

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, April 11, 2014
CCIT, CPS 104

Board Members Present: Grant Winslow, president, Dave Bruha, Sam Dinga, Tom Girolamo, Peter Graening, Jon Greendeer, Melissa Hardin, Betty Jenkins, Jeffery Kurowski, Joanne Loeffler, Patty Noel, Ed Richmond, Brian Valleskey, Mary Wescott, Steve Zywicki

Conference call participants: Tamara Moore, Mickey Fitch (Lee Hecimovich attempted but technology did not cooperate.)

Not present: Jenny Baeseman, Tom Klismith, Shannon Loecher, David Marie, Alexa Priddy, Ray Oswald, Patricia Weiland, Patrick Braatz, John Jokela, Jessica Lahner, Erich Bacher, Bruce Bay

Retirements: Jamie Beckland

Board participation: 60%

Staff: Abby Bergeron, Terri Taylor

Guests: (in order of appearance) Chris Richards, Vice Chancellor for University Advancement, Steve Menzel, Development Officer for the College of Natural Resources, Julie Smith, Chief of Staff/Capital Campaign Manager, Student research presentations: Samuel Knapp, Albert Webster, Abby Reynolds, Kevin Lennon, Maggie Charek; Ryan Specht and David Boardman, Student Government Association, Jenna Furger, Bring-A-Buddy Campaign/SGA.

Welcome and Introductions (Winslow)

The meeting was called to order at 1:10 p.m.

Winslow welcomed the Alumni Board and thanked them for attending.

Emeritus slate: Shannon Loecher (Zywicki, Hardin, motion passed.)

Retirements: Jamie Beckland

Minutes from the October, 2013, Alumni Board of Directors minutes were approved as published (Wescott, Noel).

Director's Report (Bergeron for Gehrman Rottier)

Green Bay Alumni Event was a collaborative effort amongst staff that garnered wonderful attendance. Our guest speaker, Mark Olejniczak, got to connect to Point by honoring his father at this event. The alumni pinning ceremony was done by Grant Winslow as we work to further this tradition. The Arizona event also had record attendance with alumnus Tom Nikolai sharing his experience of doing the pinning ceremony on campus during Commencement. We are working on a few summer events; one of them is set for July 19 in Chicago at the Shedd. Founders Day will be July 17 – please save the date. Homecoming is Saturday, September 27 and the theme this year is super heroes – the Rise of the Pointers, 120 year of heroes. (In honor of our 120th birthday.)

University Advancement (Richards)

Richards shared the viewpoint that UW-Stevens Point is a publically assisted institution.

Currently, UWSP receives 16% of its funding from the state. In 1977-81 UWSP that number was

48%. Richards explained that our current 16% will not increase and will probably decrease. That's one of the reasons it's important for UWSP to start raising funds of their own much like private colleges. Richards discussed the importance of changing the way the institution thinks and really look at the streams of revenue. During the State of Academic Affairs Greg Summers, Provost and Vice Chancellor for Academic Affairs talked about the importance of program prioritization. Richards also talked about the importance of recruitment and how many UW schools are seeing a decrease in enrollment. UWSP is not seeing a decrease or increase at the moment, Richards said we are flat. Richards mentioned that all programs and departments are making a goal for 2014 to prioritize; including Alumni Affairs. Richards mentioned the importance of doing fewer things better and making good investments. Richards went on to talk about differential tuition and how UWSP is one of the few universities in the state not receiving this revenue. Richards talked about a proposal that Chancellor Patterson and Greg Summers put together about tuition equalization across the entire state of Wisconsin. The proposal was turned down by UW-System. Richards then discussed the importance of the Advancement team. Richards mentioned that advancement dollars help make programs to help make a difference in the lives of the students and faculty. In 2013, Advancement raised 4.8 million dollars. That number is expected to increase in 2014. Richards introduced Merry Andersen a writer, who is working on stories for the advancement publication called Thrive. Richards also announced the date of Founders Day, July 17 and invited the board to attend.

Stewardship (Menzel)

Steve Menzel presented to the board a story about an alumnus who passed away at a very young age. Douglas R. Stephens was the lead research student on the Wisconsin Black Bear Research project. Doug would have graduated in 1991 but while doing research in the field he died of unknown causes. A \$2 million gift from Gerald and Helen Stephens honors the memory of their son, Doug Stephens. The gift will help create the Douglas R. Stephens Chair in Wildlife, a new faculty position in the College of Natural Resources.



Doug Stephens Boone and Crocket Club Professors of Wildlife-Faculty Position

Capital Campaign (Smith)

Smith discussed the beginning plans of the capital campaign. Smith stated that this campaign has a long range goal of building lasting relationships and will take place over the next six years. Smith stated that UWSP is currently raising around 2 million dollars a year and hopes to increase that to 4-5 million per year going forward. Smith is currently working on redesigning the Advancement unit website, building a communication plan and prepping the staff for the campaign. Smith stated that the campaign is currently in the quiet phase. The public announcement of the campaign will take place July 2016. The hope is that the majority of the campaign money will be raised before the public announcement to allow the community to want to contribute and show support. Smith also mentioned the published Advancement electronic newsletter that Merry Andersen is helping write. This is a periodic piece that is sent to all alumni via email. Smith encouraged the board to share stories of alumni that could possibly be featured in upcoming issues of Thrive.

Student Research Presentations (In order of appearance)

Samuel Knapp, Albert Webster, Abby Reynolds, Kevin Lennon and Maggie Charek all presented research that had been featured at Posters in the Rotunda in Madison in March of 2014. Each presentation was about 5 minutes and the students then answered a few questions from the board members.

SGA Report (Specht and Boardman)

Ryan Specht and David Boardman gave a presentation on the projects SGA has been working on over the past year. Ryan and David also answered a few questions from board members.



SGA Alumni
Board.pptx

Bring a Buddy Campaign (Furger)

Jenna Furger, Bring A Buddy Campaign manager, presented to the board members about the new program she worked with Eric Duffy's parents to create at UWSP. Eric Duffy passed away in 2012 and his parents wanted to do more to help UWSP students be safe in the community. The Bring a Buddy Campaign collaborated with local bars to promote the message of not walking home alone. The campaign printed napkins and coasters for the bars and is currently working on an app that students can download. The app can tell you where your friends are based on your circle or settings. Jenna is currently working on bringing this program to other college campuses across the state and nation.

COMMITTEE REPORTS:

Awards and Recognition Committee (Kurowski)

Kurowski reported that during the committee phone meeting Gehrman Rottier talked in depth about the UW-Stevens Point strategic plan and where Alumni Affairs plays a key role in the Playbook with a project around the Distinguished Alumnus Awards. The project would include possible display of past Distinguished Alumnus award winners across the UWSP campus to tell our story more visibly. Plans for the new display of Distinguished Alumnus award winners is moving forward. Design options have been reviewed by the Awards Committee and input on top choices was given. This project will now move to administration for forward movement. The committee discussed Lowering Lifetime Award criteria to 30 years from graduation or 50 years of age or older.

Communications Committee: (Bergeron for Fitch)

Thrive is a new electronic publication from UWSP Advancement. Dedicated writers and editors will feature three main alumni and student impact stories. This publication will be sent out periodically over the course of the next few years. The Connecting Point is seeing continual use and active growth every month. The Alumni Directory project is complete and people will be mailed their books and CD's late April. Over 2,000 books were sold through this project and more than 10,000 alumni updated their information. Bergeron is working on two new social media campaigns and a new marketing material that will be completed fall of 2014.

Scholarship Committee: (Newby)

New Alumni Generations scholarship had over 50 applicants. This award was established through a donation from the Allen Barrows Estate. The committee is in the process of reviewing the applications and will award a student in May of 2014.

Program Support Committee: (Graening)

Discussed the continuation to pursue the University Store vs. Amazon, Peter will research Amazon regulatory requirements. The Sentry Insurances partnership has been closed. Liberty Mutual will be sending items in the mail to alumni early May. Grad Med is a program that may be dropped as a partnership. US Bank Estimated break-even date is 2018. It is estimated that

we will see about \$11,000 cash after we break-even pending our renewal deal. Diploma Frames discussed whole sale prices. Purchasing a lot of the frames at one time and then selling them on the day of Commencement. Committee discussed what programs are worth keeping and which ones should be terminated.

Stewardship Committee: (Valleskey for Moore)

The group is working on targeting more groups to send hand written thank-you cards. Discussed plans for 2014. Next round of thank you cards will be mailed to committee members summer of 2014. Next meeting will take place over the summer.

Nominating Committee: (Hardin)

Five new board members will be accepted. They will attend their first meeting in September. Laura plans to meet and communicate with all of them prior to the fall meeting.

New member slate

Dave Bauer, Rhinelander – Class of 2006

Melanie Becker Patterson, Stevens Point – Class of 1979

Bee Leng Chua, Hawaii – Class of 1977

John Gardner, Milwaukee – Class of 2000

Eric Tande, Chicago – Class of 1984

(Girolamo, ??)

Executive Committee: (Winslow)

Friday, Sept. 26 will be the date of the next full board meeting (Homecoming week). Winslow discussed the change in the current fiscal year. The Exec Committee decided to move to a calendar year instead of a June 30-July 1 year to fall in line with the people's giving habits on an annual basis. The fiscal year we are in right now will end December 31 and we will start over on January 1. Winslow also mentioned the Distinguished Alumnus Display and how the board will have a large role in helping make this project progress. Winslow also discussed the attendance policy and how further discussion needs to be had on how to monitor attendance and participation.

New Business

No new business.

Old Business

No old business.

Adjournment at 4:50 p.m.

2014 Fall meeting Friday, September 26, 2014

Respectfully submitted,
Abby Bergeron

