

University of Wisconsin-Stevens Point Alumni Association
Board of Directors Meeting
Friday, April 12, 2019
Room 131, Chemistry Biology Building

Board Members Present: David Bruha, David Bauer, David Boardman, Peter Graening, Melissa Hardin, Terry Harper, Grant Huber, John Jokela, Nancy Krei, Jeffrey Kurowski, Joanne Loeffler, David Marie, Douglas McMillan, Jon Miskowski, Patty Noel, Lanie Patterson

Phone Call Participants: Erich Bacher, Eric Tande, Martina Spears, Jody Rowland, Gina Neuville, Ray Oswald, Lee Hecimovich

Staff and Guests: Chancellor Bernie Patterson, Chris Richards, Vice Chancellor for University Advancement, Julie Smith, Chief of Staff, University Advancement, Laura Gehrman Rottier, Nicole Pare, Julie Smith, Terri Taylor, Lyna Matesi, Tony Romano, Dan Krueger, Carie Winn, Ryan Weir, Maggie Marquardt, Dyllan Greipentrog, Vice-President for Student Government

Retirements: Tamara Moore, John Gardner

Welcome and Introductions (Bruha)

The meeting was called to order at 10 A.M..

Approval of the April 13, 2018 minutes. (Kemps, McMillan, motion passed.)

Membership changes

It was noted that Tamara Moore and John Gardner will be retiring from the Alumni Board.

A new slate of candidates will be presented during the Nominating Committee update.

UW-Stevens Point Campus Update (Patterson)

Patterson thanked the Alumni Board for their continued service to UWSP and talked about the importance of the work we do as advocates of the university. He walked through the timeline of the proposal and reimagining of the university and how we got to where we are now. The timeline started on March 4, 2018 with the release of the Point Forward proposal. Between April 30, 2018 and March 1, 2019 responses were also received from Academic Affairs Committee, SGA, Program and/or Unit Discontinuance Consultative Committee. A revision of the March 4 proposal was released in November of 2018 followed by responses from the Common Council Consultative Committee including their final report.

In the first iteration of the proposal 13 majors were being considered for elimination or restructure. In the second iteration six majors were being considered. As of April 2018, discussions had concluded and due to the great work of faculty and staff having tough conversations coupled with retirements and leaving vacant positions open, we were able to get into a position where all majors are able to be retained. We are continuing to work on ensuring all the majors are up-to-date and competitive with other institutions as well.

Moving forward, Chancellor Patterson engaged in conversations across campus at the unit level to ensure all units on every part of campus are heard. These meetings are ongoing.

Patterson touched on the innovative ideas and solutions that brought us to the place we are now. In the coming months we will have a School of Design, Department of English, a Department of Geography and Geoscience, an Institute for the Wisconsin Idea and a Center for Critical Thinking. Patterson stressed that we are continuing to plan with an eye toward the future and growing enrollment to ensure a solid foothold for UWSP.

Patterson noted that he sees two overarching questions – Which majors, if any, will be discontinued? How will we reorganize our academic departments, schools and colleges. He noted that the answer to the first question has been answered and the second should be known by the end of the semester.

Patterson responded to questions about specific majors and timelines as well as budget and capital project related questions. He stressed the need for Albertson Hall to be enumerated in the budget due to the fire suppression system being compromised. The concern is that it may not work when needed, or may go off when not needed. The lower level of Albertson Hall houses the communications hub for the City of Stevens Point emergency services which could cause a very worrisome situation.

Patterson outlined the kind of new regional university we might become with the addition of our branch campuses now nearly a year into the transition. The branch campuses and our main campus will have several new degrees including Associate Degrees in Applied Finance, Health Sciences and Information Science among others. There will be a Bachelors Degree offered at the branch campuses in Social Work and Business Administration as well as an MBA in Applied Leadership and Decision Making. These degrees being offered regionally will draw in more students who might not have considered Point if they had to drive here for class, but with the offerings located in both Wausau and Marshfield, Point might now be an option. Our main campus will also add bachelor's degrees in Finance, Marketing and Management, a Master of Natural Resource and a Doctor of Physical Therapy.

Executive Committee - (Bruha and Gehrman Rottier)

Bruha shared the confidentiality agreement with the Alumni Board and encouraged everyone to turn theirs in at the meeting. As we reach out to alumni this is a good thing for us to have on file at the office.

The Distinguished Alumnus Display upgrade is complete and the Emeritus Alumni Board members have been added to the display as well. Our Intuiface experts at RealEyes Design are now monitoring the display 24 hours per day. We have met our fundraising goal and are continuing to encourage gifts and pledges for ongoing maintenance and upgrades.

2018 Board participation was 82%, which is up from 60some percent from 2017. Would love for it to be 100%. We are counting any gift to UWSP as a participation gift. You can give to the UWSP Alumni Association directly via the website by checking the box in the online form for UWSP Alumni Association.

May is graduation and we will be having our Golden and Silver Iris reunions. Silver Iris is 25 years or more and Golden is 50 years or more. We are looking for Alumni Board volunteers for this event. Gehrman Rottier will send out the volunteer sign up and we hope you will join us.

Gehrman Rottier shared an update on the Day of Service projects. We are working to get 125 Days of Service. We have had several happen already and all opportunities are listed on our 125 website. Provided everyone who has committed to a day does host their day, we will hit our goal. Hardin shared what the group in Madison did at a local dog park to help clean-up. Gehrman Rottier thanked all those who have hosted or plan to host.

Bruha shared an update on GratiTuesday is shifting to Thank Pointers It's Friday. Krueger will share a bit more about that later in the meeting.

Committee Reports

Awards & Recognition (Jokela)

Slate of candidates for October 2019 is being finalized and the notifications are happening now. Looking for alumni for nominations as always. Updated the group regarding number and dispersion of awards. We will no longer be giving awards based on colleges, but will shift back to our original way of having Distinguished Alumni. We will have more flexibility under this model to give out more than one if we desire. Candidates for 2019 have been vetted and recipients are being contacted.

Communication Committee (Pare)

Each committee member wrote a blog post and was shared as an alumni takeover on the university site. David Boardman wrote one that has gone very well, Jody's will be featured next. We will continue to look for substantive ways this group can help that are similar to the blogs.

Day of Giving is May 7, 2019. This year for day of Giving we already have seven matching gifts. 24 hours of giving back to student scholarships. Working to get a gift from every state. Last year we had close to 30 states, so we are hopeful to get that all the way to 50. Pare encouraged everyone to log their hours in 2019 – including these Board meetings. She encouraged everyone to continue liking, sharing and re-tweeting and noted we will again be working with the Pointer to be a regular feature. Pare shared that we are creating a 125th book and marketing for that will start soon. To find us, look for UWSP Alumni on any of our platform. Emails we send out also have our social media links in them. Our locally owned Papa John's will be putting a ADOG20 code. Anything you order from this Papa John's from tomorrow until May 7, 2019 will allow you to receive a 20% discount on your order and they will give 20% of the net order to UWSP scholarships.

Nominating Committee (Hardin)

Hardin went through our slate of new candidates for the UWSP Alumni Board. New Alumni Board members include: **Steven Heller – Class of 2007**. Steven was a Communications Manager and works as a project manager at Epic. **Zach Vruwink – Class of 2010**. Zach was a Public Administration/Policy Analysis and Political Science major at UWSP. Zach opened his own computer business at the age of 15. In 2012, at the age of 24, Zach became the youngest person elected Mayor of Wisconsin Rapids. He is now serving his 4th term. **Taylor Dubey – Class of 2016**. Taylor majored in Communication at UWSP. Taylor is the Staffing Manager at Robert Half in Minnesota. **Jenny Baeseman – Class of 1998**. Jenny majored in Water Resources – Chemistry and now runs Baeseman Consulting & Services, LLC. Formerly, she worked at Scott Polar Research Institute, Norwegian Polar Institute and the University of Tromsø. Grant Huber motion, second by Bob Kemps – motion passes

Hardin then went through the slate of Emeritus candidates.

Jon Greendeer – Class of 2004. Jon served on the Alumni Board for 11 years. He is a Distinguished Alumnus and former president of the Ho-Chunk Nation. **Tamara Moore – Class of 1992**. Tamara served on the Alumni Board for 12 years. Tamara founded her own company in 2016. Prior to that she worked at the University of Colorado-Colorado Springs for 19 years. **Grant Winslow – Class of 1989** Grant served on the UWSP Alumni Board for 17 years. He is the Program Coordinator at UW-Green Bay. Bob Kemps and David Bruha – motion passes

Hardin noted that John Gardner is also stepping off the Alumni board but has not served long enough to qualify for Emeritus Status. With four members retiring and four joining we remain at the 35 level. We have one open spot and we will see who may retire with our next round of letters. She encouraged the group to submit nominations. The four voted on today will be invited to the fall meeting as observers and their term will start in January of 2020.

Stewardship Committee (McMillan)

Reported on the work the group has been doing reaching out to past Distinguished Alumni Award winners to invite them back to the 125th Pointers Gala. The group talked about reaching out to other groups as well to keep them connected.

Scholarship Committee (Patterson)

Everything has been working well. Working to get to a place where we can give out at least two scholarships per year. This year for the Day of Giving, the Alumni Board is doing a match for the Alumni Generations Scholarship. If we can generate a \$2,500 match and meet the match, we would generate \$5,000 total for the Alumni Generations Scholarship. This addition to the endowment would better position us to give out two per year. We had between 30-

50 applicants last year. We want to invite the scholarship recipient as a guest to the alumni awards banquet to engage them.

Advancement Update (Vice Chancellor Richards)

Richards introduced the Advancement team in attendance for anyone who may not have had a chance to meet them. welcomed Jon and Doug. He highlighted the endless mailers that was at each member's seat.

Day of Giving is happening again May 7, 2019 and has been growing each year.

Lastly, Richards touched on the Coffee with Alumni and Friends that Laura and Nicole do periodically. If you haven't checked it out, you should. Each episode is unscripted, about ten minutes long and shares a lot of great information about alumni related items. He gave an update on the capital campaign noting that we have crossed the \$40 million mark for the campaign, well beyond our \$30 million goal. He thanked the group for the role they played in making this impactful campaign happen and noted we still had ten weeks before the official close that we will celebrate on October 19, 2019. Richards shared the Then, Now & Forever Yearsbook that was put together by the Advancement Marketing team and noted that all those who attend the 125th Pointers Gala on October 19 will receive a copy. If you're unable to attend the Gala, but would like a copy of the book they are for sale at our bookstore on campus. Richards reported on our service challenge, noting that Pointers had already logged over 7,000 hours. He thanked all those who have participated or hosted a Day of Service or who have logged hours. He reiterated that the Day of Giving is May 7 and encouraged everyone to participate. Richards shared a video brought to the group by Alumni Board member Jon Miskowski. Miskowski took note that there was a clip featuring UWSP alumni in a recent project that WPT worked on tracking wolves on the Ojibwe land. Miskowski noted Jon Greendeer's help with the project and offered gratitude for that connection. Miskowski shared information about both alumni featured in the clip. Jeremy St. Arnold is a Wildlife Biologist for RedCliff and Lacey Hill Kastrom Wildlife Biologist for Bad River. As he closed, Richards encouraged Board members to watch Coffee with Alumni and Friends hosted by Nicole and Laura noting that it was an engaging and fun way to stay up-to-date on what is going on with alumni in the world.

Student Government Update (Griepentrog)

Vice President Griepentrog shared a report from SGA. Griepentrog shared that he has applied to be a student representative with the UW System Board of Regents. He shared that SGA has reached about 75% of the goals he shared with the group in the fall. SGA has established a hate and bias response team. Working with the city to create a Pride crosswalk on the campus. SGA encouraged those in Madison to make mental health a priority and to invest resources at UWSP to ensure services are available when needed without a backlog. Electric car charging stations are coming to UWSP from the Green Fund. Schmeckle Reserve will also be getting a solar array. Griepentrog addressed the needs in Albertson Hall and provided a way for Alumni Board members to get involved by writing notes encouraging Albertson to be enumerated in the budget. Albertson hall serves as the emergency communications for all of Stevens Point.

UWSP's MBA program (Professor Lyna Matesi)

Matesi shared information about the MBA program at UWSP and asked Alumni Board members to help be her ambassadors to recruit students for the program. September of 2019 we will have the first specialty MBA offered at all three campuses. All MBA Ambassadors are asked to refer anyone who might be a candidate to the MBA website for UWSP. After extensive research and surveys, we were able to create a format that is flexible and affordable. Our program is broken up so a part time student can actually take 7 credits per semester. We stand out because of our AACSB accreditation, our flexible format and affordability.

Thank Pointers, It's Friday (T.P.I.F.) (Dan Krueger, Director of Annual Giving)

Friday, May 10, the last Friday of classes we are going to do an e-blast to donors, we will call donors and we will be writing thank you postcards in the DUC Concourse. Our goal is to thank all donors who have made a gift during the capital campaign. Dan asked all Alumni Board members to share a message of thanks on a postcard and give completed cards back to Laura by May 10 so we can mail them to donors.

Presidential Transition

Gehrman Rottier presented Dave with a gift for his service as president on the UWSP Alumni Board and welcomed Melissa Hardin into her new role as Board president. Bruha shared his pride in being part of the Distinguished Alumnus Award display being completed during his presidency. He thanked the Board and congratulated them on their efforts. Dave shared that his hope for the future is to help the Alumni Board grow the Alumni Generations Scholarship endowment. Hardin thanked the group and adjourned the meeting.

New Business –

None

Next full Board meeting is Friday, October 18.

Old Business

None

Adjournment

Adjourned at 3:05 p.m. Moved by Doug McMillan, Terry Harper second. Motion passes.