

Viterbo University Alumni Association

Tuesday November 12th, 2012

Reinhart Center Board Room

5:30 p.m. - Full Board Meeting

- I. Meeting called to order at 5:35pm by Heather Ladwig
 - A. Board Members Present: Kathy Duerwachter, Heather Ladwig, Cari Loomis, Steve Berg, Carolyn Hogan, Margaret Hammell, Karen Kouba, Gary Klein, Ed Smudde, Sr. Marie Kyle, Kristina Schoh, Pat Gibbons, Nick Johnson, Julie Bartels, Sr. Rochelle, Katie Rowan-Koenen, Paula Skoy, Anna Sprague, Rita Modjeski, Diane Knothe, and Amy Thorton
- II. Prayer and Intercessions by Cari Loomis and Heather Ladwig
- III. Welcome and University Update by President Artman
 - A. Higher Learning Commission visit for Doctorate in Nursing Practice visit occurred this week. Official word will occur this spring.
 - B. All Hallows Catholic College in Dublin, exchange program has been put into place for fall 2013.
 - C. Just completed Seven Rivers Undergraduate Research Symposium; Over 100 students presented their research findings.
 - D. Tomorrow unveiling of muses on the façade of the La Crosse Performing Arts Center. Winter updates
 - E. Viterbo is honored to be recognized by Colleges of Distinction 2013
 - F. Viterbo Women's Soccer and Volleyball are Conference Champions
- IV. Approval of Minutes motioned by Sr. Marie and Rita
- V. Viterbo Days Recap by Heather Ladwig and Kathy Duerwachter
 - A. Thank you to Kathy Duerwachter and all who volunteered
 - B. The more collaboration we have, the more success and attendance we seem to have
 - C. There was a significant increase in attendance at Viterbo Days events with the exception of tickets to the play bought through the Alumni Office. (Last year was the 40th anniversary celebration and Sound of Music production)
 - D. Distinguished Alumni Award Winners spoke to students in Serving the Common Good class in a special session. Next year, this will be fit into the curriculum so all students enrolled in this class can be present.
- VI. Speed Mock Interview Recap by Katie Rowan-Koenen
 - A. 19 Student were involved from wide variety of departments

- B. Well organized event with high caliber students. Students were well-prepared and received constructive feedback from a diverse group of interviewers
- C. No students have been turned away from this event

VII. Board of Trustees Meeting Update

A. Enrollment

- 1. Enrollment is down by 60 students. Focus will be on recruitment and retention. Ideas were discussed regarding how to offer more scholarships to students

B. Master Plan Updates:

- 1. There has been \$32,000,000 of campus improvements since the plan was made in 2008. \$5 million of long-term, 10\$ million of short term debt which will be paid off in the next couple of years from nursing center pledges. Viterbo is doing very strongly financially.
- 2. Updates to outdoor sporting venue and Fine Arts Center, and preserving San Damiano Chapel will be addressed before 2015.

VIII. MBA Alumni Chapter Update

- A. Feel as though they met their goals with their involvement and the success of the 5K Friar Frolic and Food Pantry Initiative
- B. Community Service project is being planned for late 4th quarter or early 1st quarter.
- C. They are helping with phase III of the Dahl School of Business renovation
- D. St. Francis School of Nursing Alumnae Chapter Annual Lunch Meeting will occur on August 7th, 2013

IX. Congratulations to Julie Bartels as Mrs. Oktoberfest 2012

X. Break at 6:20 pm

XI. Financial Philanthropy

- A. Please ensure you pledge before June 30th. The board has agreed to have 100% participation so make sure you are involved.

XII. Alumni Association Initiatives - What's Working? by Kathy Duerwachter

A. Collaborative Initiatives

1. Alumni and Students

- a) Distinguished Alumni Awards
- b) Speed Mock Interviews
- c) Countdown to Commencement
- d) Commencement Quick Stop Station
- e) Welcome Back Bash
- f) Move In Day
- g) Sr. Celestine Ceyress Scholarship

2. Viterbo Community

- a) Viterbo Days
 - (1) Admissions, Family Days
 - (2) MBA Alumni Chapter – 5K, Viterbo Food Pantry, health and fitness
 - (3) Events Management Class
 - (4) SDA – Spaghetti Dinner
 - (5) Colleges Against Cancer, DNA Club, Serving Common Good class
- b) Alumni Children’s Christmas Party
- c) Countdown to Commencement
- d) Homecoming and Tailgate Party

XIII. Group Breakout Session: Alumni Board Initiatives

A. Board Focus

1. What is the one thing the board would like to focus on or be more involved with?

- a) Group 1:
 - (1) Strengthening Viterbo Days
 - (2) Opportunity for Alumni telling stories to new students in orientation
 - (3) Strengthening scholarships that are offered
 - (4) Engaging student, alum and potential students
 - (a) Adopt-A-Student
- b) Group 2:
 - (1) Continue engagement in Viterbo Days
 - (2) Expansion on Speed Mock Interviews
 - (a) Mentorship Program
- c) Group 3:
 - (1) Commencement-Related Activities
 - (a) Good exposure to soon-to-be alumni
 - (2) Scholarships
 - (a) Sr. Celestine Ceyress Scholarship
 - (b) Contributing to current students - helping to retain and help financially

B. Retreat Planning

1. What does the board want to know more about relative to the alumni association?

- a) Group 1:
 - (1) Sr. Celestine scholarship
 - (2) Tracking of past recipients of the scholarship. Where are they now?

- (3) What are opportunities for alumni who want to be more involved but are not on the board?
- b) Group 2:
 - (1) Development of scholarships
- c) Group 3:
 - (1) Sr. Celestine Scholarship and how endowments work?
 - (2) How can we engage more alumni to help us volunteer at our many events?
- C. What does the board want to know more about relative to Viterbo?
 - 1.Group 1:
 - a) What is the Alumni Board's role in recruitment and retention?
 - b) What is the message that Viterbo portrays to perspective students?
 - 2.Group 2:
 - a) The Master Plan - Overall plan? New academic programs in the works? What is the agenda?
 - b) What is our Admission Strategy? How are we going to bring back up our enrollment?
 - 3.Group 3:
 - a) The Master Plan - What is next?
- D. What do you envision for our retreat schedule?
 - 1.Group 1:
 - a) Appreciate social event at end of the day
 - 2.Group 2:
 - a) Current structure works well
 - 3.Group 3:
 - a) Did not get to this question
- XIV. If you have anyone in mind to be a member of the Alumni Board please contact Steve Berg or Kathy Duerwachter. We are also looking for a President Elect, so please speak up if you have any suggestions. We are *always* looking for board members!
- XV. Meeting adjourned at 7:31 by Heather Ladwig