

VITERBO UNIVERSITY ALUMNI ASSOCIATION

Saturday, February 25 – 1:30 pm – 4:30 pm

Reinhart Center Boardroom

- I. Call to Order – The meeting was called to order by alumni board President-Elect, Heather Ladwig, who filled in for Amy Thornton.

Members Present: Kathy Ivey, Rita Modjeski, Barb Kelsey, Heather Ladwig, Steve Berg, Patrick Gibbons, Katie Rowan-Koenen, Libby Berg, Jennifer Masewicz, Kristina Schoh, Paula Skoy, Kristina Smaby, Sister Marie Kyle, Michael Walter and Tiffany Morey - MBA Alumni Chapter representatives and Joyce Hagmann – SFSN Alumni Chapter President.

Emeritus Members Present: Theresa Smerud, Carolyn Hogan,

Ex- Officio: Kathy Duerwachter

Presenter: Dr. Sara Schwartz Cook

- II. Sr. Marie Kyle offered a prayer.
- III. Thank you and University update was given by President Artman. He updated the board on the priorities of a) academic distinction b) Catholic and Franciscan identity c) access, affordability and student success and d) enrollment growth. Spring enrollments are on budget. Areas where President Artman thought the alumni board could be helpful were c) access, affordability and student success and d) enrollment growth. Ideas President Artman indicated where alumni would be instrumental would be to have alumni at Viterbo open houses and noted that it would be beneficial for alumni to have some admissions/recruitment training in advance. President Artman also thought alumni can be instrumental in recruitment for future students, once again recognizing that training would be needed to help alums be successful in this area. He also thought that alumni testimonials and perhaps some You Tube videos would be beneficial to put on Viterbo's website to help with recruiting and student success. The last area President Artman outlined where the alumni board could be instrumental would be student success in career assistance for the alumni board to connect alums with Viterbo grads. The college has been cognizant of a decline in masters of education enrollments. Change in state contracts for teachers are most likely the cause of the decline. There will be 3.75% increase in tuition for 2012-13. No new positions have been approved at the university. Applications are up 3% but deposits are down so the university is making cautious decisions. Parents are concerned about their student's ability to find jobs. One idea from President Artman that we could consider would be having alumni willing to speak with prospective students about what Viterbo meant to them. The connection with

alumni to current students is areas President Artman would like to see. He highlighted the new building projects including the Clare Apartments and the La Crosse Performing Arts building which is a collaborative project with the La Crosse Community Theatre organization. The theatre will hold 450-500 people and will meet the need for a mid-sized venue for Viterbo's performing arts. Programming at Viterbo will be status quo and the new theatre will provide an additional venue for Viterbo performances. The university will be starting phase II of updating Brophy Center. The outdoor athletic fields on Hwy 16 will be adding bathroom facilities and are researching the feasibility of the complex and adding a track.

President Artman also gave updates on the athletic teams and some service learning projects. He also brought up opportunities for the Alumni board to congratulate or recognize current students might be a way to help students learn about the alumni board and what we do. He also suggested that the creation of a parents' association could also be a way to engage the alumni board.

- IV. There was a welcome and introduction of new board members. All board members gave a brief introduction.
- V. Approval of minutes from the meeting dated 11/08/2011 was motioned by Steve Berg. Kathy Ivey seconded. The minutes from the meeting were approved.
- VI. Message from Gary and Natalie. They thanked everyone for their commitment to the board and apologized for not being in attendance and sent their best wishes for a good retreat.
- VII. Heather addressed the resolution of board giving. We are almost at 100% of the board participating in our board resolution. If you haven't had an opportunity to give you may go to: <http://www.viterbo.edu/gift/>
- VIII. Barb Kelsey discussed alumni board binder updates and thanked volunteers that helped out with recent events. Homecoming—Kathy Ivey, Sr. Marie Kyle, and Carolyn Hogan; Speed Mock Interview—Rita Modjeski, Kristina Schoh, Anna Sprague, Heather Ladwig and Barb Kelsey. Twin Cities Viterbo event—Patrick Gibbons.
- IX. Kathy Duerwachter discussed collaborative efforts for alumni reunion weekend, Viterbo Days, with the theme, "Past, present and future." Student Activities' Family Day and an admissions open house the same day as alumni weekend. Alumni weekend, or Viterbo Days, is scheduled for Oct. 12 – 13. Please mark your calendars.

- X. Steve Berg shared a thank-you note from an alumnus that enjoyed the reunion weekend.
- XI. Kathy Duerwachter spoke about the goodness of the Alumni Board. She has been presenting information about the board and shared a poem entitled, Threads and how we are all important threads that connect alumni and the alumni board is an integral component in connecting alums to the university.
- XII. The board engaged in compression planning with Dr. Sara Cook – See separate chart.
- XIII. Upcoming Events
 - a. Countdown to Commencement, Thur. March 22, 2:30-5:30 pm – 4 volunteers needed
 - b. Alumni Board Meeting, Tuesday Apr. 24, 5:30 pm – mark your calendars
 - c. Courtyard Carni, Fri. May 4 – group to meet to help plan
 - d. Commencement Quick Stop Station, Sat. May 12, 1:00 pm – 4 volunteers needed
- XIV. Group retreat photo was taken

The meeting was adjourned at 4:30 p.m.