

3-31-2010

The Troubadour, Issue 134 (March 31, 2010)

Cardinal Stritch University

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Recommended Citation

Cardinal Stritch University, "The Troubadour, Issue 134 (March 31, 2010)" (2010). *Troubadour*. 141.
<https://digitalcommons.stritch.edu/troubadour/141>

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THE TROUBADOUR

MARCH 31, 2010

ISSUE 134

MESSAGE FROM THE EXECUTIVE VICE PRESIDENT/CFO

Moving forward...

As Kent Bergemann reported to you last week, the Business Administration team completed an analysis of the audited financial statements from 2006-2009. The analysis has been shared in small groups with members of the University Budget Committee; the deans; Sister Mary Lea Schneider, OSF; Dr. Marna Boyle; Dr. Dan Scholz; Pat Clemens; Dave Wegener and the individuals reporting to the president position.

Sharing this analysis helped clarify our financial trends and highlighted opportunities for operational improvements. It also gave us the occasion to make it clear that previous administrations have always endeavored to continuously improve the University and their actions are not criticized nor judged. I appreciate the work of everyone who has come before, as we focus on continuous improvement and moving forward.

Several key points from the 2006-2009 analysis are important to highlight:

- Private universities depend upon income from investment portfolios to supplement tuition and fees. Over many years, Stritch leadership has successfully increased the size of the investment portfolio. That hard work, coupled with strong investment returns for over 20 years, helped to build our total investment portfolio. Investment income from the portfolio has been an important source of revenue to support our operations. The opposite occurred in 2007 and 2008. Investment losses contributed to a total net loss for these two years. We will no doubt enjoy investment returns in the future, but we must reduce our reliance upon investment income due to the fragile and uncertain state of the economy.
- Tuition and fee revenue, the net of scholarships and grants awarded to students, has increased at an average annual rate of 4.6%.
- Expenses for instruction, academic support and student services have increased each year by a percentage greater than the increase in revenue. The average annual increase was 7.6%, which is significantly higher than the growth in revenues. Therefore, in addition to investment losses, increasing expenses have contributed to a declining in earnings and losses.
- Likewise, ongoing administrative support expenses have increased each year at the same average rate as total academy

expenses, 7.7%, also contributing to a declining in earnings and losses.

- In addition to increases in salary and benefit expenses, expenditures for supplies have increased appreciably. We will enhance our financial condition by reducing discretionary expenses.

Our staffing was reduced in December to lower expenses. While we will have a net loss for the fiscal year that ends July 31, 2010, we expect it will be significantly less than the prior two years. If our revenues for the last half of the year increase slightly over the first half of the year as forecasted, we are hopeful that our expenses will not exceed revenues by the fourth quarter. Tuition revenues are uncertain at this time so this forecast is subject to change.

To return to and maintain profitability for the good of our long term mission, we will focus on the following:

- Reducing discretionary expenses
- Increasing student retention by improving the financial aid experience and the student life/experience
- Increasing enrollment
- Improving system input accuracy to enhance our effectiveness and efficiency
- Enhancing financial reporting and analysis to improve our ability to make effective decisions
- Improving all computer system applications to enhance our effectiveness and efficiency
- Evaluating academic programs and services
- Advancing the mission and identity of the University and strengthening our support in the community.

Most of these important initiatives were outlined in the March 25 e-mail from Kent regarding high priority action steps. As Kent stated, working together, we will focus on taking the steps necessary to strengthen our infrastructure and foundation for the purpose of providing students a rewarding educational experience, improving our effectiveness and efficiency, and strengthening the mission of Cardinal Stritch University.

Tom VanHimbergen

Executive Vice President of Administration/
Chief Financial Officer

NURSING TO CELEBRATE 30TH ANNIVERSARY MAY 5



The Ruth S. Coleman College of Nursing will celebrate its 30th anniversary May 5 with an open house event in the hallway of Roger Bacon Hall. The event will offer faculty, staff, students and others the opportunity to visit, reflect on the growth and achievement of the college over the years, and enjoy snacks.

Reflecting on the many changes in nursing education at Stritch in the five years since the college celebrated its 25th anniversary, Dr. Ruth Waite, dean of the college, said that the biggest change has been in the area of technology.

“The teaching/learning environment has become highly interactive,” she said. “Reference materials and a variety of resources can be accessed through smart phones, mini computers and a wide variety of Web sites. Students are now able to practice their skills and gain knowledge through the use of things like human simulators and virtual IV arms prior to their clinical practice. Blending the elements of technology within a face-to-face learning environment has made for a richer learning experience for all.”

In addition to the high-tech aspects of nursing, some in the college have noted an increase in the value placed upon the high-touch aspects of nursing.

“Nursing has always been considered an art and a science,” said faculty member Eva Nitka. “The challenge for nursing education is to keep the art in a world of increasingly complex science. Incorporating the Franciscan values focuses nursing education on the needs of the individual – things like eye contact, listening or holding a patient’s hand when they are afraid.”

Since 2005, the college has marked a number of milestones:

2006

- Dr. Ruth Waite is appointed dean
- A BSN Completion Outreach Program was initiated in Kenosha
- The Learning Resource Center was relocated to a new space in Bonaventure Hall and was equipped with state-of-the-art technology and equipment supported by Health Resources and Services Administration (HRSA) grant

2007

- ADN: LPN-RN program discontinued
- HRSA grant was awarded to reduce health disparities in our community

2008

- The BSN Completion Outreach Program in Burlington graduated its first class

- MSN program received reaccreditation for eight years
- U.S. Department of Education Grant awarded to establish a new B.S. degree program in Nursing at Clement J. Zablocki Veterans Medical Center
- Partnership to conduct a BSN Completion Program at Community Memorial Hospital was initiated

2009

- ADN Program receives reaccreditation for eight years

When Dr. Nancy Cervenansky, former dean and current MSN program chair, began teaching in the college in the late ‘90s, there was no graduate nursing education program. She helped develop and implement a program when few, if any, programs focused specifically on preparing graduate nursing students for the nurse educator role.

“Stritch started an educational trend that many colleges and universities emulated in the following years,” she said. “Since that time, the program’s responsiveness to so many technological and educational influences has been key to our ongoing success.”

NATIONAL BLACK NURSES ASSOCIATION CHAPTER TO HOST EVENT AT STRITCH APRIL 30



The Milwaukee Chapter of the National Black Nurses Association, Inc. (MCNBNA) would like to invite the Stritch community, especially Nursing faculty and nursing students, to join them at a conference on Friday, April 30 from 8 a.m. - 2:30 p.m. in the Sister Camille Kliebhan Conference Center.

The theme of the conference is “Healthcare Reform, Impact on Community and Policy Practice.”

Guests will include Congresswoman Gwen Moore, Brenda Bowers of Wheaton Franciscan Healthcare, The Black Health Coalition, VITAS Innovative Hospice Care, and others. The event is open to the public, nursing students and other health care professionals. Continental breakfast and lunch are included. Registration is \$25 in advance or \$35 at the door.

Interested parties may contact Mary Ann Mosley, coordinator of the Nursing Learning Resource Center, at ext. 4392 or mail a check, payable to Milwaukee Chapter-NBNA, to P.O. Box 16649, Milwaukee, WI 53216-0649. Pay via Paypal at www.mcnbna.org.

STRITCH LAUNCHES ONLINE GIVING

The Office of University Advancement has announced the debut of online giving, and is asking faculty and staff for their help in successfully launching this new feature.



In collaboration with Information Technology, Public Relations, and the Businesses Office, online giving via My Stritch was established earlier this month. Online giving is also fully accessible via the main University Web site, www.stritch.edu.

“We are very excited to offer a new and convenient way for people to give to Stritch,” said Mike Brauer, vice president for University Advancement. “An online giving option will really enhance the progress we’ve made reaching out to alumni online through e-newsletters and social media. It offers the opportunity to not only get (information) from Stritch online, but to give as well.”

Advancement asks faculty and staff to help kick off online giving at Stritch. From now until April 15, any faculty or staff member who gives to Stritch online will be entered into a drawing for a \$50 gas gift card.

To give, go to www.stritch.edu/giving or go to www.stritch.edu and click on the “Give to Stritch” link on the right side of the page.

75TH ANNIVERSARY PLANS MOVING FORWARD

The Steering committee for Stritch’s 75th anniversary celebration held its first official meeting last week. Co-chairing the committee are Mike Brauer, vice president for University Advancement, and Joanne Williams, vice president of PR and marketing.

Also on the committee and offering a wealth of history and knowledge about Stritch are Sister Camille Kliebhan, OSF, chancellor and past president; Sister Mary Lea Schneider, OSF, faculty and past president; Sister Margaret Ruddy, OSF, archivist; Jenny Nichols, director of special events and alumni relations; Kate Herrick, assistant director of mission and identity; and Jenni Herrick, director of the Center for Student Leadership and Involvement.

Representatives of all four colleges have been invited to join the steering committee to bring their ideas and perspectives to the development of the celebration.

At this first meeting, the steering committee decided that the celebration would last 18 months, beginning in August of 2011 and continuing through December 2012. The actual date of Stritch’s 75th anniversary is July 19, 2012. Events and activities for the celebration will be planned by sub-committees formed in the coming months. The steering committee hopes to involve as many members and friends of the Stritch community as possible.

An initial planning event to discuss themes for the celebration and ideas for activities has been scheduled. A “Conversation Café” facilitated by Dr. Kris Hipp from the College of Education and Leadership, will take place at the City Center on Friday, April 30 from 4-8 p.m. Details on that event and how faculty and staff participate will appear in futures issues of the Troubadour.

OBITUARY NOTICES CAN BE SENT BY USERS

The Public Relations office has, for the past few years, sent obituary notices for immediate family members (mother, father, brother, sister, spouse/partner) of full-time Stritch faculty and staff, as well as Sisters of St. Francis of Assisi who served at Stritch, via the official faculty and staff listservs.

In order to reduce traffic on the official listservs, faculty and staff may now send obituary notices themselves using the staff-list@stritch.edu or faculty-list@stritch.edu mail lists if they choose. These notices will no longer be sent by Public Relations.

For those Sisters of St. Francis of Assisi that pass away, an obituary notice could be sent if the deceased had some Stritch connection beyond being an alumna, such as Sr. Thomasita Fessler co-founding the Art department and serving as a faculty member for many years. Deceased Sisters with Stritch connections are also remembered in Stritch Magazine.

It is recommended that anyone sending an obituary notice, especially of one of the Sisters, gather as much relevant

information as possible before sending a notice. Examples of relevant information are:

- **Name and relationship to Stritch or Stritch employee**
Janice James, mother of Jim James, director of stuff; Sister Flo Florence, who was assistant director of the Reading Center at Stritch for 15 years from 1979-1984, etc.
- **Date/day of death and age if possible/known**
...passed away Sunday, March 31 at 89.
- **Funeral arrangements**
Visitation, funeral, Mass, burial times, name of church/funeral home, location/address
- **Information on donations, if applicable**
In lieu of flowers, the family asks for donations to be made to the American Cancer Society in Jim's name.
- **Call for prayers for loved ones**
Please keep Jim's family and friends in your prayers.

Please direct any questions to the PR office at prdept@stritch.edu or ext. 4478.

2010 PEACEMAKER AWARD RECIPIENTS HONORED MARCH 18

Stritch's annual Rev. Dr. Martin Luther King Jr. Peacemaker Awards dinner and ceremony were held March 18 in the Sister Camille Kliebhan Conference Center.

The following honored individuals have provided leadership that models Dr. King's ethic on peace and the Franciscan value of peacemaking:

The Student Award, given this year to Kathryn Foley, president of Student Government Association, acknowledges involvement in bringing and maintaining peaceful relations among the student body, including personally providing leadership in clubs, organizations or groups on campus.

The Staff Award, given to Maria Von Arx, assistant director of Residence Life, acknowledges going beyond the call of duty to bridge gaps, provide help, and bring others together across lines of difference in the effort of building community.

The Faculty Award, given to Dr. Lara Grusczyński, assistant professor of Political Science, acknowledges peacemaking efforts on and off campus in, including bringing people together from diverse backgrounds to enhance the betterment of our campus and community.

The Community Award acknowledges a community who has been instrumental in facilitating peaceful relations among communities, civic, social and political organizations. This year's Community Award recipients are Lena Sommers, board member of the Nehemiah Project, which conducts the Civic Leadership Institute for urban high school students at Stritch each summer in conjunction with the Leadership Center; and Reuben Harpole Jr., longtime Milwaukee community advocate, activist and educator.

THE TROUBADOUR

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.



Looking for back issues of The Troubadour?

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