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Cardinal Stritch University

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THE TROUBADOUR

SEPTEMBER 21, 2006

ISSUE 62

FISCAL YEAR CLOSES UNDER BUDGET; MONEY FUNDS CRITICAL NEEDS

When the final figures were tallied for the last fiscal year, Stritch came in under budget, and the Board of Trustees has allowed allocating the funds in a number of ways that will address critical needs and result in future efficiencies.

The good news resulted primarily from the need to conservatively budget throughout the year, according to Karen Walrath, vice president for Business and Finance.

“Sound financial management requires us to prepare for many eventualities that may never happen by year’s end,” she said. “But the money still needs to be there, to cover potential needs, even though in the end they may never materialize.”

To save money in years ahead and to be more ecology-minded and environmentally friendly, the University will use the end-of-year funds to replace old boilers and air conditioning systems with new, energy-efficient models. Much of Stritch’s infrastructure dates to the early 1960s, when the campus was moved from the south side, and it is great need of upgrading.

To begin to address critical needs in the residence hall, remain competitive, and to give students a more pleasant on-campus experience, the first floor of the library will be re-carpeted and common spaces in Clare Hall (student lounges and computer labs) will be refurbished. Residence hall upgrades will include painting, carpeting, new furniture and more computers. Great Hall furniture will be replaced, and new equipment will be purchased for the fitness center. Access issues for students and others with disabilities will be addressed.

The University also will lay the groundwork for going wireless on the main campus and embark on much needed, comprehensive planning regarding campus facilities, many of which are beginning to show the results of several years of deferred maintenance. Part of the facilities money will go toward much-needed signage inside and outside of campus buildings, and a portion of the overall funds will help reduce the debt on the Bonaventure Hall expansion.

“All of these expenditures are for vital current needs and will help move us more successfully into the future,” said Sister Mary Lea Schneider, Stritch president. “Twenty-first-century students are very consumer oriented. They know what they want, and our competition is fierce. We need to try to stay ahead of the curve and to invest wisely, so we can continue to do what we do best: provide a quality, value-centered education and transform lives, one student at a time.”

Many individual factors contributed to the availability of this money. For instance, the University has to set funds aside to cover its matching contribution to the TIAA-CREF retirement fund and its portion of employees’ health insurance premiums. In the end, fewer people than projected may end up taking the University’s coverage or contributing the maximum amount needed to get matching retirement funds.

Enrollments fluctuate, and resulting revenue and expenses may vary from projections. This summer, enrollments were higher than expected and brought in additional, unanticipated revenue.

“When we budget for positions, we budget on the high side, the maximum amount, and sometimes people are hired at a lower rate,” Walrath said. “When jobs go vacant, salary savings result until they are refilled. We budget for all associated rental expenses at our off-campus sites, and sometimes we don’t have to pay all of those expenses.

“It’s an accumulation of all of these things, and they add up.”

“Good stewardship also undoubtedly plays a role in this,” said Executive Vice President Peter Holbrook. “Particularly as we are becoming a true Franciscan learning community, members of the University community seem to be responding to information sharing and are being much more mindful about spending and about our need to plan wisely – together -- for our future.

“We will continue to communicate regularly on financial matters and will ask for input regarding how we can continue to budget effectively for our current fiscal year.”



TECHNOLOGY SERVICES ADDRESSES SERVER, TELEPHONE CRASHES; PLANS TO BROADEN COMMUNICATIONS EFFORTS

Stritch's Technology Services staff has addressed the causes of the recent DS1 file server and telephone system crashes and said it plans to increase its level of communication with the campus community as part of an effort to provide better service.

According to network manager Steve Tracy, the DS1 file server, where the majority of Windows user files on campus were saved, crashed because of a drive/controller failure. For the past five years, the server had been backed up by a three-drive tape library with six terabytes of storage. This device failed recently, and two 400-gigabyte (.4 terabytes) tape drives have been serving as a replacement backup until a new system could be installed.

This backup system saved data every other night for DS1, and nightly for the Storage Area Network (SAN) file server (called FILESHARE01) and enterprise systems (Jenzabar, PowerFAIDS), meaning most data lost in the crash could be restored. However, because of the timing of the crash, some data that had not yet been backed up was lost. In response to the DS1 crash, Tracy and other staff members moved data from DS1 to the SAN.

A SAN allows for sharing storage resources across several servers, making it a better long-term solution for Stritch's data storage needs. Because of the urgent nature of restoring files lost in the DS1 crash, the technology staff has not yet been able to complete all planned upgrades and updates.

Areas affected by the crash included Jenzabar reports and customized screens within Jenzabar, some department file shares, financial aid tools, academic assessment interfaces, and other data reliant upon DS1.

The technology services transition team responsible for day-to-day IT operations, under the guidance of Executive Vice President Pete Holbrook, said they plan to use the server and telephone system crashes as an example of their efforts to increase communication with the campus community.

The transition team includes Tracy; Sue Ingles, enterprise systems manager; Suzy Richards, institutional training coordinator; Bill Marcou, assistant director of technology-user support; and Ralph Brown, director of telecommunications.

"It's never pleasant to have a problem, but we found that keeping people informed helped a lot," Brown said. "Because we made it a priority to communicate what was happening, fixing the problem went much smoother."

Brown said the problems encountered when the telephone system crashed on Sept. 11 have been fixed, and that the department is deeply grateful to the campus community for how they handled the situation.

"People's patience and understanding made it a lot easier

to diagnose and rectify the problem," he said. "We want to thank them for working with us."

Holbrook said the way the technology staff handled the crashes illustrated how communication could ease tension in a difficult situation.

"They put their heads together and solved the problem as a team, and they did it quickly," he said. "It proves just how committed they are to building a cooperative culture of service, both to each other and to the University community."

In continuing to build that culture of service, Holbrook and the transition team have begun filling three vacant positions: a new programmer, Jude Kaider, began Tuesday, and the department is also seeking two user support staff. A new Help Desk analyst, Femi Jones, began last month.

Ingles said there is a conscious effort to integrate the different areas within the technology department, an idea Richards agreed with. "As a unit, we're acting as one," she said.

As the department's priorities continue to shift, the transition team, and eventually the new Vice President for Information Technology/CIO, will continue to evaluate options and communicate them to the campus community.

For example, there are plans underway to reconfigure the residence hall computer lab, form a committee to examine options for computer monitors, and determine the feasibility of a wireless campus, Marcou said.

Additionally, Tracy said a new server backup tape library with robotic drives would be in place in the next few weeks that contains 15 terabytes of storage, significantly more than the present capacity. Plans also are in the works for a continuous protection server capable of backing up data on the SAN within 15 minutes of a user saving it, rather than backing up data once daily. This solution may also offer a Web interface where faculty and staff can access deleted files.

"In the event of a failure, instead of losing a day of work, the worst case scenario is that you lose 15 minutes of work," he said. "People can be back up and running much quicker."

Ingles encouraged those with service needs to always contact the Help Desk at Ext. 4600 first, because all calls are logged and given a trouble ticket number for future reference. Calls are then relayed to whomever is best equipped to handle them.

"The benefit of doing it this way is that if one person isn't available, the caller can be put in touch with someone who is available," she said. "It gives us a record, and we're able to track those and make sure needs are met."

The technology staff encourages anyone who has lost files or cannot access shared files to call Ext. 4600.



NEW STRITCH AD CAMPAIGN UNVEILED, OPEN FORUM ON OCT. 5

New advertising for Stritch is being rolled out via the airwaves, the Internet, in print and on buses. In addition to the messages, a number of other things are new and different this year.

To begin with, separate ad campaigns have been created for adults and for teens, and they will be placed in different, specific outlets that appeal to those divergent audiences. Because the University's traditional undergraduate population remains so small, research was conducted this spring, in conjunction with the University's ad agency, Meyer & Wallis, on how to increase those numbers.



*It's not just a campus visit.
It's a first date.*

CARDINAL STRITCH
UNIVERSITY

stritch.edu/tour

Focus groups were questioned about their attitudes on the college selection process, where they get their information, and what they think about Stritch and its competitors. The groups included individuals who had chosen to enroll at Stritch, those who had expressed interest but ultimately chose to go elsewhere, and high school sophomores.

Findings showed that young people think attending college is exciting, but the selection process unnerves them. They also want a balance between academics and social life, are concerned about financial aid, and base their decisions to a great extent on the feeling, or "vibe," they get during a campus tour.

Core attributes used in figuring out which college to choose include reputation, class size, availability and strength of majors, tuition, location and atmosphere. Stritch's small class sizes and 62 majors were important to the students surveyed. Prospects, particularly those who were unclear about a major, appreciated Stritch's safe and caring environment.

The research also found that getting a good education is more important than going to a "cool" college, particularly among students with high potential. Stritch was not considered cool, but young people looking for that would go elsewhere anyway, the researchers concluded. Importantly, the research showed that any overt attempt to appear cool in advertising would seem heavy-handed and disingenuous.

Campus tours were a key determinant in choosing Stritch, and a good vibe sealed the deal. Acceptors noted that they could identify with friendly tour guides and valued personal attention and one-on-one contact. Key words used to describe perceptions about Stritch included caring, welcoming, friendly, helpful, smart, and focused on academics.

Armed with this data, Peter Galante, an associate professor

of art and the University's creative director, filmed all of the TV ads, working with Meyer & Wallis and Emmy Gaerthofner, director of recruitment marketing. She and Galante located all of the individuals who appear in the ads, with the help of Trustee Maria Monreal-Cameron, president and CEO of the Hispanic Chamber of Commerce of Wisconsin, and David Oswald, associate professor of Theater.

Because of the in-house work, Stritch was able to produce eight different TV ads for what it normally would cost to do one. Two are aimed at adults and the rest at teens. One adult ad has a general focus on education and the other focuses

on the Master of Arts in Teaching degree. More adult ads will be created later that focus on the College of Business.

All of the broadcast ads present individuals who are split between two sides of themselves, both wanting to do different things with their lives. All conclude that Stritch offers a way to combine their different desires and provide a good education.

The teen ads, which will begin running at the end of the month, will appear on shows that appeal to young people, including ABC's "Lost" and a variety of other network shows, such as "The Gilmore Girls," "Veronica Mars," and "One Tree Hill." Ads also will appear starting at the end of February on Fox's hugely popular "American Idol," and the following day's "Fox-6 Wake Up News." Stritch also has created TV spots in a mixture of Spanish and English to air on Telemundo.

Viewers will be told that, "This episode is being brought to you by Cardinal Stritch University," and promotions will appear in advance of shows, again saying that Stritch is the sponsor of the upcoming show.

Adult TV ads will appear on key cable networks including Lifetime, Bravo, and TLC. Adult print ads focused on professional interests will appear in education and nursing publications. Web-based adult ads mimic the "half of me wants to do this" concept for educators, and on the best and brightest instructors producing the best and brightest nurses for potential students who are interested in Stritch's associate's and bachelor's completion in nursing degrees.

Print teen ads focus on the number of majors Stritch offers, the University's comfortable environment and supportive faculty, its diversity, and the availability of financial aid. The ads steer young people to register for a campus tour. Transit ads also focus on Stritch as a place to meet new friends and highlight campus tours.

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“We wanted our advertising campaign this year to be based on research rather than subjective opinions,” said Executive Vice President Peter Holbrook. “Peter and Emmy worked hard on this, and I’m really proud of everyone’s efforts.

“Our collaboration with Meyer & Wallis saved us a lot of money, and, particularly with our TV ads, no one else is doing something like this. That creativity, plus the placements and promotions secured by the agency, should draw a lot of attention to Cardinal Stritch University, and we hope produce solid results.”

There will be an open forum on Oct. 5 at 9 a.m. in room 1110 of the Sister Camille Kliebhan Conference Center, at which the campus community can view print ads and TV spots from the new campaign. Representatives from Meyer & Wallis will be available to answer questions.

FACILITIES DEPARTMENT TO OFFER TRAINING SESSIONS, NAME PLATES

The Facilities department is holding a series of half-hour information and training sessions for faculty and staff who use the technology in the Sister Camille Kliebhan Conference Center.

The sessions will be held on Monday, Sept. 25, at 10 a.m. and 2 p.m.; Tuesday, Sept. 26, at 10 a.m.; Wednesday, Sept. 27, at 10 a.m.; and Thursday, Sept. 28, at 10 a.m. All sessions will be held in the Conference Center.

Faculty and staff are encouraged to attend one or more sessions to familiarize themselves with the audiovisual equipment. If you unable to attend on one of these dates, please contact Facilities and a private session can be scheduled for you.

In addition, Facilities is currently in the process of replacing inaccurate office, desk, and cubicle nameplates across campus. If you need a nameplate changed due to an error, name or title change, or if you simply don’t have a nameplate, please send an email to Jon Hertig at jdertig@stritch.edu with “NEW NAME PLATE” as the subject and a new one will be made. Please include exactly what you want the nameplate to say, along with your office number and building. The information Facilities receives is what will be ordered, so faculty and staff are reminded to double check for accuracy.

Once ordered, new nameplates should arrive within 2-3 weeks.

*New
Stritch
Staff*



JUDE KAIDER
Programmer
Technology Services



MANDY MCCUMBER
Secretary
Literacy and Language
Development



JENNY NICHOLS
Hospitality Coordinator
One-Stop Enrollment Services

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The Troubadour supports the overall mission, goals and objectives of Cardinal Stritch University, and is meant to serve as a communications tool for the campus community. If you have feedback or story ideas, please contact Public Relations at prdept@stritch.edu.

For complete information on university public relations, media relations and publications, please see the PR brochure, which is available in My Stritch by clicking on “Public Relations Information” in the “Other Employee Info Pages” folder under the “Employee Info” tab.

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