



## Viterbo University Alumni Association

**Tuesday, August 26, 2014, 5:30–7:30 p.m.**  
**FSPA Spirituality Center – Assisi Room**  
**920 Market Street, La Crosse**

**Members Present:** Julie Bartels, Derek Burnstad, Laura Deering, Kathy Duerwachter, Patrick Gibbons, Karen Kouba, Margaret Hammell, Sandra Hooser, Juan Jimenez, Joelle Kaufman, Leah Misch, Katie Rowan-Koenen, Kristina Schoh, Ed Smudde, Abby Ryan, Cassandra Walters, Neal Zygarlicke

**Ex-Officio:** President Artman, Kathy Duerwachter

**Alumni Emeritus Members and Guests Present:** Carolyn Hogan, Melanie Johnson, Sr. Rochelle Potaracke, Gary Klein–VP Institutional Advancement, Paula Skoy, Maureen Monk, SFSN Alumnae Chapter Board President, Shawn Keenan, Institutional Advancement – Annual Fund Gift Officer, Rose Ann Kazmierczak, Sr. Jean Moore, Paul Wilhelmson – MBA Alumni Chapter Board President

I. Call to Order by Patrick Gibbons: 5:30 p.m.

II. Prayer and Intentions by Joelle Kaufman

III. Welcome & Introductions by All Attendees: Patrick Gibbons

IV. University Update and 125<sup>th</sup> Anniversary Kickoff by President Artman 5:45 p.m.

A. Anniversary kickoff event was held August 19. During this anniversary year a goal is to record 125,000 hours of service by students and employees. Alumni may record their volunteer hours on the anniversary page of the Viterbo website. Alumni Board members may include time on the board and any other community service. A second goal is to collect 12,500 pounds of food. The board may want to support a collection at one of their events.

B. Join us for Captain Richard Phillips's presentation on September 9 at the Fine Arts Center. Invitations will be sent.

C. Good fiscal report. Endowment is now at \$41 million

D. Classes started Monday, no formal enrollment report yet. Number of new students is close to 9% ahead of last year. Our target was 460 and we're at 473 as of today. Total headcount may be down compared to last year but retention is up. We may be down 1 or 2% but nothing to be concerned about.

E. Center for Adult Learning: Decline in face-to-face classes but an increase in online classes. Launched 10 new online programs this fall. Doing more aggressive advertising. Net will be down from last year, but it's just a change in the enrollment type. Ahead of last year in graduate enrollments. ACT score average is 23.3. Average GPA is 3.53 for freshmen.



F. Campus projects: updating physical plant, renovating San Damiano chapel. See the chapel when you can. Phase 3 of the Brophy Center renovation project included windows in all upstairs classrooms and first floor restrooms. One more phase to be completed with elevators, etc. Treacy apartments were completely renovated. Final renovation of residence halls will be McDonald next summer. In the last 7 years every residence unit except Rose (which was newer) was redone. Installed new steam line, FAC chiller was replaced.

G. Personnel: 68 service awards were presented at the opening of the new school year. Dr. Silvana Richardson returned to the faculty full time following a sabbatical. She is replaced by Dr. Mary Lu Gerke from Gundersen Health System (GHS). GHS is releasing her to serve as interim dean for the year. Last Friday VP of Academic Affairs Barb Gayle resigned. No decision on interim replacement yet.

H. Reorganized academic structure from 5 schools to 4 colleges with schools within the colleges: Colleges of Arts & Letters; Business and Leadership; Nursing, Health, & Human Behavior; and Education, Science, & Mathematics.

I. Entire campus is tobacco free as of July 1.

V. Franciscan Mission Integration: Past, Present, and Future Sr. Jean Moore 6 to 7 p.m.

- A. The group viewed the Viterbo history video, which was premiered at the anniversary kickoff event.
- B. Sr. Jean Moore conducted a presentation on the integration of the Franciscan mission and discussed Viterbo's values and how each of us connect to those values.

VI. Alumni Board Business – led by Patrick Gibbons

- A. Spring meeting minutes were approved by the board.
- B. Binder updates and the 2014-15 calendar were provided to members.
- C. Alumni benefits were briefly mentioned. Kathy will bring alumni cards to the November 6 meeting.
- D. Volunteer needs: fall speed mock interviewing event and Countdown to Commencement. Board members will attend the February 21 Wall of Fame ceremony as a group.
- E. Shawn Keenan reported that the alumni soccer games were well attended. Good turnout for both men and women. Approximately 30 alumni players and 50 alumni spectators.
- F. Juan Jiminez reported on Freshman Move-In Day. 7 alumni board members extended our Franciscan hospitality and handed out water, the most who have ever volunteered, and they ran out of water this year, going through 25 cases. The volunteers received many appreciative comments. Parents were impressed with the students who were helping.
- G. Viterbo Days are Friday and Saturday, October 10-11. Patrick challenges every board member to participate in at least one event during the weekend, as we had



100% board participation last year. Attendance is especially encouraged for the Distinguished Alumni Awards ceremony. Other events include the spaghetti dinner and 5K, and the sisters will open the St. Rose Archives in honor of the 125<sup>th</sup> anniversary year. Volunteer opportunities are available for the Friar Frolic 5K. Last year 203 people signed up and 145 volunteers were involved. Shooting for 250 to 300 in honor of the anniversary year. This is a good opportunity to promote food pantry awareness and donations and to earn service hours. Could use event sponsors, food pantry donations, encouraging runners along the course, and course setup and teardown.

- H. Executive Committee: Joelle explained the role of the executive committee. Members meet 4 times per year to plan board meetings and to determine the distinguished alumni award and alumni children's scholarship recipients. It's not a large time commitment. Let any committee member know if you're interested in joining. We can form any other ad hoc committees if other needs arise.
- I. MBA Alumni Chapter Update: Paul Wilhelmson provided an update on chapter activities. They've welcomed 3 new members, 2 of whom are chairing committees. Their bylaws were revised last year from 2-year terms to 3 steps: VP, president and past president. Upcoming activities include Place of Grace service on September 18, Friar Frolic October 11, and a social October 10.
- J. St. Francis School of Nursing Alumnae Update: Maureen Monk provided a brief history of the group and an update. Their focus is on fellowship and funding their nursing scholarship, which is now at \$46,000.

## VII Upcoming Events

- A. 125 Year Anniversary Calendar: Alumni board is invited to these events. We briefly broke into groups to discuss which events we'll attend.
- B. San Damiano open house is September 28 – all are invited to attend.
- C. Viterbo Days are Friday and Saturday, October 10 and 11.
- D. Kathy will continue to email requests for volunteers as needed. She will also email the link to the Viterbo history video and the link to record volunteer hours. Hours may be recorded as of August 19.

- VII. **Next board meeting** Thursday, November 6. The board will have a modified meeting that evening and then go to the Fine Arts Center as a group to see Carolyn Woo, President and CEO of Catholic Relief Services speak about "Common Good, Uncommon Excellence" at 7 p.m.

**Meeting adjourned at 7:30 p.m.**