

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, October 18, 2019
Alumni Room, Dreyfus University Center

Board Members Present: Jenny Baeseman, David Bruha, David Bauer, Deb Dorshorst, Taylor Dubey, Peter Graening, Melissa Hardin, Terry Harper, Lee Hecimovich, Grant Huber, John Jokela, Bob Kemps, Nancy Krei, Jeffrey Kurowski, Joanne Loeffler, David Marie, Douglas McMillan, Patty Noel, Gina Neuville, Ray Oswald, Lanie Patterson, Jody Rowland, Brian Valleskey, Zach Vruwink, Steve Zywicki

Phone Call Participants: Erich Bacher, Patrick Braatz, Eric Tande, Martina Spears

Staff and Guests: Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Julie Smith, Chief of Staff, University Advancement, Laura Gehrman Rottier, Nicole Weir, Terri Taylor, Gretel Stock, Dean, University College, Ravyn Knipple, Vice-President for Student Government, Morgan Jeidy, President for Student Government Association.

Retirements: John Gardner, '00 and David Boardman, '14

Welcome and Introductions (Hardin)

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

Approval of the April 2019 minutes. (Kemps, McMillan, motion passed.)

Membership changes

It was noted that David Boardman and John Gardner will be retiring from the Alumni Board.

New Alumni Board members were introduced: Taylor Dubey, '16, Jenny Baeseman, '98, Steve Heller, '07, and Zach Vruwink, '10

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for their continued service to UWSP and talked about the importance of the work we do as advocates of the university. He shared some of the exciting events taking place during Homecoming including the Athletic Hall of Fame banquet, the ribbon cutting on the Berard Gateway and the 125th Pointers Gala. He noted that enrollment is down on the main campus and both branch campuses and noted that this is true for six of the 11 comprehensives and that, of those that are up, they are only up by a little. Patterson provided two articles relating to enrollment as handouts. (*The Great Enrollment Crash* and *Where Did All the Students Go*, both from the Chronical of Higher Education.) He shared that according to the data, there will likely be another decline in 2025. Our graduate enrollment has doubled and our new MBA program that started on all three campuses is doing great with 46 students. We are starting a new Doctor of Physical Therapy program, which is a huge deal for our campus and for the nation. As of right now, every PT program in the country has a waiting list. We have re-organized the Admissions area and are launching a new branding campaign this fall for Admissions. Our change in Admissions relates to strategy and leadership, not in our requirements for entry. We will have a Chief Marketing and Enrollment Officer going forward that will oversee Admissions, Financial Aid and Marketing all under one umbrella. On October 30, UW System will be on the Wausau campus as part of an effort of System to tour all the campuses to highlight the value of a degree and the value of higher education. Patterson spoke about the importance of first impressions and the Berard Gateway aimed at welcoming prospective students with the backdrop of the new science building. He noted that the Newman Center is for sale and that is another part of this entrance puzzle. The church would like to sell it and UWSP would like to buy it. The university is raising funds in the hopes it will be able to purchase the building and have it serve as a welcome center for Admissions. Patterson shared some of the economic impact

UWSP has for Wisconsin, underscoring that every tax dollar invested in UWSP generates \$18 in economic activity and that we have a \$671 million-dollar impact on the state. The Then, Now & Forever – We are Point capital campaign has come to a close with over \$40 million raised. Part of the campaign included four Days of Giving, each one more successful than the last. The campaign resulted in five endowed positions, 10,000 new donors and 90 new scholarship funds. During the question and answer period, Patterson touched on the Washington Post article about the use of internet cookies as it relates to student privacy noting that UWSP doesn't do anything as detailed as the article. He touched on the merger with the branch campuses and the unification processes in progress. Patterson was also asked how the Alumni Board might help him. He shared the story of Albertson Hall needing renovations and the need for our legislature to hear about the importance of that building being kept up well. It does pass code inspections right now but there is fear of the fire suppression system malfunctioning. Assisting UWSP in garnering support for that building would be helpful. He touched on the new TDS internet coming through Point that is not part of UWSP at this point in time. The prospect of moving the operations in Albertson Hall would be cost prohibitive at this point in time.

SGA Update (Morgan Jeidy, SGA president and Rayvn Knipple, SGA Vice president)

Shared a handout of what the group has been working on since last spring. Highlights include 300 post cards being sent to Madison to help lobby for Albertson Hall to be enumerated. Summer two-day workshop to discuss the enrollment issue and creating a strategic plan for UWSP going forward. Planning to re-work the IPAC Committee. Had several reconciliation meetings to move forward from Point Forward. Thus far this fall a few things have happened already including the Pride Crosswalk in front of the DUC. We also have the tribal flags in the DUC now that was started during the Indigenous People's Day celebration. The Native American Center is now in the DUC as well. Goals for the rest of the year include continuing to strengthen the relationships between students and faculty and push forward on increasing program based differential tuition. This means that if your program costs more to operate, you would pay an additional fee to be in that program. Our lower cost majors are subsidizing our higher cost majors at this point in time and given enrollment projections we need to ensure we are supporting all programs appropriately. Morgan shared that plans are in the works to meet with SGA's from the branch campuses as well. The three-strike rule on inhibiting of free speech was discussed with SGA and they pushed the Board of Regents not to commit to having the three-strike rule as it would hinder the ability of our campus to really assess situations and make decisions. This rule would suspend students after two offenses and prohibit them from attending any UW campus after a third offense. SGA is putting a letter of opposition together on this.

Executive Committee - (Hardin)

Distinguished Alumnus Display right outside has been upgraded and looks very sharp. We discussed the Day of Service projects. Melissa talked about her group's work at the Ronald McDonald House where a UWSP alum who was staying there sent a thank you note. Several other members shared stories about the Days of Service they hosted this year. Deb Dorshorst hosted an event in Wausau for Blessings in a Backpack, Jody Rowland hosted a Day of Service in the Twin Cities at the Cookie Cart that teaches urban kids how to run their own businesses. Jody noted that there was a group with our group from Stanford University. Jeff Kurowski hosted a Day of Service in Green Bay for Paul's Pantry and sorted 4,000 pounds of beans and had five generations of alumni. Dave Bruha held a Day of Service in Stevens Point where the Green Circle Trail was cleaned up. Melissa also shared that her group did a Dog Park Clean-up in Madison where we had Stevie Pointer attend. We have had over 100 Days of Service thus far in 2019 with a few dozen more planned. We should reach our goal of 125 Days of Service in our 125th year. CASE has asked us to present on our Days of Service at their annual conference in Chicago in December. A reminder to make your gift before the end of the year if you have not yet. We are at 62% participation currently. Our bookstore is being run by Barnes and Noble College. Homecoming tent tomorrow opens at 11 a.m. and will have Homecoming spirit towels – come on out and get them!

Committee Reports

Awards & Recognition (Krei)

Our award work for the 2019 cycle has concluded and we are all looking forward to tomorrow night at the Gala. Nominating for award winners is an ongoing process so please be sure to nominate people for consideration. The committee has volunteered to help the office with research on alumni candidates. We will continue the process of not having awards by colleges, though we will keep an eye out to ensure awards are still represented across the academic spectrum. Interest in featuring alumni who might not win Distinguished Alumni but might be featured for doing something cool.

Communication Committee (Rowland)

Welcomed Zach and Taylor who sat on the committee. Busy time of year with the Athletic Hall of Fame and the 125th Pointers Gala. If you haven't already joined the alumni FB group, or Instagram, please be sure to take part. Rather than creating new activities we want to do our best to radiate the information we are pushing out so we can be the best advocates. If you haven't watched Coffee with Alumni and Friends yet, it is a great show hosted by Laura and Nicole. If you can, please participate in the Day of Giving on May 2020, we ask that you still share and spread the message of the Day of Giving. We want to be advocates of the content being created rather than creating new initiatives that go in many different directions.

Stewardship Committee (McMillan)

We talked about how to target donors with a thank you to reconnect them to campus. We looked at a list of first-time givers from this fall and asked to divide up the list based on a few other data points like college, major or graduation year. Then our group will reach out and thank them. We continue to work to keep awardees and donors in touch with the school and we would like to set-up a conference call with Laura to talk about thanking those involved with the Days of Service.

Scholarship Committee (Patterson)

We had two scholarship winners with us today at lunch. One of them would like to join the Alumni Board when they graduate. We are encouraging donations to the Alumni Generations Scholarship endowment. We are working to add \$5,000 to the endowment to put us in a better position to give out two scholarships every year. This year's recipients found the scholarship on the UWSP website.

Nominating Committee (Graening)

We have received one application from the two invitations that were sent out since our April meeting. We encourage Alumni Board members to nominate people to the Alumni Board. We have a deficit in CNR alumni. We'd like to do a skills survey soon as well as we have a lot of new faces around the table. Peter will be working on this project.

Advancement Update (Vice Chancellor Richards)

Richards reiterated the plan that Laura and Nicole will be going to CASE in December to present on the Days of Service and that they have been asked to judge one of the award categories. He noted that this is a big deal as CASE is an international organization and they are asking us to serve as the experts in this area. He shared that the entire Advancement unit is full of people who are skilled in their field and dedicated to the work and this is evidence of that fact. He shared that the campaign is the result of a lot of people working behind the scenes, nights and weekends, making things happen to propel the campaign forward and is what got us to the successful point we are at now. He gave kudos to Terri's tenure as a symbol of the continuity we appreciate at UWSP. He reiterated that the Berard Gateway is also a big deal as it is a physical symbol of the scholarships that are impacting lives. We have tried to make philanthropy a lot more visible on campus during the campaign. Increasingly around campus you will see

things with people's names on them. The HEC is now called Champions Hall because of the Marshfield Clinic. Their gift is supporting our offerings in healthcare. They are supporting things that people wouldn't see – but now we have Champions Hall as a way for people to see that outside entities and people are supporting what is going on here. The Day of Giving was talked about but one thing that was mentioned is that it was a record-breaking year with 272 gifts. Laura took a pie in the face at 125 gifts and the thought was that Nicole would take a pie in the face at 250 gifts. Richards promoted Coffee with Alumni and Friends as his favorite show. Richards shared that a new publication was launched recently called the Cupola Post. We took Thrive and made it a little more hip. We broke the stories down into categories and put it together as more of an online news format. We seem to be among the first doing this for alumni associations. We are taking the stories of alumni that we write and featuring them in the Cupola Post and on social media, so we aren't designing a magazine format. It allows us to be more flexible, tell more stories rather than share news, and allows us to put out more stories faster. Richards noted that 125K challenge has logged 50,000 hours thus far, which equates to 24 years' worth of work.

University College (Dean Gretel Stock)

University College is about three and half years old now and we are in a good spot to get more feedback on how things have been going. We are here to support students, support faculty and support staff to ensure student success. We have four main areas in University College: collaborating, supporting, engaging and connecting. The library is a huge part of our identity as it is one of the largest pieces of University College. Dean Stock played a video about University College. We also house the Tutoring and Learning Center, Center for Critical Thinking, Disability Services and Assistive Technology, Internship Programs, Academic and Career Advising, and the Office of International Education. We also support the branch campuses as well. She addressed the name of University College noting that there are 97 of them across the nation and they are known for supporting students as they transition through their college life. She elaborated that the office of international programs supports both inbound international students and outbound students studying abroad. We are working on refreshing the list we have of a speaker's bureau with our faculty members. Stock noted that it is the 50th anniversary of Albertson Hall and we will be celebrating under the tent at Homecoming tomorrow. We are celebrating the building and the programs and hoping to continue to advocate the enumeration of Albertson Hall to ensure it stands the test of time for the next 50 years as well. Stock elaborated on the merge of Academic Advising and Career Services noting that they go hand in hand and are now a merged unit. We also offer services to alumni for career services as well. The link is on our page and on the alumni page. We don't provide career coaching but can help point you in the right direction.

New Business –

None

Next full Board meeting is Friday, April 17, 2020.

Please be sure to let us know if you would like to take part in the Trivia Phone Shift as well as that fills up quickly

The Executive Committee will discuss pros/cons of possibly shifting to a Saturday spring meeting on a different weekend than Trivia for 2021.

Old Business

Hardin did a run down for the Homecoming activities and Gehrman Rottier ran through some of the groups that will be under the tent including International Programs and Study Abroad, Greek Alumni, Veteran's Memorial project, Chemistry and BioChemistry alumni. Stevie will be there and there will be free pizza and coffee while supplies last. Hardin also reminded the group of the 125th Anniversary display in the Carlsten Art Gallery and encouraged everyone to log their volunteer hours. She also gave a plug for UWSP Adventure Tours, noting there is an alumni discount.

Adjournment

Adjourned at 3:01 p.m. Moved by Bob Kemps, Grant Huber second. Motion passes.