

VITERBO UNIVERSITY ALUMNI ASSOCIATION

Saturday, September 17, 2011

Nursing Center, Room #195

1:00 p.m. Full Board Meeting

- I. Call to Order – The meeting was called to order by Amy Thornton at 1:08 p.m.

Members Present: Kathy Ivey, Rita Modjeski, Jennifer Masewicz, Barb Kelsey, Heather Ladwig, Amy Thornton, Steve Berg, Ytcher Locher

Emeritus Members Present: Theresa Smerud, Carolyn Hogan, Rose Ann Kazmierczak, Diane Osterhaus Neefe, Mary Morgan

Ex- Officio: Kathy Duerwachter, Gary Klein

- II. Amy Thornton offered a prayer.

- III. President Artman was in attendance to provide a welcome and opening of the school year. Dr. Artman thanked the Alumni Association Board for their service and support of the University. The dedication for the new Nursing Center was this past week Wednesday; it's a spectacular building! Theresa Smerud has approximately 40 pieces of art in the new building, as well as about 44 pieces of restoration. In addition to the new Nursing Center, Murphy Center renovations are now complete. Upgrades to Bonaventure Hall, which are the last of the residence halls to be renovated, have begun; the 5th and 6th floors are finished. 3rd and 4th floors will be renovated next year, and the 1st and 2nd floors the following year. The Dahl School of Business has relocated to the former Nursing Center. There will be an open house of the new Dahl School of Business at Reunion Weekend. Restorations included the addition of a Board Room for presentations and to make the clinical areas more conducive to classroom learning. Parking lot improvements took place. The University will also make offers on three houses off of 8th Street to use that entire block for parking. We still look for the corner of 8th and Jackson to purchase that space as well. There was a lot of campus beautification projects that took place. The final big project was the start of construction of the Claire apartments at the corner of 8th and Market Streets, which just began at the start of the school year. There will be some underground parking for these apartments. This project will be completed by August 2012 for occupancy with the 2012-13 school year. There are many events going around surrounding the 40th anniversary of the Fine Arts Center. The University closed the books for the fiscal year and has had the strongest financial year the University has ever had; the audit report was sound. The University netted \$2.6M in unrestricted net assets from operations. This all goes into the endowment fund. There was a very good year in the market as well so

the increases there were \$2.3M for the year. The endowment now stands at \$36M. 2/3, approximately \$23M, of that is quasi-endowment so that money is free to be spent by the Board of Trustees on projects. The remainder is pure/true endowment which is permanently restricted by the benefactor. Enrollment is up 4% in freshman, transfers are flat. Retention wasn't quite as good, so we are a bit behind in the goal for full time undergraduate students. We do have SAT scores of over 23, over a point higher than in previous years. We denied just over 90 student applications due to SAT scores. This will help us continue to see a higher retention rate going forward. There is a concern about the low numbers in IA and WI for the online Masters of Education courses. This program still has \$1.6M in revenue in the previous year but that was down approximately \$750,000 from the year before that. This is partially due to the changes in the State of WI surrounding teachers. The University is seeing the impact of that and will make adjustments as needed. A new Masters Degree in Mental Health Counseling is under way. We budgeted 12 students and we have 21, with about 20 for a waiting list for next year. Sustainability and Health Care Management are two new programs, through the school of letters and sciences or the school of business. The chapel was discussed; structurally, it is sound (repairs were previously made on the roof). Four or five stain-glassed windows have been replaced. There are no plans to dramatically modify that structure. The University has a new iPad initiative. Faculty were invited to be a part of this initiative. Approximately 20 faculty have entered into this initiative, across all disciplines, as a Learning Community. There will be a learning initiative and this group will meet every 2-3 weeks to talk about what apps are available and how the University might use this technology. There is even talk about using this for student electronic records. Rick and Barbara Gayle attended an Apple conference and are now part of iTunes University. Faculty don't need to spend as much time preparing content with the use of the iPad; the information is readily available and then the time can be used to facilitate the learning process versus obtaining the content. We see this as a way to improve and enhance the time spent for learning. The Board of Trustees will be looking to use iPads for their meetings with all downloaded materials, etc. This allows the University to teach students how to use the technology for impactful ways. The Catholic and Franciscan identities are still on the forefront of our mission. The three friars are now onsite. Father Conrad has been a great addition and is making a tremendous impact at the University. The Franciscan Values and Traditions required seminars are doing well also. There is a welcome and blessing for new freshman at 1pm on move in day. Students and parents come to the Fine Arts Center and there are welcomes, all students come to the front of the stage and they receive a prayer card. Then there is a blessing where the parents bless the well being of their child and the experiences of the children. Then the students say a prayer of gratitude for their parents. This is a sound display of the values of Viterbo University. Dr. Artman read two emails that he received that displays how alive and well those values are and how individuals are receiving that message.

The Board wished Dr. Artman a Happy Birthday and shared cake with him.

- IV. Board Roundtable. Each board member introduced themselves to start the new school and board year. Amy encouraged all Board members to be actively engaged and involved in the Board and its activities. We do have a need for a Secretary for the upcoming year. If you or someone you know is interested, please see Amy or Heather.
- V. Approval of Minutes from the May 10, 2011, full board meeting was motioned by Diane Osterhaus Neefe and was seconded by Rita Modjeski. The minutes were unanimously approved.
- VI. Additions to the agenda.
- VII. Alumni Association Marketing and Branding was discussed by Kathy. We would like to better brand and market the Alumni Association in activities that we are represented at. Some ideas were alumni association board shirts, vertical event signs and a tablecloth. The Board agreed to look for some service-related activities or projects; this will be taken on by the Mission and Service Committee of the board. Kathy had some shirt samples on display for ordering. If you are interested in purchasing a shirt, please see Kathy. She will also look at sweatshirts.
- VIII. Alumni Weekend was discussed. Steve Berg talked about Alumni Reunion Weekend and asked for volunteers to sign up for the various shifts. We went through the agenda for alumni weekend and discussed some ideas for future years as well. We are very excited about the agenda for reunion weekend; there is something for everyone. Each board member is strongly encouraged to attend at least one event during alumni weekend...and bring a friend! We encourage all board members to be actively involved in the board, in alumni weekend and in other alumni sponsored events throughout the year. For those board members who were not in attendance, please contact Kathy or Steve Berg to sign up for a volunteer opportunity at Reunion weekend.
- IX. Chapter updates were provided by Heather Ladwig. We have some groups on campus with some great energy and purpose that are contributing in various ways to the University and the community. These groups currently include the MBA Chapter, the MASL group, the St. Francis School of Nursing and the Master of Science in Nursing Group. The Executive Committee has talked in the past about how a group becomes an official chapter. Viterbo's consultant, Jim Daniel, encourages the Alumni Association to allow these groups to form chapters to capitalize on the involvement. The Executive Committee is coming up with a detailed process for these groups to follow if they wish to become Chapters under the Alumni Association. Each Chapter would then have an appointed member on the Alumni Association Board of Directors. This has been discussed

at the full board meeting in the past during discussions regarding the Board's bylaws.

- X. Board Member Updates were presented by Kathy. Kathy reviewed all of the nominations that were submitted through the process and made contacts over the summer months to discuss the needs of the Alumni Association board. There is a list of five potential new board members. Kathy will write up a brief biography for each potential new board member and will send that with the voting. Please continue to look for potential Board members year round and submit those names to Kathy at any time. The Executive Committee discussed board participation, attendance at meetings, etc. We will look to implement member evaluations at the end of each board year to determine if the commitment is still something that works for each individual, assess their participation, ask questions as to what each member enjoyed or didn't enjoy about the year and so forth. If any board member ever has any feedback regarding the meetings, the board or otherwise, please contact a member of the Executive Board. Judy Krause has resigned from the Alumni Association Board at this time as she is pursuing Viterbo's new Master's in Mental Health Counseling. There are two open positions on the Executive Board – President Elect and Secretary. We are also looking for a Chairperson for the Mission and Service Committee
- XI. Committee Break Out Sessions. We will break out into committees at the November full Board meeting. All committees should meet prior to the November meeting.
- XII. Board Giving was addressed by Amy Thornton. The Executive Committee has prepared a resolution for Board Giving. We are looking for 100% participation from the Board for giving. We are not interested in specifying a dollar amount, but asking for 100% participation. Once approved, Executive Committee members will follow up with Board members to ensure full participation and pledges. The Board of Trustees commits at 100%. By doing this, we set a good example as Ambassadors of the University. The Executive Committee has already committed 100% to board giving, meaning that each Executive Committee member has committed to pledging a gift to the University. We will look for these commitments to be made by October 15, 2011. This is an opportunity for the board to support the University. Private Universities rely on funds from graduates to sustain and grow. This will be an important tool for the callers for the phone-a-thon to be able to state that the Alumni Board has 100% participation for giving. Barb Kelsey made a motion to accept the resolution. Rita Modjeski seconded the motion. The resolution was unanimously approved.
- XIII. Upcoming Events. Alumni Weekend is October 14-15. Speed Networking is scheduled for November 3. Countdown to Commencement is November 17. The Alumni Cup Basketball Game is November 22.

The next meeting is Tuesday, November 8, 2011, at 5:30pm, location to be determined.

The meeting was adjourned at 5:02 p.m. Heather Ladwig motioned to adjourn the meeting. Steve Berg seconded.