

Viterbo University Alumni Association

Tuesday, November 12, 2013, 5:30 p.m.

Reinhart Center Boardroom

Members Present: Jackie Baures, Patrick Gibbons, Paula Skoy, Nick Johnson, Ed Smudde, Derek Burnstad, Margaret Hammell, Kathy Duerwachter, Julie Bartels, Diane Knothe, Katie Rowan-Koenen, Katie Marti, Kristina Schoh, Karen Kouba, Heather Ladwig, Joelle Kaufman, Sandra Hoeser, Rita Modjeski

Emeritus Members, Ex-Officio, and Guests Present: President Artman, Gary Klein–VP Institutional Advancement, Sr. Rochelle Potaracke, Maureen Monk, Carolyn Hogan, Colleen Walsh, Pat Kerrigan-VP Communications & Marketing, students Brie Meddaugh, Arin Moritz, McKenna Eiberg, Alycia Gabrielson

1. Call to order by Heather Ladwig at 5:35 p.m.
2. Prayer by Karen Kouba
3. Alumni Children's Scholarship recipients Brie Meddaugh, Arin Moritz, and McKenna Eiberg were present to thank the board and to tell us a bit about them and how they will use the scholarship dollars.
4. Board members are encouraged to nominate alumni for the Distinguished Alumni Award if you have not already.
5. Six Alumni Board members are completing their second term and another six are completing their first term. Patrick Gibbons collected nominations for new members from those in attendance, and we may still forward names to him if we have anyone else in mind.
6. We have had 100% financial contribution support from our Alumni Board and we hope to see the support continue. Please contribute what you can, either this year or by the end of April 2014. You can give online at [www.viterbo.edu](http://www.viterbo.edu), or you will find an envelope attached to this fall's issue of Strides.
7. Viterbo Days Recap
  - a. The Dietetics students created a handmade thank you card for the Alumni Board for helping with the spaghetti dinner. They served 115 and generated over \$900 to be used for their professional development.
  - b. More than 200 participants signed up for the 5K, with 145 volunteers. It was a wonderful turnout and the students/volunteers enjoyed the event.

c. Thank you to everyone who took part in the activities, and we would like to especially thank Kathy Duerwachter for all that she does! It is a success because of you, Kathy, thank you!

#### 8. Admissions Calls–Viterbo Days

a. A group from the Alumni Board helped Admissions call prospective students and invited them and their families to attend Viterbo Days. A script was provided, and it was seamless. The Alumni members who volunteered made 40-60 calls over 7 days and spoke with prospective students about Viterbo and Viterbo Days or left a voice mail and information on how to contact the Admissions Department.

b. Please contact Joelle Kaufman at [joelle.kaufman@centurylink.com](mailto:joelle.kaufman@centurylink.com) if you would like to assist in reaching out to students who have been accepted to Viterbo. Scripts will be provided, and the purpose is to keep an open line of communication with the students to keep their interest with Viterbo. We currently have 4 volunteers and we are looking for about 15 more.

#### 9. Chapter Update

a. The MBA Alumni Chapter will make calls to gather donations to support phase III of the Dahl School of Business renovation project

b. They will also be getting together for various events, such as Place of Grace and bell-ringing for the Salvation Army.

#### 10. University Update by President Artman

a. President Artman provided copies of his opinion piece published in the October 27, 2013, issue of the La Crosse Tribune regarding education providing a lifetime of benefits. He encouraged alumni to tell our stories—what is our return on our college investment? Display your diploma and any alumni memorabilia. List Viterbo on your resume. Educate yourself so you can counter those who argue against private colleges. Explain the difference between price and net cost.

i. He also explained the cost benefit of college, responding to whether or not college is worthwhile when it comes to cost. For example, the average new car is \$30,000. In 2012 Viterbo graduates borrowed an average of \$30,760.

ii. Viterbo's tuition rates are among the lowest of private colleges in the Midwest. Increase in tuition for the past 4 years at Viterbo has been below the average rate of increases for private universities throughout the country.

iii. Viterbo's tuition costs are 22% lower than the national average for private colleges.

iv. Viterbo's tuition costs are 18% lower than the state of Wisconsin's average for private colleges. Viterbo has been 1% lower than the national average.

v. The cost of attendance for a full-time undergraduate student at Viterbo is about \$30,000, which includes tuition, fees, room and board. When scholarships and need-based financial aid are applied, the average cost of attendance for a Viterbo student last year was about \$7,800 for tuition plus room and board.

vi. Viterbo has an average 45% discount rate off of tuition

b. Loan Default Rates and Earnings

i. Viterbo students only have a 3.1% default rate at 3 years and 6.3% at 6 years. The national average is 12% at 3 years.

ii. Lifetime earnings of college graduates are a million dollars more than employees who have a high school diploma.

c. The Nursing Building is LEED Silver Certified.

d. New program guaranteeing paid internship for every student in the School of Business.

11. Alumni Outreach-Pat Kerrigan

a. Alumni Request-19,000 Alumni

i. We have a number of requests from alumni and family members seeking different kinds of help who would like information posted or sent out in one form or another. Please share your ideas with Kathy Duerwachter.

ii. If we continue to post these requests on the Alumni Facebook page, what kinds of parameters do we set to protect the University as well as viewers and those involved? We do not have anyone to maintain the site/requests.

iii. One suggestion was to create 2 different sites. Questions were raised concerning legal ramifications and what other universities are doing.

b. New Strides Format-Pat Kerrigan

i. As you look through the new Strides, you will see more pictures and more interaction. Survey asked which sections of Strides you most enjoy reading and would like to see more of and responses were feature stories, alumni news, and general campus news.

They'll develop more alumni profiles/features as well as faculty profiles/features.

ii. Strides are now printed on a more environmentally-friendly paper.

c. New Ad Campaign

i. Viterboface.com – check out our ad on WKBT

ii. Our target audience consists of about 175,000 people.

iii. We are featuring Viterbo alumni within the last 10 years who demonstrate our values through what they do in their jobs.

iv. If you know anyone you think would be a great face/story for Viterbo, please contact Pat Kerrigan or Kathy Duerwachter.

v. A Viterbo Face...An Exceptional Place

- To learn more check out [www.viterbo.edu](http://www.viterbo.edu)

d. Viterbo University Image Survey 2013

i. Survey within 65-mile radius of La Crosse. Administered June 2013.

ii. Mailed to 30,006- citizens, 888 respondents.

iii. Questions:

- I am familiar with Viterbo University
- How important is Viterbo University to the overall quality of life in the

region

- Viterbo University graduates play an important role in my community
- Viterbo University holds an excellent reputation in the region
- Viterbo's leadership, programs, and initiatives are "headed in the right

direction."

- In your opinion, which of the following is Viterbo best known for?
- Have you seen ads on TV, billboards, or in newspapers that promote the

university's character and strengths?

12. Upcoming Events:

a. Countdown to Commencement

- i. Thursday, November 21, Fine Arts Center Lobby – 3:30 p.m. to 5:30 p.m. Please sign up to volunteer.
    - ii. President’s Festival of Lights and Carols is Friday, December 6, Mary of the Angels Chapel/Fine Arts Center Lobby.
    - iii. Please remember to RSVP by Monday, December 2.
  - b. Commencement Quick Stop Station
    - i. Saturday, December 14, 2013 – Fine Arts Center – 9:45 a.m. to 11 a.m.
  - c. Commencement
    - i. Saturday, December 14, 2013 – Fine Arts Center – 11 a.m. to noon.
13. Next Alumni Board Meeting –
- a. Conflict with scheduled January meeting, so we will meet February 8 between 8 and 10 a.m. Breakfast and short meeting in Fine Arts Center, Wall of Fame ceremony starts at 10 a.m. followed by homecoming events.

Meeting adjourned 7:35 p.m.