

**University of Wisconsin-Stevens Point Alumni Association**  
**Board of Directors Meeting**  
**Friday October 14, 2016**  
**Alumni Room, DUC**

**Board Members Present:** Tamara Moore, President, Dave Bauer, Dave Bruha, Deb Dorshorst, John Gardner, Peter Graening, Melissa Hardin, Terry Harper, Lee Hecimovich, Grant Huber, John Jokela, Bob Kemps, Nancy Krei, Jeff Kurowski, Dave Marie, Patty Noel, Ray Oswald, Melanie Patterson, Jody Rowland, Eric Tande, Grant Winslow, Steve Zywicki

**Conference Call Participants:** Erich Bacher, Joanne Loeffler, Gina Neuville, Martina Spears

**Retirements:** Ed Richmond

**Staff:** Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Sherry Lazar

**Guests:** Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Christine Thomas, Dean of the College of Natural Resources, Andrew Glazner, Vice-President for Student Government

**Welcome and Introductions (Moore)**

The meeting was called to order at 1:17 PM.

Approval of the April 26, 2016 minutes. (Hardin, Bruha, motion passed.)

**Membership changes**

Tamara welcomed three new Board members: Nancy Krei '74 Elementary Ed, Gina Neuville, '08 Biology, Terry Harper '76 Sociology.

**Deceased Board Member**

The Board observed a moment of silence in memory of Board member Jean Ann Day, who passed away earlier this year.

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

Chancellor Patterson started by thanking the Board for their service in these challenging times when, more than ever, a strong alumni association is needed.

Enrollment is down by about 1,000 students due, in part, to the fact that there are fewer high school students and increased competition in Admissions. The good news is that enrollment is also down because we've done such a great job helping students graduate in a more timely fashion so they have less debt.

The negative impact of decreased enrollment is the fact that we will have a \$3.8 million shortfall this year. In 1974, 50% of our budget came from the state. Today it's 13%. As state support declines, tuition goes up.

A report by the Legislative Fiscal Bureau says that after adjusting for inflation the UW system is currently receiving its lowest support in tax dollars in its history, with a total budget cut of \$9 million in the last biennium, a cut in our state support of over 25%. If that same trend continued unchanged, we would reach zero state support in nine years. Our faculty and staff are also leaving the state for higher paying jobs. Currently, 95% of our faculty are paid below the national average.

Despite the challenges, great things are happening at UWSP. Our new science building is a \$75 million project that will result in the first free-standing academic building on campus in 40 years. UWSP produces more students with degrees in STEM (science, technology, engineering, and math) and in allied health than any other comprehensive university in this system. According to a recent study in US News & World Report, we're in the top ten in this 12-state region among public comprehensive universities. A non-profit organization in CA that looks at and analyzes public data to see how employable students are at graduation ranked Point third out of 1,100 institutions.

Our first ever comprehensive capital campaign has so far generated \$18 million in gifts and pledges.

We're preparing to recognize our Distinguished Alumni with a new interactive display, honoring those who have done so much over the years to honor us.

During the discussion following the Chancellor's update our graduation rate was compared to other campuses. We have a 32.9% graduation rate. LaCrosse and Eau Claire are between 35 and 36%. The lowest is 17%.

It was noted that faculty retention is being addressed via a professional recruiting effort . Patterson shared the news of the \$2 million gift from James Kennedy and David Grohne for some of our strongest programs in the CNR.

It was also noted that a physical therapy program is starting soon, in cooperation with UW-Milwaukee, and may recruit in as many as 600 undergrads. We've just added a fifth engineering degree as well as a degree in data analytics and computer science, thanks to a donation from Sentry Insurance. Addressing the budget cuts, Patterson noted that in this last cut the legislature took \$50 million over two years from our budget.

### **Board Engagement Survey (Moore)**

Board President Moore thanked the Board for their work in seeing UWSP through the many challenges we face. She noted that two-thirds of the Board Engagement Survey responses have been received. She asked if anyone would like to share their thoughts regarding what they value most as a Pointer or when they felt most engaged.

Commentary followed regarding friendships made, spouses met, traditions on campus like Homecoming and Trivia, solid connections with professors and lifelong friendships through student org memberships. Several noted that UWSP gave them a solid foundation for the rest of their lives. Tamara will summarize ideas by themes and forward them to the Board.

### **CNR Update (Dean Thomas)**

Dean Thomas shared that enrollment in the CNR is down a bit from last year, which was a year of especially high enrollment. Thomas noted that a third Summer camp has been started at CWES to accommodate the demand for classes that normally takes place at Treehaven, but have been filled to capacity the past few years with students still needing to get in. She talked about the \$2 million gift from James C. Kennedy of Atlanta, GA and David F. Grohne of Wilmington, IL, to create an endowed chair in Waterfowl and Wetlands Conservation. After a national search, Jacob Straub '04 has been selected to be the first person to hold the Kennedy-Grohne Endowed Chair in Waterfowl and Wetlands Conservation. Lastly, Thomas informed the board that the Federal Duck Stamp Contest, which is free and open to the public, will be held at UWSP next year, for the first time in Wisconsin.

### **Committee Reports**

#### Executive Committee (Moore)

Moore noted that Pat Weiland is not here today due to the last hurricane in South Carolina. She shared that the official unveiling of the first Distinguished Alumni Display is scheduled for Saturday, October 15. Of the \$100,000 needed to fund the entire project and all five displays, \$62,800 has been raised so far. The space outside CPS Room 116 has undergone renovation to create Joan North Place in honor of an emeritus dean of the college. This will include an interactive video display board with social media streams and videos of student highlights, events, awards and distinguished alumni. Laura is working to re-energize the alumni chapters by creating Days of Service. Jeff Kurowski shared that Green Bay is already planning theirs, focusing on a family crisis center. Nicole is planning to highlight these Days of Service on our next Day of Giving, which will be held on May 2, 2017. If you have any ideas for new meeting topics, let us know and we'll add it to the New Business section of the Board meeting. Moore asked that Board members please remember to make their gift if they have not already done so.

Save the Date! The UWSP Alumni Board of Directors spring meeting is scheduled for April 21, 2017, which also coincides with Trivia. If you'd like to sign up for the Friday night shift please email Laura.

#### Awards & Recognition (Jokela)

2016 Recipients will be honored Saturday, October 15, 2016. Nominations for 2017 must be received in the Alumni office by January 10, 2017. Committee is especially interested in nominees for the Mary Ann Nigbor award, which is for service. The committee discussed ways to stay in touch with past Distinguished Alumni Award winners and plans are being made for committee members to invite past recipients back to Homecoming with a personal note.

#### Communication Committee (Gardner)

Nicole updated the committee on UWSP's social media engagement on Facebook. We have 3,400 likes, with the demographics evenly split between male and female alumni. Instagram kicked off two months ago and has nearly as many likes as the main feed. Straight To The Point, the weekly enews, has 1,000 followers after just one year. May 2 has been designated as the Day of Giving for 2017. We'd like to try to engage our current student population by having a presence, possibly called Notes from the Real World or Advice from Alumni, in the Pointer and in the current newsletters that Nicole manages. This would be a monthly advice column, or rotating article of 200 to 350 words by committee members or by other Board members to talk about our educational or career experiences that might be of interest to current students. Let John or Jody know if you're interested in contributing to this effort.

#### Nominating Committee (Hardin)

Hardin welcomed new Board members Nancy Krej, Terry Harper and Gina Neuville. She noted we have two open Board spots. The Nominating Committee came up with a diverse list of five people for potential membership. This list will be vetted by Advancement before invites are extended. She announced that Jean Ann Day qualifies for status as an emeritus board member and moved for her to be voted on as such.

Second by Grant Winslow

Motion passed.

#### Stewardship Committee (Oswald for Valleskey)

Committee discussed ways to update the traditional Thanks A Brunch event, typically held on the Sunday morning after Homecoming. Timing and turn out have not been ideal, so the committee discussed possible alternatives; something worthwhile that would help us stay in touch with our alumni and associates. There are 40 emeritus Board members, of which 15 are deceased, so this would not be a large event. Some ideas included the creation of an annual Emeritus Day featuring some kind of celebration. The committee also proposed honoring emeritus Board members by adding an emeritus page to the new Distinguished Alumni display. Ideally, this would be in place by 2018, the 50th anniversary of the Alumni Association.

#### Scholarship Committee (L. Patterson)

This year's scholarship recipient was Kate McClenahan. Her family was also named a Legacy Family and they were presented a plaque. Committee had approximately 100 applicants. They would like to get the prior year's recipients involved in passing the torch, and they are open to ideas to do so. The Family Day event went very well.

#### **Advancement Update (Vice Chancellor Richards)**

Richards started by talking about what Advancement is and the role alumni relations plays in Advancement. In higher education, Advancement encompasses development, alumni relations and foundation. Chancellor Patterson modernized our operations, by combining the three into one unit. Advancement is the part of the University that looks outward, toward the alumni, friends and community; seeking ways to connect and to maintain connections. Alumni work is central to what we do.

He provided an update on the Capital Campaign. The quiet phase began July 1, 2013 and raised \$17 million. The two chairs that Dean Thomas talked about were cornerstone gifts of that effort. More recently Sentry committed to a gift of \$4 million for two additional chairs. The Gala on April 30, 2016 launched the public phase of the campaign. We are now at approximately \$18 million. The campaign will end June 30, 2019. Lon Roberts '70, a graduate of UW-Law School and UWSP Foundation Board President is the chair of the campaign. We're taking the campaign on the road with a series of events. In this environment, with only 13% of our funding coming from the state, we also need to rely on philanthropy, to generate gifts from people who care about this institution. But we can't expect them to support this campus if they've had no contact from us since they graduated. We have to provide opportunities to make this real to people.

Richards noted that the 2016 Day of Giving brought in \$53,600 for first-year scholarships. Of the people who donated during our Day of Giving, 22% were first time donors. In general, only about 5% of our alumni give. 44% of the gifts were over \$100. We were trending on Twitter for over four hours. The Tuesday after Thanksgiving has been designated Giving Tuesday. In charity organizations in general, it's become very popular; a nice compliment to the Day of Giving.

He shared that the old methods of annual giving don't work as well as they used to. Some creative uses of our call center have been to have students call and remind people of Homecoming and also to feature a Day of Thanks. We're using social media to stay connected to our students and alumni. Straight To The Point is our weekly newsletter. We're also utilizing Instagram, Twitter, Facebook and SnapChat.

Richards thanked the alumni board for their generosity in helping to make our Distinguished Alumni display a reality. When the idea was first proposed, everyone was in favor of it but there was no money anywhere on campus so it's especially significant that we were able to make it a reality.

He also talked about the Golden Iris Reunion aspect of Commencement, which is a way for us to honor 50 year alumni who cherish their connection to this campus.

#### **Student Government Update (Glazner)**

President Peralta could not be here due to other commitments.

Glazner shared that Student Government is presently working on five things:

- The get-out the vote campaign, focusing on registering students to vote, with emphasis on local elections and the impact on students.
- Environmental sustainability
- Inclusivity
- Student safety
- Differential tuition

Also, 12 new student advisors have been hired and five new advising centers have been set up.

**New Business** - none

#### **Old Business**

As a follow-up to the appearance of the championship UWSP Hockey team at the last board meeting, Jeff Kurowski brought his son's championship ring, for anyone who'd like to see it.

#### **Adjournment**

Motion by Bob Kemp

Seconded by Grant Winslow

Motion passed.

Adjourned at 4:49 p.m.