

April 11, 2015 Board Meeting Minutes

Attendance:

Board Members Present: Grant Winslow, Dave Bauer, Dave Bruha, Sam Dinga, John Gardner, Jon Greendeer, Peter Graening, Melissa Hardin, Jeff Kurowski, Tamara Moore, Lanie Patterson,
Conference Call Participants: Bee Leng Chua, Micky Fitch, Joanne Loeffler, Eric Tande, Pat Weiland

Staff Present: Chancellor Bernie Patterson, Vice Chancellor Chris Richards, Chief of Staff Julie Smith, SGA President Chris Slattery, Laura Gehrman Rottier, Terri Taylor and Nicole Pare

Meeting called to order at 1:02 pm

September 2014 minutes approval: Motion from Melissa Hardin, Second from Dave Bruha. Approved.

Membership changes: Jessica Lahner has resigned.

Chancellor Patterson:

Patterson gave an update on the budget via a PowerPoint presentation. (Attached. Gehrman Rottier mentioned that all of today's materials can be found on the Alumni Board website.)

The first graph shows that our state support is currently 16 percent. If the current budget proposed at the state level is passed that number will fall to 13 percent. This decline has been steady for 40 years so it seems it doesn't matter which party is in control. The second graph shows you everything else in our budget besides state support (top line). As state support has gone down, other portions of our budget have increased.

This past fall we saw decline in enrollment because we had just graduated the largest class in our history. We have to think about how to replace those students because the birth rate and high school grad rate are both declining for the next 12 to 15 years.

Under the current proposal, the UW-System as a whole would be faced with a \$150 million reduction each year for the next two years. UWSP's share of that is \$6.4 million a year.

In addition to the \$6.4 million are an additional \$1.4 million in segregated funding cuts (not student fees). These are programs that are individually funded by the state. The only school with more segregated funds than UWSP is Madison. (see segregated funds slide)

On top of the 6.4 million and the 1.4 million (Seg. Fees.), we also have a cost to continue. We will be paying for services that were previously covered by the state. The University pays a fee to the city every year for services like fire protection, water, sewer, etc., which comes to about a half a million dollars a year. When you add it all up, UWSP is facing \$9.6 million in total cuts, the highest percentage of all system schools.

The media has portrayed that the 300 million cut to the system is no big deal because it's only two and a half percent in the entire budget. At Point, we have calculated that the \$9.6 million cut is 4.37 percent of our overall \$219 million dollar budget. However \$83 million of the overall budget is untouchable for any other purpose than is designated. \$70 million is federal financial aid for students, which is not counted in the budget cut. Debt service (our mortgage) is a big piece of that as well. When you take out the untouchable **e 83** (you had 8.3?) million, the cut grows to 7.07 percent. When you take out restricted program revenue the cut jumps to 10.35%. In a business, all money can be put to use where needed. In the UW system much of it is restricted in use.

The other way to look at the reduction is to consider only the funding source that is being cut, which is state support. When you look just at state support, our cut is **20%**, again being the largest percent in the system; almost twice as large as Madison's. Please refer to the distribution slide to see how this might play out at UWSP.

There have been many ideas floated; such as restructuring or eliminating career services and advising. The concept of eliminating the COFAC administrative system is no longer on the table, but we are looking at other ideas. We won't find anything that everyone will agree on, but the cuts must come from somewhere.

If you go to <http://www.uwsp.edu/chancellor/Pages/budget.aspx>, The PowerPoint presentations are all there as well as information on how to reach out to legislators, and information about the budget cuts to date. As a campus we have had several forums.

Patterson encouraged the Alumni Board to be knowledgeable and informed.

Patterson shared some of the good news happening on campus as well. The Men's Basketball Team going to Salem and returning victorious, the Men's Hockey team coming in as runner up nationally for hockey, and Christy Voss receiving the student employee of the year award on a national level in dining services. These are the kinds of students we have because of our faculty, staff, community, and our alumni. You hold a unique relationship with this university like no one else. Hanging on the wall is that diploma. Our pledge remains that we will continue to grow. We are the Wisconsin idea.

Questions:

Dave Bruha: In regards to segregated funds. How did that number get to be the size that it is when others have nothing?

Patterson: This represents who are as an institution. We went and made it happen. We were entrepreneurial and we got funds. Because we were so successful, we got to \$1.4 million.

Jon Greendeer: Is there anything that you could add that puts the overall cut into perspective?

Patterson: We continue to meet with legislators. They all seem concerned with the magnitude; our expectation is that this cut will be minimized. Working in our favor is the voluntary separation incentive program. 281 faculty and staff were invited to apply. We will not accept them all. It is a management tool to reduce the personnel budget.

Dave Bruha: How many positions are you hopeful that will take this plan?

Patterson: We do not know. To make the numbers work we need to eliminate 115 positions We have a workforce of 10000. (1,100??)More than half of those positions are full, though not all. Your engagement and your support is critical. We will come out changed, but you have my pledge that we will continue to focus on what's best for our students and their educational experience.

Grant Winslow: Is public authority dead at this point?

Patterson: It sounds like it in the media. Worst case scenario is no authority and all the cuts. We don't know how it will play out. The authority won't survive the way we thought.

Melissa Hardin: Can you give us an update on differential tuition?

Patterson: SGA has been a real leader on this issue. It is still a long shot. A senator is writing a proposal to have differential tuition. It has to get through the entire legislature and plenty of others. This happened at the last biennium, too, and it died. But if it makes it through all those steps, then last step we have is to convince the Governor to not veto.

Jeff Kurowski: Oshkosh came out and cut two sports. What is Point doing?

Patterson: We don't know necessarily what will be cut right now. We have to consider Title 9 when making cuts. We also need to consider potential enrollment drops if we eliminate sports students want to play.

Vice Chancellor for Advancement Chris Richards:

Our advancement team has raised more money than ever in our history. Our endowment is about 22 million dollars and about all of it is restricted. That is why we will remain a publically assisted university.

We are slowly taking on the profile of a private institution. Fundraising is becoming a more and more important part of public institutions. Starting on July 1, 2013, we began the quiet phase of the capital campaign. This is the first targeted, focused and purposeful capital campaign.

April 30, 2016 is the campaign kickoff event. We will celebrate what UWSP has done and how to move forward. It goes until June 30, 2019. Julie Smith is the chief of staff of Advancement and the manager of the capital campaign.

It's important to note that the advancement unit is not taking a cut. That is because it was decided they didn't want to limit this program because the future of UWSP is becoming more reliant on us. When other units get cut, we are finding out that we are being asked to pick up a lot of other functions being lost. The other unit on campus not being reduced is the admissions unit because we are becoming more tuition based, so we need students.

Chief of Staff Julie Smith: Capital Campaign.

The goal of the capital campaign is to take the level of fundraising at UWSP to the next level. We want to improve back office process, our database, and take things to a level that Madison or other places are doing.

We spent time setting up a tracking system for development officers. Both Laura and Nicole have taken on some development responsibilities. We have also added staff; a foundation accountant and an assistant for the development officers. We need them out seeing people not in their office doing paperwork. We also want to note that the numbers aren't what are important, but rather what is being done. However, we are very excited that in just the first 18 months we have raised \$7.4 million dollars. We appreciate the fact that you have been so helpful and your support for that.

Committee reports:

Executive Committee: Grant Winslow

Attendance policy: UWSP Alumni Board members are expected to attend all full meetings and emergency meetings of the UWSP Alumni Board of Directors. Meeting attendance may be in person or by phone. If a Director misses three consecutive meetings, a member of the UWSP Alumni Board Executive Committee will reach out to discuss the expectations with the Board member and determine if there was an extenuating circumstance. If there were no extenuating circumstances, the Director will be allowed to begin attending meetings again or may choose to retire from the Alumni Board. If a Director misses a fourth Alumni Board meeting after having a conversation with the Alumni Board president or Executive Committee member, they will be asked to step down from the Alumni Board.

Motion: Dave Bruha, Second Dave Bauer. Approved.

Winslow reminded the group to make their annual contributions if they hadn't already. We support ourselves, so we depend on ourselves. Please also turn in your committee assignment request sheets.

Awards and recognition: Dave Bruha

We have a number of awards given out through the committee. The four Distinguished Alumnus awards, the lifetime, trailblazer and Mary Ann Nigbor Volunteer of the Year Award. At this Point in the year, the winners have already been chosen. Chancellor Patterson is in the process of letting them know they've won.

We have made a slight change to the selection process: Instead of scoring, we will select our top three from the final list and push them forward for Chancellor Patterson to pick the winner.

Communications Committee: John Gardner

We talked about how we can connect with international alumni. We are also doing well with engagement. Please share FB page posts as this increases our reach. We want to have a consistent social media presence. We are working on building up the student alumni ambassador group so they can assist with young alumni engagement.

Nominating committee:Melissa Hardin

Officer slate: Tamara Moore (president), Dave Bruha (vice president) Grant Winslow (past president), Melissa Hardin (member-at-large), Peter Graening (member-at-large)

Alumni Board Candidate slate:

Name	Class Year	Major
Grant Huber	1983	Political Science Public Admin and Policy Analysis
Jody Rowland	1980	Communication
Deb Dorhorst	1980	Communication
Bob Kemps	1974	Political Science

-Motion to accept new slate of Alumni Board candidates: Sam Dinga, Second, Lanie Patterson. Approved.

-Motion to accept new slate of officers for Executive Committee: Jeff Kurowski, second, Dave Bauer. Approved.

Program Support: Peter Graening

This committee will dissolve. Laura and executive committee have discussed the programmatic items (packet page 12) and all are in fulfillment mode at this point with assistance being needed from the Communications Committee to market them. As new potential benefits arise, the Executive Committee will review them for possible implementation.

Stewardship: Tamara Moore:

With only one member present, we did not meet. We are going to set up a meeting meet via phone.

Scholarship: Lanie Patterson

There were 100 applications without any promotion of the scholarship. Only one student will receive the scholarship this year. There has been a slight change in the scoring. Alumni relatives will be weighted, 1 to 5 alumni relatives is 1 point. We should have a recipient before June.

Alumni Association update: Director of Alumni Relations Laura Gehrman Rottier

Preview of Homecoming: Spy Theme- Operation Homecoming; for Pointers Eyes Only

We will still need judges for the cake decorating, spirit flag competition, parade and potentially other events. There will be an email request out once the events are finalized.

Posters in the Rotunda on April 22; We are in the capital to showcase the student's research and to make the connection between undergrad research and jobs. Alumni help translate how they found their career path. Please join us!

Online Community: The Connecting Point.

We have just over 650 members and have had only one email out so far to promote it.

Chapter Events:

We have pared down event numbers. The events are more in depth. We are highlighting the CEO of the Whiting paper company and then we will enter the Appleton yacht club. The other events are still being finalized.

E-Newsletter:

Thrive was emailed out and it featured Alumni Authors. You can find it on the alumni website.

Distinguished Alumnus Plaque project:

We launched in the fall and we have had an amazing response. So far only 9 people have made pledges and we are already at 52% of our goal. The pledges are for three and five years. Mary Ann Nigbor is our leading donor and has committed 25 thousand dollars to this project. At the 50% mark we let the past distinguished alumnus award recipients know and the responses have been amazing. We have received pictures, letters, news articles, etc. all thanking us and keeping us updated on their lives. (Laura read a letter from Edward Donigan.)

If you haven't heard from me, I will be calling you! This is the opportunity for the Alumni Board to leave a mark for the future on the campus, and as part of the Capital Campaign.

SGA update: Chris Slattery

Regarding the budget, SGA has taken a separated stance against segregated fees; we see two issues. (?) There is too much around public authority so we haven't yet taken a stance. We are focused on just the budget cuts themselves. Since the release of the proposed budget we have had 1 day a week for the next 6 weeks, 1 full day of lobbying and going to every single legislator (?).

Differential tuition would be \$200 more a semester to focus on advising, to help get students out of school faster; to pay for bottleneck courses so students can graduate on time. Third piece is to cover Pell grants for first generation students.

Green fund—The Green fund approved \$100,000 to have a green roof on a portion of the new science building. We want to remain a sustainable oriented campus.

SGA elections were held and the current VP, Katie, is the new President. She is at the UW reps meeting today.

Old Business: None

New Business: None

Passing of the gavel: Winslow to Moore: 3:45 pm

Tamara Moore: Motion to adjourn:

Dave Bruha moves, Grant seconds,

Meeting Adjourned: 3:55 pm