

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
April 16, 2011
Founders Room – Old Main

BOARD MEMBERS PRESENT: Mary Wescott, Jamie Beckland, Nick Bolz, Dave Bruha, Tom Girolamo, Peter Graening, Jon Greendeer, Melissa Hardin, Betty Jenkins, Shannon Loecher, Joanne, Loeffler, Dave Marie, Mary Ann Nigbor, Ray Oswald, Grant Winslow, Steve Zywicki

CONFERENCE CALL PARTICIPANTS: Jenny Baeseman, Lee Hecimovich, Tamara Moore, Alexa Priddy, Pat Weiland

58% participation

STAFF: Laura Gehrman Rottier, Terri Taylor, Dana Mallett, Mary Vils

GUESTS (in order of appearance): Ron Zimmerman (Director of the Schmeckle Reserve and UWSP alumnus); Jim Schuh (UWSP Foundation Board President); Kathy Buenger (Interim Vice Chancellor for Advancement and Interim Executive Director of the UWSP Foundation); Stephen Ward (Executive Director of University Relations and Communications); and Chancellor Bernie Patterson

WELCOME AND INTRODUCTIONS (Wescott)

Alumni Board President, Mary Wescott, welcomed everyone attending in person or via conference call, and acknowledged the new board members.

MINUTES APPROVAL

The minutes from the October 8, 2010, Alumni Board of Directors meeting were approved as published (Beckland, Graening).

MOSES CREEK RESTORATION PROJECT (Zimmerman)

Ron Zimmerman presented a slide show about the creek restoration project that is occurring in the Schmeckle Reserve adjacent to campus. The entire reserve was originally a wetland area where Moses Creek originated on its way to the Wisconsin River. In order to create more farmland, a ditch was created at the turn of the century for Moses creek to flow in. However, the ditch flooded frequently (which caused flooding on campus during the 1970s) and was not aesthetically pleasing. Approximately five years ago, the WI Department of Transportation paid to restore Moses Creek as part of a 1.3 million wetland mitigation project. The project was mostly finished last fall. It included removing large quantities of dirt, trees and vegetation (17 acres in total) and creating a new, meandering channel for the creek.

STUDENT GOVERNMENT ASSOCIATION UPDATE (Wilson)

(Mike Wilson, SGA President, was unable to attend the meeting.)

STUDENTS TODAY, ALUMNI TOMORROW (Mallett for Kennedy)

STAT has changed its name to Student Alumni Association. The group has been working with Mike Maloney, who is a UWSP alumnus and a 4th grade teacher in Menomonee Falls, WI. Members of the Student Alumni Association are pen pals with the elementary students, and will be visiting them this spring at their grade school. SAA is also working to establish a student and alumni mentoring program on campus.

UWSP FOUNDATION UPDATE (Schuh)

After much input and consideration, Chancellor Patterson has decided to centralize all the fundraising efforts throughout the university into the area of Advancement, and to create the position of a Vice Chancellor for Advancement for the university that will serve concurrently as the Executive Director of the Foundation, elevating this role. This will eliminate the duplication in the asking process that has been occurring over the years. This also means that the Alumni Association, and all the college development officers, will fall within the new Vice Chancellor's area of responsibility. Schuh charged the members of the Alumni Board to increase alumni participation within the university and, more specifically, with increasing financial participation from them.

Patterson has appointed Kathy Buenger to serve as the interim Vice Chancellor for Advancement. She and the Foundation staff have been working actively to improve the database from which the Foundation office will solicit gifts. Patterson is also looking into developing a telephone bank that would triple the Foundation's calling ability. Schuh asked that members of the Alumni Board consider making an undesignated or a designated gift to the university, as well as including UWSP in their will.

MISCELLANEOUS BUSINESS: Tom Girolamo announced that there are complimentary copies of his eco-landscaping book available to meeting attendees (and, for a \$10 donation to the Alumni Association, he will even sign it....!).

OLD BUSINESS:

GIS MAPPING PROJECT (Overholt)

A mapping video was shown that is part of a collaborative project between the Alumni Affairs office and GIS students under the direction of Lisa Theo. Ben Overholt, a senior in the GIS program, narrated the video. The GIS project entails taking alumni zip code data and transposing it onto interactive, layered maps. The students created a website where color-graduated and circle-graduated maps can be accessed. The video demonstrated how the map tools can be used to view UWSP alumni information, such as where they are concentrated within the United States. This project is ongoing and will include enhanced information as it becomes available.

LEGISLATIVE ADVOCACY AND UNIVERSITY MARKETING UPDATE (Ward)

Ward talked about Chancellor Patterson's inauguration and how his leadership will benefit UWSP during these trying times. Ward noted that morale on campus is a strange combination of being the lowest he's seen it, as well as the highest he's seen it, during his four years on campus.

Taking into consideration that faculty and staff salaries are among the lowest in the country for comparable positions, UWSP is seeing the impact of increased state employee payments into the retirement and health systems. There has been a three-fold increase in faculty and staff who are retiring this spring.

Chancellor Patterson has become a leading voice for maintaining the integrity of the UW system, specifically for keeping the university system together. Governor Walker's plan to spin off UW-Madison under its own public authority is not supported by the other UW schools. The proposed spin-off would create competition with UW Madison for increasingly dwindling state resources. The "University of Wisconsin" brand name would also be compromised for the other UW campuses. Consequently, Patterson has been strongly advocating for that aspect of Walker's budget proposal to be removed.

Participation in the online faculty and staff legislative database, called "Taking Point," has shot up. More than 500 people are now registered to speak out on the issues that affect UWSP.

UWSP hosted the State of Wisconsin Joint Finance Committee's first state-wide field hearing last week. Approximately 2000 people came to campus and about 200 spoke directly to the committee with their concerns and suggestions.

For those who are interested, the University Relations and Communications Department has uploaded images and video of the Chancellor's inauguration onto YouTube and UWSP's Alumni Facebook page.

Ward answered questions posed by Board members. He noted that some Republican members of the Joint Finance Committee are not supportive of Walker's plan to spin off UW Madison, and that this may help in having the proposal taken out of the budget bill. The budget cuts to all UW schools will still occur, however. UWSP will take about an 11% hit. This will contribute to a tuition increase of about 5.5%.

NEW BUSINESS:

UPDATE FROM THE INTERIM VICE CHANCELLOR FOR ADVANCEMENT (Buenger)

Buenger noted that 20 years ago 18 cents of every state dollar went to higher education, two years ago it was eight cents, and now it will be six cents. This has forced the university to look for alternative funding sources, as well as combining private, corporate, federal and state funding. She encouraged all the board members to remind both undergraduates and graduates of UWSP to participate financially.

Data collection has become very important for the university development staff. The Foundation has started an initiative to collect 12 points of information for all the alumni and the non-alumni friends in its database. Buenger

reminded meeting attendees to collect business cards and forward emails from alumni, so that the database can be kept as up-to-date as possible. Asking for money is about building relationships she reminded everyone.

UWSP is rated nationally not just on the dollar amount of a gift, but also on the fact that someone has given a gift within the past year. Tom Girolamo asked Buenger for a list of talking points for Board members to use to encourage more engagement with the university, as well as financial giving.

COMMITTEE REPORTS:

Awards & Recognitions Committee (Loecher)

The alumni award winners for 2011 have been selected and will soon be notified. It is an impressive group as usual. There were 22 people in total that assisted in the scoring, making the selection process truly a collaborative effort. The awards banquet is set for Saturday, October 8, 2011. Mark your calendars!

Communications Committee (Oswald)

The committee has created a strategic planning document for communications that is posted online. There's an email address on the document for those who would like to contribute feedback. The committee is trying to leverage its Facebook connections as much as possible. There are currently about 2500 members in the "official" UWSP alumni Facebook community. There has been some early exploration into building a smart phone application for alumni. This app could be a way to build revenue for the Alumni Association. The online version of the Pointer Alumnus will be available within the next several weeks.

Events Committee (Hardin)

The events committee is looking at how it can assist with planning and running events at the alumni chapter level. The chapter get-togethers are a great way to not only socialize, but also to present campus updates to the attendees. A popular idea for a future event included a "Pointer Day" at a water park where alumni and their families could all wear Pointer tee shirts and perhaps get reduced cost admission. Chapter events could be posted on Facebook and advertised in the "community events" section of local newspapers, to increase participation.

First Nighters Committee (Nigbor)

There were 160 First Nighter members this year. The food has improved compared to last year, the bar staffing has been better, and the group has received new chairs that are much more comfortable. The plays for next season include: The Playboy of the Western World, Thoroughly Modern Millie, Afterimages, The Normal Heart, A Streetcar Named Desire, Spring Awakening, and Danstage. In an effort to attract younger members, the committee is looking into have a "Last Nighters" event.

Program Support Committee (Girolamo for Greendeer)

One objective this year is to increase the alumni gift giving rate through messaging and engagement. Currently only about 7% of UWSP alumni made a gift last year, which is substantially below the national rate for public and private universities. Another objective is to introduce one new affinity program every other year. An affinity program is a business that offers a product or service through the Alumni Association and, in return, the Association gets a kick back. GoNext Travel is recommending alumni trips to Paris, Italy, the Mediterranean, and the Greek Isles as possibilities for the coming year.

Nominating Committee (Winslow)

The Board is at full capacity with 36 members. Although there are not any openings presently, the committee has a strong list of potential candidates. Winslow said that current board members will be receiving a survey email, within the next several months, to better quantify members' former and current jobs, their skill sets, any contacts that could benefit the Alumni Association, hobbies, interests, etc. This information will be used to assess strengths and opportunities for enhancement with the group.

CHANCELLOR'S UPDATE (Patterson)

Patterson thanked the Board members for all they do to benefit the students, alumni and UWSP.

Since taking office, he has requested that a new strategic plan for the university be developed that is:

- Inclusive – Involves the faculty, staff, students, alumni, community members, elected officials;
- Incorporates four or five big initiatives, along with the tactical objectives for how to achieve them;
- First draft be done by May 1

As proposed in Governor Walker’s current state budget, the UW system will see a 250 million dollar cut. This is on top of a similar size cut last year. In addition, state employees will be paying more for their benefits and university students will be paying more in tuition. Patterson is concerned about UWSP pricing itself out of reach of many students within Wisconsin.

He provided information for Board members who wish contact their legislators to voice their opinions about the budget. UWSP has been doing everything it can to get its point of view out. He noted that the lowest paid university employees will suffer the most because of the proposed budget cuts. They will have a 14-16% reduction in their take home pay.

Patterson has spoken personally to the Joint Finance Committee in Madison and in Stevens Point about the impact of budget cuts to UWSP. He will also participate in an upcoming public forum in Wausau and anywhere else where he can have an impact.

Patterson is strongly against splitting up the UW system. This will be bad for local employers, as right now it’s very important for regional companies like Sentry, Ministry Health Care, and Greenheck to have a UW campus in their backyard, in terms of attracting talent to Central Wisconsin. If the UW system is dismantled, it will also be harder to attract and retain talented faculty at UWSP. Finally, a dismantled UW system will be bad for students because the different campuses will be competing against each other for resources, and will have to report to two different governing boards (as opposed to one governing board now).

He is supportive of the individual UW campuses having greater flexibility in spending state allocated money.

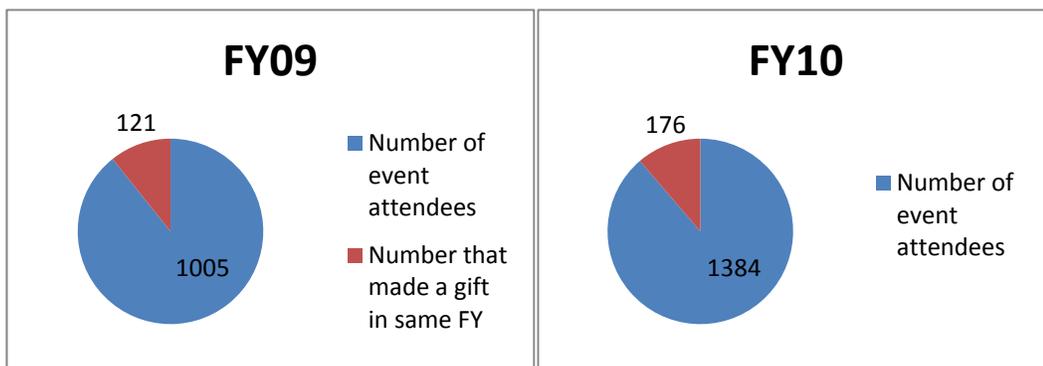
ALUMNI AFFAIRS UPDATE (Gehrman Rottier)

Events/Programs Update:

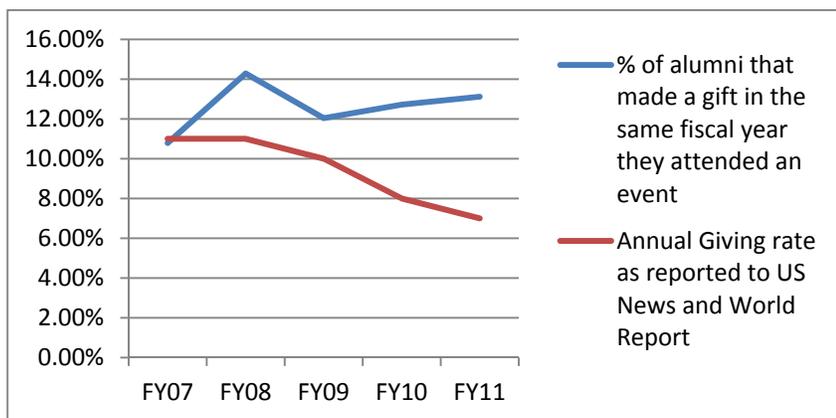
In the months of October-April we have been involved in or run over 40 alumni and/or student events. Our outreach continues with events in Atlanta, Kissimmee and San Francisco thus far in 2011 in addition to our Mid-West events that have become staples for many of our engaged alumni.

Our focus on continuous improvement has spurred another re-design of the alumni website that will be completed by the end of this semester. The mock-up is currently housed on the SharePoint website. In addition, our alumni mapping collaboration with the GIS students has progressed to stage two wherein the map is now interactive and searchable.

In the coming months we will be marketing our chapter events, set by the chapters at their meetings in January, working on the awards for students and alumni and planning Homecoming 2011 just to name a few projects!



As of the Board meeting date, for fiscal year 2011, 1029 alumni have attended alumni events so far and, of this group, 13.1% have also made a gift.



The Connecting Point statistics 3/17/2011

Alumni Emails

25,492 active alumni email addresses. This represents 31.2% of our alumni database. This is an increase of 1,928 email addresses since Feb. 2010, an **8.4 percent increase** and a 1.7 percentage point increase.

5,316 registered users. This represents 6.5% of our database. This is an increase of 662 registered users since Feb. 2010, a **14.2 percent increase** and a 0.7 percentage point increase.

The Connecting Point has averaged 871 (up from 840 in Feb. 2010) unique visitors per month since its inception. This equates to 218 visitors per week or 44 visitors per day (five day work week).

Budget update:

As we look toward FY12, we continue to face a deficit situation in the Alumni Office. We are thankful to the University and Foundation for the assistance they were able to provide in the past and do understand the reasons that support is unable to continue. Work continues to increase our revenue in every programmatic area and sponsorships for our larger events are also being pursued.

Executive Committee (Wescott)

Before she began her summary, Wescott suggested that Board members consider car pooling to some of the summer alumni events in Wisconsin.

June 27, 11 a.m. is the next Executive Committee meeting (updated). The next teleconference meeting for the whole Board is September 17, 9:30 a.m. – it will last approximately 45 minutes and will be the lead up to Homecoming.

Wescott asked for a motion to increase Board members' annual donation from \$100 to \$200. This increase is to cover the cost of the alumni office hosting the bi-annual meetings (Nigbor, Girolamo).

Gehrman-Rottier presented Mary Wescott with a custom made plaque to thank her for all the work she's done over the past two years as Alumni Board president. Ray Oswald was introduced as the new Board president.

Motion made to adjourn the meeting (Wescott, Marie).

Respectfully submitted,
Mary C. Vils
May 13, 2011

Be sure to mark October 7, 2011 on your calendars for our next UWSP Alumni Board meeting!