



VITERBO UNIVERSITY ALUMNI ASSOCIATION
Saturday, January 26, 1:30 p.m. – 4:30 p.m.
Alumni Board Retreat – Nursing Center Room 195

Members Present: Rose Ann Kazmierczak, Gary Klein, Derek Burnstad, Karen Kouba, Kathy Ivey, Kathy Duerwachter, Heather Ladwig, Cari Loomis, Barb Kelsey, Rick Artman, Paula Skoy, Sr. Marie Kyle, Pat Gibbons, Caitlin Locy, Carolyn Hogan

- I. Call to Order by Heather Ladwig
- II. Prayer and Intercessions by Cari Loomis
- III. Welcome and Viterbo Strategic Plan Update by President Rick Artman
 - A. The opening of Weber Center for Performing Arts was celebrated with a dedication on Friday, an Open House on Sunday in which over 1,000 people came through the theater. Last night was the opening act Macbeth. Weber Center for the Performing Arts was chosen as the name of the theatre because of a large donation by the Don Weber family. The stage itself is called Litche Stage.
 - B. Strategic Plan
 - a. Board of Trustees developed plan in 2008
 - b. Refined Mission Statement, Values and Vision; ideas from many, decision by few.
 - c. Four Priorities: academic distinction, Franciscan identity, affordability, access and student success, and enrollment growth.
 - C. Some of the things we are proud of:
 - Simplified Mission Statement
 - Theater Collaboration with the City
 - Servant Leadership, Ethical Leadership
 - Mathy Center collaboration with Boys and Girls Club
 - D. Q and A session with President Artman:
 - Goals of Enrollment: total headcount was 4,000 and is being pulled back to 3,500.
 - Full-Time students was at 2,000 but will probably be pulled back to 1,750
 - Affordability and enrollment growth are two main focuses as we are in the midst of the strategic plan
 - If we reach our goal of 1,750 full-time students, we will have to increase our on-campus residence halls to maintain 40% of students living on-campus. We are not planning to build within the next three years.
 - “While we prepare students to be contributing members to the work force, Viterbo focuses on preparing students for life.”

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- IV. Alumni Recruitment – Admissions Office by Caitlin Locy 2:10p
- A. Staff counsel students by major and travel territories
 - B. Current Recruitment Plan: College Fairs in WI, MN, IA and Chicago area. Special events at school. Preview Days, Special Visit Days and individual meetings with students on campus. Phone calls, snail mail and email.
 - C. **How Alumni can Help: Student referrals**, calling and emailing prospective students, mentor accepted students who choose your major, adopt-a-high school, and college fair representative at fairs Admission Counselors can't or do not attend.
- V. Alumni Recruitment – Group Breakout All Present 2:30p
- Ideas that were shared:
- A. Finding an activity to bring together, prospective, current students and alumni
 - B. Alumni board could create a **recruitment committee** to find people that might be able do some of these activities
 - i. Scholarship Awareness
 - ii. Graduate student/alums – many teach in high schools in WI, MN and IA
 - iii. Attend college fairs with a counselor
 - iv. Develop point people across the nation
 - C. We should **reach out to other alums that are not on the board to help implement** these ideas.
 - D. Like the adopt a high school idea
 - E. Training and materials would be provided by the admissions office
 - F. This would work well especially if there are alums in areas farther away from La Crosse, it would be good to have them represent Viterbo in their regional high schools
 - G. Branding through press releases to get Viterbo's name out there by recognizing alums and their accomplishments
 - H. Indiana Bloomington is a college that has an excellent alumni recruitment guide and Purdue is also a college that is utilizing alums in recruitment fairs
 - I. Gary indicated that they could identify people across the country that would be willing to help out if a training package and plan were developed
- VI. Heather spoke about the need for recruiting new board members as we have people that will always be rotating off the board. We are also looking for **a president elect**. Please pass any potential board members to Heather or Kathy. Also, we encourage alumni board members to express interest in a president elect.
- VII. Gary shared information about scholarships and endowments:
- He explained the difference between annual and endowed scholarships. There are 177 endowed scholarships that are self-sustaining. It requires a minimum of \$10,000 to reach endowed status and awards are made at 5% of the fund each year. He also explained what a non-scholarship was which provides special opportunities such as summer research, travel, or program expansion for students or faculty.
 - Currently Viterbo has \$14.7 Million endowed funds and about \$400,000 was awarded to students last year. The scholarship process at Viterbo is determined by the year end fiscal
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- reports and how the investments have paid off. He also explained how the awards were dispersed over two semesters. Benefactors receive a thank you from all students that receive scholarships and an annual report about how their funds are doing and the awards that were made. Donors or benefactors are not allowed to choose the recipient of their scholarship; rather, the financial aid office determines based on need.
- Gary shared some information and favorite stories about Sister Celestine, whom the Alumni Children's scholarship is named after. Philanthropy is one of the ways that we as a board can help students at Viterbo University.
 - For more information regarding scholarships please go to:
<http://www.viterbo.edu/advancement.aspx?id=5374>

Two questions Gary asked of the board:

- 1.) What are the benefits and/or challenges of the alumni board taking ownership of the Sister Celestine Cypress Endowed Alumni Children's scholarship?
 - a.) Focus of annual giving from board directed toward scholarship was discussed; however, if a board member has a scholarship they are currently subsidizing then they could make that determination. Perhaps the phonathon could be a good vehicle to educate alumni about the Sr. Celestine Children of Alumni scholarship; especially, if alumni and friends don't know where to contribute, they might want to consider this alumni scholarship.
 - b.) The board recommended a scholarship selection committee to be made up of board members to increase engagement and support by Viterbo alumni board of directors members.
 - 2.) What can the board do to promote alumni giving to scholarships?
 - a.) Strides Ad could be made to bring awareness to the need for scholarship funds for the Alumni Scholarship
 - b.) Profile in Strides showcasing success of past recipients
- VIII. Kathy Duerwachter spoke about Viterbo Days. She went over the reunion attendance by year which shows that our participation is growing.
- IX. Kathy had the board break out into groups to discuss what kinds of survey questions we would want to ask alumni about Viterbo Days in order to increase the board's alumni outreach. Suggested survey questions are as follows:
- Would they be interested in participating via webcast/video conferencing? Areas that might be streamed could include: The Concert Choir, the Liturgy, Alumni Awards and College update
 - One thing that would inspire me to attend Viterbo Days would be _____.
 - What would you like to see added to Viterbo Days programming that would increase your likelihood to attend?
 - Would they be interested in hearing a college update from President Artman?
 - Would you be interested in attending the Alumni Night at the theatre if you were given premium seating and a discount?
 - What type of events would allure you to come?

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- Would you be more likely to attend a 5 yr or 10 yr reunion? Or if it were geared to a major?
- If opportunities were available for people to gain continuing educational credits would that attract you to the reunion?
- If alumni knew certain faculty members were attending Viterbo Days activities, would that encourage your attendance?
- When people are registering for alumni weekend, it would be nice if they could see who was coming.

Heather closed the meeting and indicated a draft of the survey will be completed and sent to the board for review.

X. The group ended the day with a tour of the Dahl School of Business, social and dinner.

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