Members Present: Andersen, Andrae, Anilionis, Bellman, Burish, Caldwell, Duffey, Eastman, Ellefson, Fiskum, Fogarty, Greenhill, Hughes, Hyland, Kachel, Kamasky, Muehl, Muren, Orsolini, Rabas, Robis, Severson, Sonnenburg & Torkko

Ex Officio: Enslin & Telfer

Staff: Bastien, Bava, Clements, Gruenewald, Kuhl, Kuznacic, Loftus, Mekemson, Miller & Sauter

Guest: Robert Appling, Mercer Investment Consulting

I. Call to Order & Introductions

In Roger Ganser and Anne Klisurich’s absences, Andy Burish called the meeting to order at 2:17 p.m. Andy welcomed everyone and them to tell everyone who they are, what they do, when they graduated and how long they have been on the board or working for UW-W.

II. Approve Minutes of October 27, 2011 Meeting

Andy asked if anyone had anything that needed correcting in the minutes. Hearing nothing he welcomed a motion to approve.

On a motion by Robis and seconded by Duffey; the Board approved the Board Business Meeting Minutes of October 27, 2011.

III. Investment Report

Andy gave some background about the Board’s relationship with Mercer and then introduced Rob Appling of Mercer Investment Consulting. In May of 2010 the Board contracted with Hammond and Associates who was later bought by Mercer. The combined company has $2 trillion in assets under management in defined benefit plans and $60 billion in assets under management with Endowments and Foundations.

Rob shared that he is thrilled to be in here and working with Whitewater since one third of Mercer’s clients have less than $50M endowments. The fund is up $2.2M since the relationship started with $1.4 million in new additions to the fund, and $800,000 in earnings. Since inception, the fund has earned 8.9%, which is slightly more than the benchmark.

Rob commended the investment committee for looking long-term, expanding the investment opportunities available for the endowment. For 2011, we outperformed our NACUBO (National Association of College and University Business Offices) peers and all other
endowments on average. The volatility of our portfolio was also less than our peers as we have a more diversified asset allocation positioning us like a larger endowment which outperformed smaller ones.

The question was asked what changes may be needed as Mercer may see looks into the next year. Macro factors are still likely to drive markets. Mercer has added a position in global real estate and can make changes quickly much like investing in Japan after the tsunami.

IV. Campaign Status Report

Jon Enslin referred to the materials provided in the board packets and also provided a presentation for an update on what is happening with the campaign. Highlights of the previous quarter: $1M donation for the Janesville Promise Fund, $250,000 for a CoBE Distinguished Professorship, $101,157 from the Rath Foundation and $204,261.86 from the ALF Phonathon. Jon noted that we are also reaping the benefits of pledges made earlier in the campaign as a significant number of payments have been at the same time new pledges are being added. Jon reviewed the campaign timeline and the plan that the campaign goal would be finalized at this meeting, but the certainty we thought we would have with two pending gifts has not come about as expected. One power point slide showed the amount raised each year of the campaign so far. If we continue to raise that same amount per year average, we should be able to raise just shy of $50M; even without the top two gifts outstanding, we should be able to raise $40M. It was recommended that a goal of $40M be set and if there is progress on the largest outstanding proposal by the date of Alumni Leadership Day, the goal could be increased to $45-$50M.

- There was some concern expressed about a campaign goal at another school that was raised twice and the campaign failed to meet the final goal which was very upsetting to the alumni of the school.
- Another question was asked as to whether earlier in the campaign if funds were being raised for capital needs and since those needs were being completed would this influence the ability to raise the funds needed to reach any set goal. Jon clarified that funds have been raised for the Multi-Sport but the Hyland Hall building campaign is exclusive of this campaign.
- From a marketing stand point, it was agree that it would be best to only change the goal amount once.

The last thing Jon shared with the board about the campaign is that the feasibility study that was conducted for this campaign predicted that some of our largest commitments would not come until the end and this indeed has proven to be the case

V. Committee Reports

A. Fund Development Committee – Dan Anderson reported Kate Loftus is very happy with the development team. They have a regular reporting system in place for tracking
wins, pending decisions, etc and other activities. Also, a few of the different vehicles which can be used to make deferred gifts were presented by the advancement officers.

B. Public Relations & Connections Committee – Jude Fogarty reported that the committee was supposed to meet Jeff Blahnik, Director of Admissions, but he was unable to make it. Jeff came to UW-W from Marquette. He works very closely with a Vice Chancellor and is very aggressive in his job.

- Publicity on the Innovation Center has been extensive and major media outlets have tied in with UW-W. The speed with which the Innovation Center got off the ground has been key.
- Karen Kachel, UWW’s legislative liaison, mentioned that the last days of the legislative session are coming up. Recall elections were discussed. Six students displayed their research projects at the Capital at “Posters in the Rotunda,” the ninth annual celebration of undergraduate student research. Faculty mentors and Chancellor Telfer attended with the students.
- The new CoBE magazine is out and was in the purple folder you received at check in. There is an article in the magazine about Launch Pad that we heard about during lunch.
- Athletics is feeding our publicity: both the men’s and women’s wheelchair teams just won national championships and the men’s basketball is playing in the final four this weekend. We will have a student at the game reporting back on an iPhone. The game will not be televised, but can be purchased for live streaming from ncaa.com.
- UMMR is using Twitter, Facebook and now foursquare, a new form of social media.
- Founder’s Day is coming up. Those being honored are Mike Spellman, Michelle Nimmo, Andy Burish, Melvin Juette, Gaylon and Hannah Greenhill and James Lindenberg.
- Homecoming is October 20, 2012 v. UW-Oshkosh.
- A new video is being produced called “Making of Champions” about the football team and the current video on the homepage called “Good luck, Warhawks” features students and coaches wishing the basketball team well and a student employee of UMMR who provides some comedic moments.
- Grandchildren’s University is June 29-30
  - The golf classic is at a new location and a sign-up sheet for auction items will be passed around. This is where the money is made.

C. Finance & Investment Committee – Andy Burish reported that everything is in order with the December 31 Financial Statements, performance is good with our investments right now, and we are comfortable with the managers and happy with Mercer. Andy congratulated the F&I committee; two years ago, we had a tough time agreeing that we
should diversify with hedge funds, but we now see it was the right decision and we are right on track.

VI. Chair’s Report

Andy talked briefly about the last Leadership Day that was held at the Burish’s cabin. The Foundation Board serves as co-host so he hoped to see good attendance.

VII. Chancellor’s Report

Dr. Telfer moved to the front of the room to give the board an update since the last we met. He referred to his iPhone and shared a story about a group of four students who have entered a Google maps competition in anticipation of our next meeting when he would share with the board that they had won the competition.

- Enrollment was strong in the fall and is still strong. Applications are up over last year at this time.
- The Florida event this year was the first time we took the football coach with and will probably do again because he was well received
- On February 29 or Leap (Liberal Education and America’s Promise) Day, there was a workshop held on campus. Alumni Floyd Bellman, Paul Sara and Julie Anding participated in the live webcast from the UC Ballroom along with representatives from California at Cal State Long Beach. Students need essential learning outcomes and campus has adopted this whole heartedly. Our Learning Communities are evidence of this.
- In regards to buildings; we are not raising money for Carlson, but would like to get our hands on $2M for a tutorial center so we can get it out of the basement of McCutchan; where, Dr. Telfer suggested everyone can benefit with some help in their writing. A dance studio will be built across from the Center of the Arts. The dance program is very strong and currently they need more room so that the theater majors can also access auditoriums now filled with dancers.
- The women’s wheelchair basketball team beat a team from Alabama, 63-34, for the national championship. Three members of the team were named to the US Paralympic one to the Britain team and one to the German team. The men, also national champions had six players and a coach named to the US Paralympic team and one player to the German team. Professor Ron Berger, wrote a book with and about former player Mel Juette’s life. Mel was shot as a youth in Chicago. He believes UW-W and wheelchair basketball saved his life. Chancellor Telfer will again be going to Salem this weekend. There is a reception Friday night, so anyone that will be there is invited to attend. Athletics is a positive thing on campus, but Dr. Telfer is proud of what our athletes are doing in other places. He cited Florida as an example of a school that has won both a national football and basketball championship and he exclaimed that it is now our turn.
VIII. President’s Report

Jon reported that the Warhawk Real Estate Foundation will be selling its first lot in May to an academic staff member. There have been a few more inquiries. He and Mark Olm traveled to UW-Platteville to learn about what their Foundation is doing as they are in the process of building a private residence hall and we may be interested in doing the same on the site of the old Middle School. The Warhawk Real Estate Foundation is also considering building a few homes on the lots that we have for sale as there are people interested in living there, but they aren’t necessarily interested in building a home.

Jon thanked survey participants (26) and as a result of the survey we will be having only two meetings next fiscal year. The first being the Thursday before Homecoming, October 18 and the second on a Monday in April or May (probably late April).

Jon reminded everyone that Alumni Leadership Day is June 13 and there is a Foundation Board teleconference on June 6.

IX. Old Business (NONE)

X. New Business

Selection of Audit and Tax Firm – we sent out a request for proposals and seven firms from SE Wisconsin responded. The Finance and Investment Committee recommends that we accept CliftonLarsonAllen’s bid for audit and tax services for the next three years. On a motion by Bellman; seconded by Sonnenburg, the board approve the executive committee’s recommendation.

XI. Adjournment

Board members were reminded by Andy that the next meeting date is Wednesday, June 6, 2012 by teleconference, and the UWW Leadership Day is June 13, 2012.

On a motion by Duffey; seconded by Orsolini, the board unanimously agreed to adjourn the meeting at 3:27 pm.