was a part of, so we can better connect and recognize these folks. The committee would like to look through the appreciative inquiry survey results to see if we can find some commonalities in there to ensure our Alumni Board, current and former, are as engaged as possible.

### Scholarship Committee (Patterson)

Everything has been working well. We had between 30-50 applicants last year. We want to invite the scholarship recipient as a guest to the alumni awards banquet to engage them. We are looking into a way to acknowledge them when they graduate, though it has been noted we may not be able to get them into the program. We talked about a plaque on the wall. We are also looking for donations to the endowment to grow this scholarship to more than one. We talked about the possibility of finding an alumni contact in their major to have serve as a mentor if they are interested.

### Advancement Update (Vice Chancellor Richards)

Richards welcomed Jon and Doug. He discussed the Then, Now and Forever campaign that began in 2013 and was set to end in 2019 to coincide with the 125<sup>th</sup> birthday of UWSP. We announced the public phase in 2016 and the goal was \$30 million. We have been seeing some good success and anticipate being at least 20% over our goal at the close. However, it is not all about the number. It is about the impact. Over 70 scholarship funds, over 30 program funds and five endowed faculty funds. We pivoted during the middle of campaign to focus on recruitment scholarships as our enrollment declined from 9600 to 7700. He shared the good news of the Berard Scholarship that can be renewed for a year to help with retention if they qualify. One of the inspiring things we have seen with transformational gifts like this is that when one person starts the giving, other people start thinking about the way they could also make an impact through giving.

We continued our Pointers Brew Crew tradition in Arizona in March of 2018. It seems to be a very popular event that we expect to continue in 2020 as well. It helps us engage people that are not in this region. In June we had an event in Napa Valley that was a first for us on a wine train. That was something different that people responded well to. In July, Bernie mentioned, the merging of the branch campuses. As a practical matter, getting everything merged together will take a few years until we really understand how these campuses will function together. In September we had the grand opening for the Chemistry Biology Building. In association with that we had Dr. Brian Greene, a popular theoretical physicist, he is a go-to scientist in the popular media. He gave a lecture and met with students during the opening events for the Chemistry Biology Building. We had several alumni who helped make that possible by sponsoring him financially.

Looking forward to the 125<sup>th</sup>, what we are going to be doing a year from now at Homecoming 2019. We will be celebrating the 125<sup>th</sup> anniversary, celebrating Homecoming and our distinguished alumni awards, and celebrating the close of the campaign. We will have a 125<sup>th</sup> book that might have some special significance for those of you playing Trivia in 2019.

Day of Giving is happening again May 7, 2019 and has been growing each year.

Lastly, Richards touched on the Coffee with Alumni and Friends that Laura and Nicole do periodically. If you haven't checked it out, you should. Each episode is unscripted, about ten minutes long and shares a lot of great information about alumni related items.

### Student Government Update (Kerber and Griepentrog)

President Kerber and Vice President Griepentrog shared a report from SGA. Goals for this year for SGA is working on off-campus housing, inclusivity, sustainability and a 24-hour study space on campus. We are looking at an alternative

bike share program as the SPIN company discontinued their own bikes that we had been using. We are looking at reusable straws in dining and getting rid of plastic where we can. We are expanding our educational events that focus on inclusivity. We are working with Diversity and College Access on a move for the Native American Center into the Dreyfus University Center. Lastly, we are working on mapping all the gender inclusive restrooms on campus. Greipentrog touched on the off-campus housing initiative to help students get quality student housing. We are working on creating an off-campus housing guide for students. We are also working on improving mental health awareness on campus. Currently working on Get out the Vote. Starting to work with the branch campuses to see how best to operate with multiple SGAs. We plan to continue to operate as three SGAs and will work to support each other. Kerber sits on the budget advisory work group and has been working on helping manage the structural deficit. SGA wrote a letter in support of sexual assault survivors. SGA is working on restructuring parking on campus as well.

#### **New Business –**

Bruha reminded the group that there is a tour of the Chemistry Biology building after the meeting. He opened it up for open discussion. No new business was brought forth.

**Next full Board meeting is Friday, April 12.**

#### **Old Business**

None

#### **Adjournment**

Adjourned at 2 p.m. by consensus