Members Present: Andersen, Bellman, Burish, Caldwell, Eastman, Ellefson, Fiskum, Fogarty, Ganser, Greenhill, Gruber, Hale, Hughes, Kachel, Madison, Rabas, Robis, Shilts & Sonnenburg

Ex Officio: Enslin & Telfer

Staff: Bastien, Bava, Clements, Engel, Gruenewald, Kuhl, Kuznac, Loftus, Mekemson, Miller, Pinkerton & Sauter

I. Call to order and introductions – Chair Roger Ganser called the meeting to order at 2:15 pm. He asked the two new board members, Dale Muehl & Floyd Bellman, to introduce themselves and give a little background information about themselves. Roger then welcomed everyone and asked everyone around the board table to do the same.

II. Approve Minutes of June 8, 201 Meeting – Roger entertained a motion to approve the minutes.

On a motion by Greenhill; seconded by Sonnenburg, the Board approved the minutes of the June 8, 2011 meeting.

III. Campaign for Students Update – Jon Enslin gave a presentation to give a history and update on the Campaign for Students which began after a strategic plan was developed for the University. A feasibility study then determined that a campaign of $50M was feasible given the economy at the time. The campaign is a comprehensive campaign, meaning all gifts received between January 1, 2006 and December 31, 2014, with the exception of gifts that were already counted as a part of the Beyond Tradition Campaign to build Hyland Hall. The campaign is major gift driven. We anticipate 95% of the gifts will come from 5% of our donors. We are in the quiet phase of the campaign now. We will go public once our goal is determined and we are fairly certain we will be able to obtain it. We have raised $31,200,000.48 through the end of September. Thirty-one of the 34 board members have made donations totaling $4,476,687.73.
Jon explained the pipeline and the anticipation of two large donations which will be key to setting our campaign goal as we feel $50M will only be realistically achievable if we receive gifts on the higher end of the proposed giving ranges. Jon also asked board members to put June 13, 2012 on their calendars for the next UW-Whitewater Leadership Day.

As we move into the public phase, there will be magazine and newsletters articles and a webpage devoted specifically to the campaign.

IV. Committee Reports
A. Fund Development committee – Roger asked Kate Loftus to introduce her team. Kate introduced Kat Bastien and Alicia Engel as Alumni Relations and Development Program Coordinators, Emily Gruenewald, Katie Kuznacic, Kristen Mekemson and Gail Sauter as Directors of Development and liaisons for the Colleges of Business and Economics, Arts & Communications, Letters & Sciences and Education and Professional Studies. The rest of the staff present then introduced themselves.

Don Hughes gave a report to the committee on the campaign and talked about the revised organizational chart of Kate’s office has allowed the Development Officers to raise money and not get distracted by work that is now being done by the Alumni Relations and Development Program Coordinators. The committee then went around the table and talked about their UW-Whitewater solicitation experiences. The feedback about what they liked or disliked and what resonated with them is very helpful for the team. Kate provided an overview of the materials that are used, which are all on paper and make the process simple and easy. The team will keep improving based on feedback they have received.

B. Public Relations & Connections committee – Jude Fogarty read the committee’s purpose: to aid the Foundation in developing a consistent communication that engages both alumni and friends in the mission of the foundation and results in presenting opportunities for fund development in both the near and long term. The committee is expected to report to the board the results of these efforts as well as recommend how the Foundation may play a role. The committee talked about social media and what is going on with Facebook. She recommended that we all “like” UW-Whitewater. Sara Kuhl and Jeff Angileri take time out of their weekends to respond to students on Facebook and Twitter and make sure they feel welcome. Other updates:

- Alicia shared the golf outing successes
- The mentor program that started in the College of Letters & Sciences has been expanded university wide
- The class guest speaker program gets alumni involved and in the classroom with students
- Upcoming events: Florida, Grandparents College (also a way to get alumni back on campus), Leadership Day at Camp Rotamer, Janesville, WI
- Bill Dougan has started a new entrepreneurial student group
-Karen Kachel gave a legislative update.
-Magazine and newspaper articles promoting UW-W were discussed and
-Downtown Whitewater is appealing for funding for continued improvements.

C. **Finance & Investment Committee** – Andy Burish reported that the audit committee conducted a conference call with Clifton Gunderson at 1 PM. Ann Joda and Kelly Sics walked the committee line by line through the audit report. The audit went very well; there are no misstatements of any kind and the books are clean. The committee commended Jon and Karen Bava for making this happen.

On the Investment side, Andy reported that last year was a good year with a 20.4% return. We are down 10% for the first quarter of 2011-12 and down 7% calendar year to date. We have a very diversified (across a dozen asset classes) and defensive portfolio hedged against risk.

On a motion by Burish; seconded by Hale the Board approved the 2011 Audit report and financial statements.

On a motion by Ellefson; seconded by Robis the Board approved the committee reports.

V. **Chair’s Report** – Roger reminded the board again about Leadership Day on June 13, 2012 and asked them to watch for more information from Jon.

VI. **Chancellor’s Report** – Dr. Telfer apologized for being late. He had been participating in a teleconference with the rest of the UW System Chancellors.

- Enrollment is up 65 from last year. In full-time equivalency we are up about 100. The freshman class is slightly smaller than last year.
- The budget for UW System was cut $250M in addition to the $150M that we planned for this biennium. Students are paying about 5% higher tuition. The lapse, not a cut but feels like one, has to be dealt with during the biennium. We need to give money back. The lapse was expected, but we didn’t know how it would be apportioned. The UW System comprises about seven percent of the state budget. The lapse to UW System represents 38% of the total. Each agency was given the same percentage, but parts of agencies were removed or exempted from the lapse. For example, financial aid elsewhere was exempted, but not for UW System. If we, as residence of Wisconsin have any way into the Joint Finance Committee, it would be appreciated to have someone not from UW System make the case for the unfairness. There were some questions about the possibility of raising tuition and deferment. There is some flexibility with out of state and graduate tuition, but deferment is not really possible.

In the Tech Park:
- The Innovation Center recently was awarded LEED ® Gold Certificate
The Launch Pad program is being supported by the University to bring ideas into products and products to market. There are currently about a dozen students involved.

- Carlson has been approved to be remodeled next year with the hope it will be ready early fall.
- A second dance studio is going into the Center of the Arts across from the current one. This is a testament to the popularity of the dance minor.
- From October 17 through November 16, the Crossman Gallery will host "Across the Divide," an exhibition of Chinese artists who are living, working and teaching at United States universities.
- Homecoming – windows on the south side of the UC are painted, there will be a rededication of the Little Red Schoolhouse, skit night tonight (10/27), spirit rally tomorrow and the parade, football game and Hall of Fame on Saturday.
- USA today article recognized our athletic conference, but there is a whole lot of purple in it: [http://www.usatoday.com/sports/college/story/2011-10-26/wisconsin-division-3-athletic-conference-very-stable/50947270/1](http://www.usatoday.com/sports/college/story/2011-10-26/wisconsin-division-3-athletic-conference-very-stable/50947270/1) (It was later noted that a ½ page 4-color ad for USA today runs about $93,000, which is about how much advertising we got with this article.)
- The tennis team won all nine of the possible conference titles, #1, 2 & 3 Doubles and #1-6 Singles. Senior Kalla Schaefer earned Wisconsin Intercollegiate Athletic Conference Player of the Year honors for the 2011 season.
- The WIAC is celebrating 100 years next year.

Roger stated that we share Dick’s frustration and again encouraged calls to the Joint Finance Committee. It was asked if Steve Nass and Howard Marklein would be good people to talk to and the response was yes.

VII. **President’s Report** – Jon Enslin mentioned the folder at each place and the items inside. He asked that any corrections to be made to the board list be sent to us. The conflict of interest policies need to be signed and returned. Jon will follow up with anyone that he doesn’t receive one from. Jon then gave some updates on some projects.

- The Foundation’s emergency loan program provided 18 loans which helped employees pay their increased health insurance premium costs allowed them to borrow up to $500 at a rate of 1%. The loans are being paid back via payroll deduction.
- A group of faculty interested in raising money for students with significant financial need approached Jon resulting in a faculty and staff campaign for which the executive committee approved matching funds of $20,000. Just this week, a student group emailed Jon and asked if they could donate also.
- The Warhawk Real Estate Foundation is offering lots to faculty and staff at a reduced rate if they remain employed at UW-Whitewater for five years. So far we have not had anyone purchase a lot.
VIII. **Old Business** – none

IX. **New Business**

A. **Allocation of Unrestricted Estate Gift** – Jon Enslin shared the story of how the Foundation came upon some unexpected estate gifts. He gave some history of how gifts of this type have been handled in the past. Because the proceeds are significant, it is recommended that we use half for current year needs (Annual Loyalty Fund) and set aside half in the unrestricted endowment for future needs.

On a motion by Hale; seconded by Sonnenburg the Board approved the Foundation’s staff recommendation that the gifts be split; 50% or up to a maximum of $100,000 to be placed in the Annual Loyalty fund for the unrestricted purposes and the remaining amount should to be placed in the Foundation’s Unrestricted Endowment so that the proceeds may be used to fund Foundation priorities in future years.

X. **Adjournment** – Roger reminded Board members the next meeting date is on Wednesday, March 14, 2012 and Alumni Leadership Day is June 13, 2012.

On a motion by Robis; seconded by Sonnenburg the Board unanimously approved to adjourn the meeting at 3:37 p.m.