

VITERBO UNIVERSITY ALUMNI ASSOCIATION

Tuesday, August 28th, 2012

Reinhart Center Board Room

5:30 p.m. Full Board Meeting

I. Call to Order - The meeting was called to order by Heather Ladwig at 5:30 pm

Board Members Present: Julie Bartels, Libby Berg, Steve Berg, Derek Burnstad, Margaret Hammell, Katie Rowan-Koenen, Kristina Schoh, Anna Sprague, Amy Thornton, Karen Kouba, Theresa Smerud, Carolyn Hogan, Heather Ladwig, Paula Skoy, Nick Johnson, Sr. Marie Kyle, Rita Modjeski, Diane Knothe, Terry Amel, Ed Smudde, Cari Loomis, Barb Kelsey, Kathy Ivey

Ex-Officio Members Present: President Rick Artman, Gary Klein – Vice President, Institutional Advancement, Kathy Duerwachter – Alumni Director, Frank Perea-Guerra – MBA Alumni Chapter President, Maureen Monk – SFSN Alumni Chapter President

II. Prayer offered by Barb Kelsey

III. Personal intercessions were offered and prayed for by the board.

1. If you have personal intercessions, please email them to Heather Ladwig prior to board meetings

IV. Dr. Artman – Updated the board on many of the improvements and activities going on at Viterbo.

Dr. Artman presented a gift of gratitude to past Alumni Board President, Amy Thornton.

Clare Apartments opened this past week and are a wonderful asset to university for years to come. It was an 8.8 million dollar project which was made possible through the use of university reserves, allowing Viterbo to inquire no debt in the building process. The first phase of the Dahl School of Business renovation occurred last summer, costing \$330,000. First phase focus was on repurposing the building. This summer the second phase was completed, consisting of new windows, new patio, student lounge, and the auditorium being refurbished. This was made possible by raising of over one million dollars by Gary Klein and his staff. Another phase of development, which will cost \$700,000, will include new windows on second floor, upgraded bathrooms and include elevator. There was a 100% monetary philanthropic participation from School of Business staff.

Bonaventure project - Two million dollar project which consists of 2 floors being refurbished every year for three years. Next year will complete the Bonaventure update project.

Fine Arts – This summer new seats were put into the Main Auditorium and the stage was refinished. This was made possible by a ticket surcharge (of one dollar).

Reinhart Commons - Student Government wanted a quiet lounge space for students. This was a \$40,000 project.

Mathy Center - All new lights were put in and they were also rewired. Initial cost was \$35,000 with three year pay-back for energy conservation costs being recovered. Course management change to MOODLE.

La Crosse Performing Arts Center - Half way through construction, 7.9 million, very close to goal, first show end of January "Macbeth." Viterbo's first show is "La Mes" next spring.

3.9 million increase in net assets, 2.9 operations went back to endowment fund. Lower enrollment last fall, made up and then some fiscally. Raised 5 million, third best year in history. 30 million balance, 36 million last year, 8 million out for Clare Apts. Long-term debt is 14 million dollars.

Dr. Artman spoke about a slight decrease in enrollment projections this year and pointed to this being a possible effect of economy. Viterbo is surveying those who did not choose to attend Viterbo to find a cause. Eight new full time staff was hired.

Fourth Friar came to Viterbo this summer. He will be engaged in a ministry of substitution. This means he will sub for priests who take sabbaticals. We are looking for another Friar for Mayo Clinic Health Systems because Fr. Todd was reassigned to another post.

iPad Technology in the Classroom - more professors using this, Institutional Advancement will use on the road.

With more veterans coming home from Iraq, a task force is helping us to recruit veterans.

Ethics Institute Programs-

Sept 6th, 5 p.m. and 8 p.m. - Todd Burpo, Author of "Heaven is For Real."

Sept 19th - Captain Charlie Plumm, Vietnam Veteran

Katie Rowan-Koenen asked Dr. Artman if there was a connection between lower enrollment and the 2+2 program. He explained there has been an increase of college students by 25% into community colleges but

that they are now capping enrollments. He also recognized that cost is an important consideration for families.

- V. Board Members Introduction
- VI. Approval of Minutes dated April 24th. Sr. Marie Kyle motioned, Steve Berg seconded.
- VII. Kari Reyburn, Director of Campus Activities - Presentation on Campus Activities - Seventh year of Campus Activities.
- Office Mission
 - VU After Dark - Pamphlet showing us the many activities offered to students for late-night options
 - Leadership Development - first year having a chapter here at Viterbo
 - Programing Areas - Welcome Back Bash where the Alumni Association will have a booth, Viterbo Days which will incorporate alums, students, families and community members
 - Weeks of Celebration - Courtyard Carni has been occurring for 25 years.
 - Student Activities Board (SAB) - Kari is the advisor, students help put on Student Activities events and share funding
 - Student organizations - 33 organizations, two more applications came today. In three years the number has grown from 25 to 33 student organizations on Viterbo's campus.
 - New Student Orientation - Very successful this past weekend, 44 student orientation leaders.
 - VU After Dark Coordinator – Kari is hiring a bachelor prepared candidate to work 10 hrs/ week with the two student coordinators. Please refer if you know of someone willing and capable.
 - You can find the Campus Activities office in Marian Hall.
 - Julie Bartels applauded the VU After Dark activities for being so fun and engaging for students.
 - Kari works with Admissions to ensure that inquiring students know of the many events offered by Campus Activities.
- VIII. Platform for this Academic Year
1. Alumni Outreach - Main purpose is to engage with alums. Heather is encouraging all board members to attend Viterbo events, volunteer when possible and reach out to other alumni you know.
 2. Rita Modjeski - Calling everyone in the class of 1962 to encourage them to come to Viterbo Days.
 3. Online Directory on the Viterbo Alumni page.
- IX. Heather Ladwig thanked board members for following Board Resolution – There was a 100% participation of monetary philanthropy by the Alumni Board last year to the University.
It is important for our board to lead by example. Our support will be used when doing the phone-a-thon and may be in the philanthropy notes in the Spring Strides Magazine. All donations should be made before June 30th, 2013 for this fiscal/school year. Rita Modjeski and Gary Klein informed the board that we can restrict donations to any area that interests us personally.
- X. Maureen Monk spoke on behalf of St. Francis School of Nursing (SFSN) joined Alumni Association. In August of last year the SFSN had \$6,000 in funds when they first collaborated with the Alumni Association and now have over \$25,000 for nursing endowed scholarships.
- XI. Heather Ladwig briefly informed the board on the updated calendar of events and directory done by Kathy. Please block off events on your calendar now so you will be able to attend. If you have questions about events, please ask.
- XII. Break from 6:30-6:35 pm
- XIII. Julie Bartels - The Culture of Philanthropy. Attended enrolled in the Certificate for Nonprofit Leadership Program hosted by Viterbo University. The certificate program met for nine months of programming. "Building a Culture of Philanthropy and Why it Matters to Your Association was a segment of programming. Defined culture as: the substance that causes people to connect to an organization. Julie presented the board with two questions to consider:
1. **How does leadership feel about philanthropy being a core value?**
 2. **Does the organization promote a culture of giving because it raises community philanthropic involvement?**
- Next meeting we will work together to brainstorm answers to this question and ways in which the board can create a "Culture of Philanthropy".

Derek Burnstad connected the alumni's culture of philanthropy to our mission and suggested this topic be gone over annually.
Steve Berg - Strength of board in diverse areas in the community to open doors for Institutional Advancement to seek out philanthropic donations.

- XIV. Steve presents Alumni Board Retreat "Take-Aways" and follow up:
1. Inform potential members about responsibilities before they join
 2. New board member mentorship or "buddy" program is now in place
 3. Volunteer opportunities now include a better description and clearer expectations of the volunteer activity
- XIV. MBA Alumni Chapter Update
MBA Alumni Chapter President, Frank Perez-Guerra - New board convened in August with five new members. Bylaws have been revised and 5K planning is going well. Mid-year social was well-attended and increased excitement by the MBA Alumni. Tom and Josh will come to next meeting to talk about how MBA alumni association to potentially generate more funds for the Dahl School of Business refurbishing. The MBA Alumni Chapter is also looking into a mentorship program.
- XV. Kathy - Presented information about Viterbo Days Programming
Registration information is on the website
Downtown Mainstreet days is also occurring that weekend. Trolley will come by Viterbo every 30 minutes to pick up passengers at 9th and Market Streets who would like to tour the downtown La Crosse area via trolley.
If you are going to *A Funny Thing Happened on the Way to the Forum* - Pricing goes up on September 21st from \$19 to \$24. There are other early bird discounts for registration. Please check them out and spread the word.
5K is teaming with the "Serving the Common Good" seminar class to raise awareness and donations for the Viterbo Food Pantry at the 5K Run/Walk.
All other events were reviewed and discussed. If you are able, please volunteer for events!
- XVI. Next meeting is November 13th from 5:30-7:30
- XVII. Meeting was adjourned at 7:15. Heather motioned to adjourn the meeting. The meeting was followed by a wonderful tour of Clare Apartments for those members that were able to attend.