UW-WHITEWATER FOUNDATION, INC.
STRATEGIC PLAN

For Review by the Foundation’s Board of Directors

October 17, 2006

TABLE OF CONTENTS

Introduction 2
Endowment 3
Aggressive Donor Stewardship 7
Alumni and Friends Cultivation 9
Public Communications 12
Unrestricted Funds 14
Structure/Organization/Team 19
INTRODUCTION

Chancellor Martha Saunders initiated a strategic planning process at the University of Wisconsin – Whitewater in the Fall of 2005. In order to help support this process, the UW-Whitewater Foundation initiated a planning process of its own in February 2006 with a goal to have a plan accepted by its October Board of Directors meeting.

A Strategic Planning Committee, composed of John Buckley, Patty Duffey, Don Hughes, Joanne Robis, Dennis Torkko, Barry Wojtak and Jon Enslin met via phone and in person numerous times in the Spring of 2006 and develop a series of proposed goals.

In June 2006, the Board of Directors met at Country Springs Hotel in Waukesha, WI to review these goals and to establish strategies and action steps that will take the Foundation through 2011. After a review by the University’s staff, the following plan was presented to the Board of Directors on Tuesday, October 17, 2006.
ENDOWMENT

Goal: By the end of FY 2012, build the endowment fund value to $60 million in order to support UW-Whitewater goals.

Strategy: Design, develop, and launch a comprehensive endowment campaign.

1. Identify a list of best potential donors.
   a. Use the existing database
   b. Determine the means to identify foreign nationals
   c. Run an additional Wealth Engine search
      • Responsibility: Assistant Chancellor and Advancement Staff
      • Timeframe: December 2006
      • Resource Needs: Prospect screening service

2. Identify potential seed money donors for campaign expenses.
   • Responsibility: Development Committee, Board of Directors, and Staff
   • Timeframe: June 2007 Board Meeting
   • Resource Needs: N/A

3. Meet with Carole Halberg from UWEC to ask how they ran their campaign.
   • Responsibility: Assistant Chancellor
   • Timeframe: Meet with staff and the Board in October (Note: This is already scheduled)
   • Resource Needs: N/A

4. Use an exterior firm to conduct a feasibility study for the endowment effort (set scope, obtain bids).
   • Responsibility: Assistant Chancellor, Development Committee
   • Timeframe: Start study in February 2007; complete and present to the Development Committee in May 2007 and to the Board of Directors in June 2007
   • Resource Needs: Board would need to approve the firm and expense at February meeting
5. Launch an endowment campaign at a specified level, given a promising feasibility study.
   - Responsibility: Board of Directors, with input from University community
   - Timeframe: June 2007 - ?
   - Resource Needs: Significant – TBD

Strategy: Align endowment campaign components with University and college priorities, and develop buy-in from the UW-Whitewater community.

1. Initiate conversations with the University community regarding the Board’s plan to grow the endowment and to understand their involvement in UW-Whitewater goals and objectives alignment.
   - Responsibility: Chancellor, Provost, Assistant Chancellor
   - Timeframe: Fall 2006
   - Resource Needs: N/A

2. University groups develop updates and prioritize their needs.
   - Responsibility: Chancellor, Provost, Assistant Chancellor, Deans, Chancellor’s staff
   - Timeframe: Summer – Fall 2006
   - Resource Needs: N/A

3. Meet with the College Advisory Boards to get their input.
   - Responsibility: Chancellor, Assistant Chancellor, Board Chair
   - Timeframe: 2006-07 academic year
   - Resource Needs: N/A

4. Present a comprehensive “umbrella needs” document to the Board of Directors for use during the feasibility study.
   - Responsibility: Chancellor, Provost, Assistant Chancellor
   - Timeframe: February 2007 Board of Directors meeting
   - Resource Needs: N/A

Strategy: Educate constituencies as to what endowments are, the benefits they provide, and the vehicles you can use.

1. “Train the trainer” education in planned gift vehicle, marketing, and role playing
   - Responsibility: Assistant Chancellor
   - Timeframe: August 2006
   - Resource Needs: Within current budget
2. Draft an endowment primer.
   a. How endowment operates
   b. Benefits to donors
   c. Develop marketing plan
   d. Leave-behind materials
   e. Whitewater magazine to provide real examples
   f. Website
      • Responsibility: Assistant Chancellor, News and Publications Office
      • Timeframe: Starting Fall 2006
      • Resource Needs: Within current budget

Strategy: Align human resources with the potential identified in each of the colleges.

1. Identify emeriti who would be willing to work with their peers in campaign.
   • Responsibility: Senior Development Officer
   • Timeframe: Spring 2007
   • Resource Needs: None if volunteer is found; potential part-time employee.

2. Identify and determine whether additional fundraising resources are needed for the campaign.
   • Responsibility: Assistant Chancellor
   • Timeframe: Summer 2007
   • Resource Needs: Cost of new employees

3. Train potential new employees.
   • Responsibility: Staff
   • Timeframe: TBD
   • Resource Needs: TBD

Strategy: Educate companies that recruit from and partner with UW-Whitewater, and leverage existing matching donor programs.

1. Contact colleges to obtain lists of companies that recruit from and work with their respective college.
   • Responsibility: Advancement Officers, Assistant Chancellor
   • Timeframe: Fall 2008
   • Resource Needs: N/A
2. Contact the Career Services Office to obtain a list of companies that recruit on the UW-Whitewater campus.
   - Responsibility: Assistant Chancellor
   - Timeframe: Fall 2008
   - Resource Needs: N/A

3. Educate alumni about matching gift opportunities.
   - Responsibility: Staff
   - Timeframe: Ongoing
   - Resource Needs: N/A

**Strategy: Develop marketing materials.**

*Action steps to be determined, subsequent to feasibility study and Board recommendation*
AGGRESSIVE DONOR STEWARDSHIP

Goals:
1. Create a tailored stewardship plan for every donor at $10,000 and above.
2. Create a standard stewardship plan for every donor under $10,000.
3. Create a standard stewardship plan for every first-time donor.
4. Actively manage and execute all plans.

Strategy: Hire a donor stewardship officer, initially half-time with potential to move to full-time, to work closely with advancement officers.

1. Hire a donor stewardship officer to assist with implementing UWW Foundation plans for systematic practices.
   - Responsibility: Assistant Chancellor
   - Timeframe: Fall 2006
   - Resource Needs: University and Foundation funding

Strategy: Automate and systematize the stewardship process to achieve accountability and ensure that all plans are fully implemented.

1. Establish a committee of University advancement staff and alumni/donors to consider best practices for UWW stewardship plan.
   - Responsibility: Assistant Chancellor
   - Timeframe: 2006-07
   - Resource Needs: N/A

2. Research best practices and determine best program for implementation at UWW.
   - Responsibility: Stewardship Committee
   - Timeframe: Fall 2006
   - Resource Needs: N/A

3. Establish University protocol for stewardship of first-time donors and others.
   - Responsibility: Stewardship Committee, Foundation Manager
   - Timeframe: Spring 2007
   - Resource Needs: N/A
4. Implement recommendations of the committee.
   - Responsibility: Donor Stewardship Officer, Foundation Manager, Foundation Staff
   - Timeframe: Summer 2007
   - Resource Needs: N/A

Strategy: Focus on recognition appropriate to each donor.

1. Consider naming opportunities for major gifts.
   - Responsibility: Assistant Chancellor, Directors of Advancement, College Deans, Memorial Committee
   - Timeframe: Fall 2007
   - Resource Needs: N/A

2. Establish a plan for a systematic stewardship process for each gift under $1,000.
   - Responsibility: Stewardship Committee working in conjunction with Donor Relations Officer, Foundation Manager, Assistant Chancellor
   - Timeframe: Spring 2007
   - Resource Needs: N/A

3. Create a “methods pool” for tailoring the stewardship process to individual gifts $1,000++ according to gift levels.
   - Responsibility: Stewardship Committee, Donor Officer, Foundation Manager, Assistant Chancellor
   - Timeframe: Spring 2007
   - Resource Needs: N/A

4. Implement an all-inclusive plan of action by creating a procedural document for the advancement team.
   - Responsibility: Foundation Manager, Donor Officer, Assistant Chancellor
   - Timeframe: Fall 2007
   - Resource Needs: N/A
ALUMNI AND FRIENDS CULTIVATION

Goal: Achieve six contacts per alum/friend per year to build loyalty and instill a mindset of giving back to UW-Whitewater (time, talent, resources).

The quality of contacts will be measured through:
- Number of donors
- Average gift
- Alumni Association involvement
- College involvement (mentoring, teaching, etc.)

Strategy: Develop a process to measure the impact of communications with each group.

1. Use Raiser’s Edge to track giving levels, attendance at events, and website contacts. 
   Responsibility: Foundation Manager, Web Manager
   - Timeframe: Spring 2008
   - Resource Needs: N/A

Strategy: Utilize the UW-Whitewater website to more effectively promote goals for alumni and student relations.

   - Responsibility: Director of News and Publications, Photographics, Web Manager, iCIT, Assistant Chancellor, Alumni Director
   - Timeframe: Summer 2007
   - Resource Needs: University funding?

2. Create a friendly web environment for alumni, one that includes event and donation information.
   - Responsibility: Outside firm? Or same as above
   - Timeframe: Spring 2007
   - Resource Needs: Unknown
Strategy: Partner with student affair groups to develop awareness, loyalty, and the expectation of giving back to UW-Whitewater.

1. Create a University-wide alumni mentor program.
   - Responsibility: Director of Alumni Relations
   - Timeframe: Fall 2007
   - Resource Needs: N/A

2. Work to make the student foundation a more visible and viable entity.
   - Responsibility: Director of Alumni Relations, College Deans, Student Leaders
   - Timeframe: Fall 2007
   - Resource Needs: N/A

3. Provide incentives to students for providing contact information at graduation (provision of information brings a chance to win a prize).
   - Responsibility: Director of Alumni Relations
   - Timeframe: Fall 2007
   - Resource Needs: N/A

Strategy: Develop a marketing plan for the Alumni Association and Foundation to reach alumni and students at earlier opportunities.

1. Establish “come back” events for new alumni.
   - Responsibility: Director of Alumni Relations, Alumni Board
   - Timeframe: Fall 2007
   - Resource Needs: N/A

Strategy: Develop a marketing plan for the faculty and emeriti.

1. Establish focus groups to determine what faculty and emeriti want from the Foundation, and where relationships can be improved.
   - Responsibility: College Deans, Advancement Officers
   - Timeframe: Fall 2007
   - Resource Needs: N/A

2. Research best practices for communicating with faculty and emeriti.
   - Responsibility: Foundation Manager, Assistant Chancellor
   - Timeframe: Fall 2007
   - Resource Needs: N/A
3. Develop a marketing plan based upon findings from focus groups.
   • Responsibility: News and Publications Office/Photographics
   • Timeframe: Spring 2008
   • Resource Needs: University funding

**Strategy: Identify and engage international alumni.**

1. Utilize UW-Whitewater records and Raiser’s Edge data to identify international alumni.
   • Responsibility: Foundation Manager
   • Timeframe: June 6, 2007 - Ongoing
   • Resource Needs: TBD

2. Investigate developing a partnership with the International Studies Department to engage international alumni.
   • Responsibility: New half-time staff member
   • Timeframe: December 31, 2006
   • Resource Needs: TBD
PUBLIC COMMUNICATIONS

Goal One: Working with UW-Whitewater News and Publications, educate our stakeholders on how UW-Whitewater is funded (current trends) and how the Foundation responds to University needs and opportunities.

Strategy: Explore utilizing an external public relations firm for communications strategy and plan development to increase awareness.

1. Involve News and Publications in the roll-out of endowment strategies.
   • Responsibility: Assistant Chancellor
   • Timeframe: Ongoing
   • Resource Needs: N/A

2. Form a subcommittee from the Public Relations and Development Committees to develop recommendations for next steps subsequent to the feasibility study.
   • Responsibility: Board Chair
   • Timeframe: Spring 2007
   • Resource Needs: N/A

3. Determine whether or not an external marketing group should be involved.
   • Responsibility: Board, Public Relations Committee, Development Committee
   • Timeframe: Summer 2007, subsequent to feasibility study
   • Resource Needs: TBD

Goal Two: Develop a SWAT (Swift Action Team) capability and plan for emerging “hot” issues and opportunities.

Strategy: Have a process in place for monitoring hot issues and opportunities for example, legislature regarding charitable giving).

1. Determine when an issue is deemed “hot.”
   • Responsibility: Assistant Chancellor, Chancellor
   • Timeframe: Ongoing
   • Resource Needs: N/A
2. The Executive Committee should interact with the Assistant Chancellor and Chancellor, and involve others as necessary.
   - Responsibility: Board Chair
   - Timeframe: Ongoing
   - Resource Needs: N/A

3. Obtain a copy of the UW-Whitewater emergency communications plan.
   - Responsibility: Assistant Chancellor
   - Timeframe: Ongoing
   - Resource Needs: N/A

4. Determine what to communicate.
   - Responsibility: Assistant Chancellor, Chancellor, Board of Directors
   - Timeframe: Ongoing
   - Resource Needs: N/A
UNRESTRICTED FUNDS

Goal: By the end of FY 2012, ten percent of all Foundation assets will be unrestricted.

Strategy: Solicit major donor(s) to provide unrestricted funding.

1. Educate and get campus buy-in (primarily from deans) for the “dual ask” and for the importance of providing unrestricted funds.
   - Responsibility: Chancellor
   - Timeframe: Ongoing.
   - Resource Needs: Presentation or materials to explain the importance

2. Include the “dual ask” in major gift proposals – create a “boiler plate” proposal to be adapted to individual needs.
   - Responsibility: Development Officers
   - Timeframe: Fall 2007
   - Resource Needs: (Note: One for each college and major division)

3. Identify a small handful of major donors specifically interested in unrestricted funds.
   - Responsibility: Development Officers, Foundation Board of Directors
   - Timeframe: October 31, 2006
   - Resource Needs:

4. Assign development officers an Annual Loyalty Fund (ALF) and unrestricted annual goal.
   - Responsibility: Assistant Chancellor, Development Officers, Deans
   - Timeframe: July 2007
   - Resource Needs: N/A

5. Recommend that the majority of undesignated estate gifts be placed in unrestricted endowment funds.
   - Responsibility: Board Executive Committee and Board of Directors decision
   - Timeframe: Ongoing.
   - Resource Needs: Back-up and support information TBD
   (Note: Should be taken up by Foundation Executive Committee at September 13, 2006 meeting)
6. Wrap the ALF effort into the annual United Way effort.
   • Responsibility: Chancellor and Assistant Chancellor
   • Timeframe: August 2007
   • Resource Needs: Marketing and umbrella materials to accompany United Way materials; outside of the packet marketing materials (e.g., Royal Purple)

7. Encourage the Foundation Board of Directors’ giving to unrestricted funds and ALF.
   • Responsibility: Foundation Chairman and Assistant Chancellor
   • Timeframe: Beginning at August 2006 Executive Committee meeting, at October Development Committee meeting, and at October Foundation Board of Directors meeting; gifts by December 31, 2006. Repeat annually.
   • Resource Needs: N/A

8. Encourage the College Advisory Board’s support of ALF and unrestricted funds in addition to college needs.
   • Responsibility: Foundation, Assistant Chancellor, Chancellor, Deans
   • Timeframe: 2006-07
   • Resource Needs: (Note: Development Officers discuss in August prospect development meeting; buy-in from Deans by September 30, 2006)

**Strategy:** Educate companies that recruit from and partner with UW-Whitewater, and use the matching funds concept to attract unrestricted funds.

1. Obtain matching funds best practices at a conference.
   Responsibility: Foundation Manager
   Timeframe: 2007-08
   Resource Needs: Registration funds

2. Identify and focus on companies with matching programs where numerous UW-Whitewater alumni exist.
   • Responsibility: Development Officers
   • Timeframe: Spring 2007
   • Resource Needs: Assistance from Career Planning and Placement, Raiser’s Edge

3. Educate and encourage employees at matching gift companies.
   • Responsibility: Development Officers
   • Timeframe: Contact and organize by June 30, 2007; create annual efforts
• Resource Needs: Overarching marketing piece; individual company matching funds materials

4. Ensure that the employer and position is identified for the phonathon caller, and the caller confirms this information. Ensure that matching gift companies are identified clearly for callers to stress as part of the “ask,” information is entered and linked, and managers supervise the entire process.

   • Responsibility: Foundation Manager  
   • Timeframe: Training, database updates, and scripts by August 31, 2006  
   • Resource Needs: Campus call-system conference, July 16-20

5. Foundation office follows up with donors from matching gift companies to ensure that they are taking advantage of the process and maximizing their gift.

   • Responsibility: Alumni Center Staff (Fawn Beck and Julie Abramson) to identify; Staff (Julie Abramson) does follow-up  
   • Timeframe: August 31, 2006  
   • Resource Needs: N/A

6. Identify small/medium corporations with a strong UWW connection to set up a one-time campaign match.

   • Responsibility: Development Officers  
   • Timeframe: Ongoing throughout campaign  
   • Resource Needs: N/A

**Strategy:** Develop a budget-relieving marketing approach to cover unrestricted assets (for example, endow scholarships that are currently funded through unrestricted assets; solicit in-kind contributions that are budget-relieving).

1. Review the entire operating budget in detail, line-by-line, to identify giving/endowment and in-kind opportunities.

   • Responsibility: Assistant Chancellor, Foundation Accountant  
   • Timeframe: March 30, 2007  
   • Resource Needs: N/A

2. Identify and solicit for all scholarships drawing unrestricted funds, and endow them (i.e., identify and solicit donor[s] to underwrite/endow King-Chevez scholarships [previous recipients, faculty, and staff?]).

   • Responsibility: Development Officers  
   • Timeframe: Identify by March 30, 2007; solicitations throughout campaign  
   • Resource Needs: TBD
3. Review/identify past scholarship recipients to involve them in giving back to endowed scholarships. Who? How to do it?
   - Responsibility: Director of Alumni Relations
   - Timeframe: Fall 2007

4. Identify alumni/friends’ owned/operated companies with services and products of use to the UW-Whitewater Foundation.
   - Responsibility: Development Officers
   - Timeframe: December 31, 2007
   - Resource Needs: Director of Alumni Relations, Foundation Manager, Director of News and Publications, Assistant Chancellor

5. Identify alumni/friends’ owned/operated companies with services and products of use to the colleges and the University.
   - Responsibility: Development Officers
   - Timeframe: December 31, 2007
   - Resource Needs: Faculty, Deans, Purchasing, Non-college Divisions

Strategy: Develop affinity relationships with select corporations.

1. Benchmark best practices/identify best companies with which to work.
   - Responsibility: Director of Alumni Relations
   - Timeframe: December 31, 2006
   - Resource Needs: Foundation and alumni directors at other universities

2. Research/determine rules and limits on students and staff.
   - Responsibility: Assistant Chancellor
   - Timeframe: December 31, 2006
   - Resource Needs: Student Affairs, Legal Counsel, Budget Director

3. Evaluate the idea of corporate sponsors for the Foundation (donor recognition program).
   - Responsibility: Assistant Chancellor?
   - Timeframe: June 30, 2008
   - Resource Needs: N/A

4. Evaluate whether to allow corporate sponsors to advertise in the alumni magazine.
   - Responsibility: Assistant Chancellor, Director of News and Publications
   - Timeframe: June 30, 2008
   - Resource Needs: Benchmarking?
5. Proceed with caution (look for win-win-win situations where the UWW Foundation, alumni, and the corporation benefit).
   - Responsibility: Assistant Chancellor
   - Timeframe: Ongoing
   - Resource Needs: N/A

**Strategy: Educate donors on the importance of unrestricted giving.**

1. Wrap into public communications goal #1 to communicate the case for support.
   - Responsibility: Foundation Board Communications Committee
   - Timeframe: To be established by Communications Committee
   - Resource Needs: N/A

2. Consider including this strategy in an external marketing firm contract.
   - Responsibility: Foundation Board Communications Committee
   - Timeframe: To be established by Communications Committee
   - Resource Needs: N/A

**Strategy: Explore the appropriateness of using alternative investments to provide above average, risk-adjusted returns.**

*(Note: The work team recommends that the Investment Committee develop the action steps for this strategy)*

**Strategy: Explore the development of a WARF-like organization.**

*(Note: The work team recommends that the Investment Committee develop the action steps for this strategy)*
STRUCTURE/ORGANIZATION/TEAM

Goal One:  (Re) Align Board of Directors membership to achieve stated Foundation and University goals.

Strategy:  Define roles and talents needed, and how many people for each role.

1. Utilize a grid to determine current shortcomings of Board membership. Diversity in the type of talent, gender, race, college of enrollment, geography, and age should be contributing factors to determine future Board membership.
   - Responsibility: Committee on Development
   - Timeframe: TBD
   - Resource Needs: TBD

Strategy:  Develop a process to identify, screen, prepare, enlist, and orient new Board members.

1. Examine and apply best practices in screening, preparing, enlisting, and orienting new Board members including documenting current practices and developing additional ones.
   - Responsibility: Director of Advancement, College of Arts and Sciences
   - Timeframe: July 7, 2006
   - Resource Needs: Web search

Strategy:  Re-conceptualize the Board organization (if needed) in light of the UW-Whitewater Foundation’s future direction. (Do we have the right committees? Do we need to establish an advisory board structure for the Foundation?)

1. Construct a Board committee structure evaluation.
   - Responsibility: Committee on Directors
   - Timeframe: June 6, 2007 Board of Directors meeting
   - Resource Needs: TBD

2. Research and apply best practices and methods to evaluate the structure. Link to websites with proven models.
   - Responsibility: Committee on Directors
   - Timeframe: Spring 2007
   - Resource Needs: TBD
3. Determine from strategic planning action steps what committees or task forces are needed for 2006-07.
   - Responsibility: Committee on Directors
   - Timeframe: Spring 2007
   - Resource Needs: TBD

Goal Two: Establish a knowledge threshold for all Board members, deans, and development staff, and develop education/training plans for each team member.

Strategy: Make sure that everyone on staff has a good foundation for marketing and soliciting deferred gifts.

1. Staff train-the-trainer; training by an outside consultant.
   - Responsibility: Staff
   - Timeframe: August 25, 2006
   - Resource Needs: TBD

2. Provide refresher training for new and current staff (e.g., approaches, changes in tax law).
   - Responsibility: Staff
   - Resource Needs: TBD

Strategy: Survey each development professional, dean, and Board member on his/her experience, comfort level, etc., as a starting point to help develop training plans.

1. Make sure that all staff members have the adequate threshold of knowledge for development work.
   - Responsibility: Assistant Chancellor
   - Timeframe: Ongoing
   - Resource Needs: NA

2. Approach the Board if additional resources are necessary
   - Responsibility: Asst Chancellor
   - Timeframe: Ongoing
   - Resource Needs: TBD
Strategy: Define sets of roles (fund raising and Board governance/policy setting) and survey interest in each role.

1. List expectations of deans, development staff, and Board members relative to the Foundation’s mission.
   - Responsibility: Staff
   - Timeframe: TBA
   - Resource Needs: TBD

Goal Three: Expand the Foundation’s partnership with the University.

Strategy: Develop a process for engaging Foundation Board members in University visioning and mentoring.

1. Find out from the Chancellor how the Board can be involved in University strategic planning and mentoring opportunities (piggyback on the Chancellor’s meetings).
   - Responsibility: Asst Chancellor/Joanne Robis
   - Timeframe: Fall 2006
   - Resource Needs: NA

2. Utilize technology to connect Board and University constituents.
   - Responsibility: Staff and/or third party
   - Timeframe: By December 31, 2006
   - Resource Needs: Web expertise, auto dialing/message (like a doctor’s office leaving a reminder call)

3. Survey Board members for interest/expertise in fulfilling University visioning and mentoring needs.
   - Responsibility: TBD
   - Timeframe: September 30, 2006
   - Resource Needs: NA

4. Survey the Board for interest/expertise in fulfilling University visioning and mentoring needs.
   - Responsibility: Committee on Development designs survey; Staff conducts/analyzes survey
   - Timeframe: September 30, 2006
   - Resource Needs: NA
Strategy: Develop cooperative efforts with the University community to gain full participation of faculty and staff in the fundraising process.

1. Utilize coffee chats to develop trust and open communication. Find out the level of knowledge and wants, what the board can do for them, and what they can do for the board.
   - Responsibility: Board and Staff
   - Timeframe: As soon as possible
   - Resource Needs: Chancellor, Deans

2. Ask University community members for their interest in working with advisory boards and/or the Board of Directors.
   - Responsibility: Staff
   - Timeframe: Pending outcome of chats
   - Resource Needs: Chancellor, Deans, Directors

3. Invite University community members to the Board of Directors’ luncheon and presentation.
   - Responsibility: Staff
   - Timeframe: Pending outcome of chats for interest and value
   - Resource Needs: TBD

Strategy: Create a communication device to ensure that Board members are tuned in to what is going on at UW-Whitewater (three times/year before each Board meeting, coming from the Director of News and Publications).

1. Add a calendar to the update provided by the Director of News and Publications.
   - Responsibility: Director of News and Publications
   - Timeframe: October 1, 2006
   - Resource Needs: TBD

2. Research a “secure” website for the Board to post and share documents, past files, meeting agendas, etc.
   - Responsibility: Staff, UW ICIT
   - Timeframe: TBD
   - Resource Needs: TBD