

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday April 21, 2017
Founders Room, Old Main

Board Members Present: Tamara Moore, President, Dave Bruha, Peter Graening, Melissa Hardin, Terry Harper, Grant Huber, Bob Kemps, Nancy Krei, Jeff Kurowski, Joanne Loeffler, Dave Marie, Patty Noel, Melanie Patterson, Jody Rowland, Pat Weiland

Conference Call Participants: Patrick Braatz, Martina Spears, Grant Winslow, Ray Oswald

Retirements: Mary Wescott

Staff and Guests: Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Ryan Weir, Dan Krueger, Maggie Marquardt, Steve Menzel, Tony Romano, Carie Winn, Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Marty Loy, Dean of the College of Professional Studies, Andrew Glazner, Vice-President for Student Government

Welcome and Introductions (Moore)

The meeting was called to order at 1:15 PM.

Approval of the October 14, 2016 minutes. (Loeffler, Hardin, motion passed.)

Membership changes

It was noted that Mary Wescott will be retiring from the Alumni Board. Her last meeting will be this fall.

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for being here and for their continued service. He began with an update on the budget, noting that the UW system is currently funded at the lowest level that it ever has been since 1973-1974. Factors that have influenced the budget on our campus since include: 1) Money allocated for new wellness center is sitting in the budget until we get authorization for construction. 2) Economic development grants. Almost 25% of those grants that were given out statewide were given to UWSP. 3) Moved to new PeopleSoft program. Point was the last school to convert to this student information program. Patterson noted that the most recent budget plan seems to be the best one in the past decade. **Enrollment:** Down about 1,000 students in the last four years. There are three reasons for this: 1) Demographics in our state. Fewer high school students in our state, meaning fewer kids going to college. 2) When UW Madison wants to increase out-of-state student numbers and international student enrollment Madison is also forced to take in more Wisconsin students. This takes students away from smaller colleges. 3) Graduation rates are up because faculty have reengineered the general education requirements and reduced the gen ed requirements by 15-19 credit hours. **Efficiency improvements for the budget include:** 1) A volunteer separation incentive program that was put into place a year and a half ago. 76 people were able to take advantage of this program and we are doing another round of them this year. One third of those that left were teaching positions; and the rest were non-teaching positions. 2) Changes to the General Education requirements to reduce credit hours needed in those areas. 3) Expansion of advising to help students graduate on time. 4) Our new student information system. 5) Energy saving initiatives throughout campus. **Points of pride include:** 1) Recent report from the UW system said that UWSP produces more degrees in STEM than any other comprehensive university in the state. 2) 48% of students at UWSP are the first in their family to go to college. 3) The School of Business and Economics is now accredited by AACSB, the premier accrediting agency in the world. This put UWSP in the top 20% of business schools in the US, and the top 5% of business schools in the world. Patterson closed by touching on the newly created Chancellor's Medallion for Commitment to Diversity. He noted that Dave Marie would be among the first seven recipients of this Medallion.

Executive Committee - Board Engagement Survey (Moore)

Board President Moore thanked the Board for their participation on the Positive Inquiry survey. We shared results at the fall meeting and reiterated them during the spring 2017 meeting. Moore shared the summary of responses in packet form with all those in attendance. Homecoming and Trivia were the strongest themes throughout the responses. It was noted that, following the suggestions from the survey at the fall meeting, a printed end-of-year letter was mailed to all alumni without an email address to ensure we are still reaching those who prefer print.

CPS Update (Dean Loy)

Dean Loy shared that the new data analytics program currently has 30 students enrolled; two of them decided UWSP over UW-Madison because of this new program. Following our accreditation, we are in the process of creating new majors within the business school. Right now, we have a business school that has emphasis areas in the different disciplines. We will be creating new majors in business management, marketing, and finance, with some attention on real estate and insurance. We currently have 1,200 students in the school of business and we are projecting that will increase to 2,000 now that we are accredited. We are also looking at starting an MBA program in the fall of 2018. **Health Sciences update:** Bachelors in sustainable nutrition is open. This is a Bachelor to Master's program where the student comes in as a freshman, and leaves in five years with a master's degree. We have a Master's in Athletic Training that starts in the fall of 2017. In addition, our nursing completion program and doctor of physical therapy program candidates are on the rise. **Education update:** We started enrolling our first class of doctoral students in educational sustainability. UWSP is the second program like this in the country. **Military Science:** Last year, top program in the third brigade. **Points of pride:** Innovation Space in the CPS that features interactive technology, a new advising center, several new large scholarships, the Sentry Endowment, the Gary Mullins Faculty Development account and our Concussion Initiative. The concussion initiative we are starting will give our masters in athletic training a niche, will help our sports teams and will be available to youth sports throughout the community.

Committee Reports

Awards & Recognition (Graening)

2017 Recipients will be honored Saturday, October 14, 2017. Nominations for 2018 must be received in the Alumni office by January 10, 2018. Committee is especially interested in nominees for the Mary Ann Nigbor award, which is for service. The Committee went through the award forms and made changes. Laura will work with Nicole to implement these changes in our new online system. Our 2017 Distinguished Alumni are: **Laura Osnes, '05** (COFAC). Laura is an actress on Broadway and a two time Tony nominee. **Dan Hauser, '76** (CPS) Dan is Senior VP of Corporate Sponsorships for the Philadelphia 76ers. Previously, he worked for the Detroit Pistons. **Michael Pucci, '82** (L&S) Michael is the CEO of PhytoChem Pharmaceuticals. **James Heffelfinger, '86** (CNR) James is the State of Arizona's Wildlife Science Coordinator. Our Mary Ann Nigbor Volunteer of the Year Award will be presented to **Deb and Al Marten** of Marten Machining and our Lifetime Achievement Award will be presented to **Major General Scott Berrier**.

Communication Committee (Rowland)

Rowland noted that John Gardner has taken a new job, so the committee would be taking a moment to recalibrate. The committee is looking to help the ongoing efforts to build alumni engagement through emails and social media, increase participation, referrals and donations for UWSP and to engage with students and other alumni to ensure the Alumni Board is sharing messages where possible. Rowland and Pare will be scheduling a follow-up call to discuss how the Communications committee can best help the efforts of the Advancement marketing plan. Rowland

would like to identify key priorities for the committee. She would also like to survey the Board to see what social media platforms are being used currently.

Nominating Committee (Hardin)

David Boardman was put forth for membership on the UWSP Alumni Board. David graduated in 2014 with a political science and public administration degree. When at UWSP, was involved with SGA as a VP and a senator, running consultant in the TLC, musician at Peace Lutheran campus center and Missoula trips. Member of Phi Kappa Phi, and Phi Sigma Alpha. Currently is a legislative aid in the Wisconsin State Assembly in Madison. (Bruha, Graening, motion passes.)

Stewardship Committee (Moore)

Committee discussed ways to ways to celebrate the 50th anniversary as an Alumni Board during spring of 2018. One idea is to invite all of the emeritus members who have served over the years. Plans are being put together to have all of our Emeritus Alumni Board members added as a screen in the Distinguished Alumnus display in the DUC. Another idea is to have the Alumni Board create an alumni float in the Homecoming parade to celebrate 50 years. If you have ideas for celebrating or would like to volunteer to make a float, please contact Laura at lgehrman@uwsp.edu

Scholarship Committee (L. Patterson)

The Alumni Generations scholarship is going well. We received around 40 applications this year and are thinking we might want to promote it in Straight to the Point once in 2018. We are also working on stewardship ideas for previous winners to ensure we stay in touch with them.

Advancement Update (Vice Chancellor Richards, Pare, Gehrman Rottier)

Richards began by noting that, for the second year in a row, our university has been recognized by the Peace Corps. We are number 14 among medium-sized universities in the USA for the number of our alumni presently serving in the Peace Corps.

He updated the group on the progress of the Capital Campaign, noting that it is not about the gross amount of money, and we don't want those who donated to lose sight of what our goals for raising the money are. Our campaign has been successful because of the impact it is having. Seen in successes like the five faculty positions that we have endowed. We had 0 endowed faculty positions when we began the campaign. We have 57 new scholarship funds as a result of this campaign. Richards noted that 92% of the funds gathered from the campaign are restricted for a specific purpose. Time-wise, we are 61% of the way through the campaign. It wraps up at the end of June in 2019. Our endowment as a result of this campaign has grown. At the beginning of the campaign we were at \$17 million. We are approaching \$30 million now.

Day of Giving update: (Pare, during lunch)

Pare shared with the group that we raised just over \$25,000 on the Day of Giving. We had 450 selfies and countless shares, tweets and shout-outs throughout the day. The day began with a Fun Run at 6 a.m. in the MAC, followed by the Thank-a-Donor wall in the DUC. We ended the day with a PJ Party in the Laird Room. Alumni Board members shared and posted on Facebook. Thank you for using your social networks to grow this event.

Annual Giving (Gehrman Rottier for Krueger)

GratiTuesday is Tuesday, June 6. We would love for Alumni Board members to join us as we call all our donors on this day to say thank you! A sign-up sheet will be forthcoming.

Alumni Association update: (Gehrman Rottier)

Gehrman Rottier shared that our chapters started creating Days of Service this year that complemented the Day of Giving. We had five chapters around the country that did various service projects to demonstrate the ways Pointers give back. Several members of the Alumni Board hosted or took part in these Days of Service. Plans are underway for several more in 2018. If you are interested in hosting or being part of a Day of Service, please contact Laura.

Student Government Update (Glazner)

President Peralta could not attend due to other commitments. Glazner shared that Student Government is presently working on five things: 1) The get-out the vote campaign, focusing on registering students to vote, with emphasis on local elections and the impact on students. 2) Environmental sustainability 3) Inclusivity 4) Student safety 5) Differential tuition.

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

New Business –

Discussion of preference of spring meeting date. Bruha will send out a poll to the UWSP Alumni Board to get feedback on date and timing of spring meeting.

Old Business

Adjournment

Motion by Bob Kemps

Seconded by Grant Huber

Motion passed.

Adjourned at 4:30 p.m.