



VITERBO UNIVERSITY ALUMNI ASSOCIATION

Alumni Board Minutes

Tuesday, August 27, 2019 - 5:30 - 8:00 p.m.

Fine Arts Center Hospitality Suite

Members Present: Dean Beinborn, Julia Callaghan, Linda Digby, Doris Doherty-Gasper, EmmaLee Eckardt, Sarah Havens, Jessica Himmer, Ann Kiel, Sr. Carrie Kirsch, Brady Lowe, Leah Misch, Wayne Oliver, Terri Pedace, Cheryl Peters, Neal Zygarlicke, Ryan Anderson, Marlene Hendrickson, Patrick Bogard, Emily Dykman, Vanessa Southworth

Remote Attendees: Mary Lella, Amy Jo Preisler, Scott Stene

Ex Officio: Glena Temple, Viterbo President; Jim Salmo, Vice President of Advancement; Kathy Duerwachter, Director Alumni Relations

Emeritus Members and Guests Present: Sr. Marie Kyle, Margaret Hammell, Sandra Hoeser, Rose Ann Kazmierczak, Kolin Huth - SAA

- **Call to Order** - Sarah Havens
- **Prayer** - Sarah Havens
- **Introductions** - Sarah Havens
- **Mission Moment** – Leah Misch
 - Italian Heritage Trip - Leah shared her experience about the trip. Amy and Sandra from the board also joined on the trip. She shared a couple prayers and her highlights of the trip. She talked about how they learned about Saint Francis and got to see many beautiful areas. There were 39 people who traveled on the trip. There is now a committee formed so other trips can be researched for alumni.
- **Board Business**
 - A motion was made by Ann Kiel and seconded by Sandra Hoeser to approve the board minutes from Wednesday, April 17, 2019. Motion approved.
- **Alumni Giving Goal** - Jessica Himmer
 - The board was encouraged to give for the Viterbo Day of Giving on October 10. We have had 100% participation in the past and we encourage this goal to be met again. We will send out a link to encourage others to participate. There are lots of ways to spread the message - mobile texting, facebook, email, etc. Please consider making a donation and encourage other alumni to also donate.
 - Please like the Facebook Alumni Association page and the Viterbo Alumni LinkedIn Page.
- **Alumni Office Updates** - Kathy Duerwachter
 - Alumni Goals
 - 100% Alumni Board giving on/before the day of giving
 - \$12,000 in gifts from the board by the fiscal year end (20% increase)
 - 8% alumni giving (last year 5.6%)



-
- 25% for senior class gift (\$300 with December and \$600 with Spring group)
 - Dashboard and metrics for alumni engagement - Kathy wants help to determine what and how we can measure these metrics. There could be a point system - updates their address (1 pt), on the board of directors (3 pts), provide internships etc. Universities are focusing on not only dollars given but also overall engagement with the university.
 - Regional events - An event at the Rochester Honkers game was just completed. Upcoming is Eau Claire and Chicago this fall.
 - Alumni website - this is currently going through an evaluation and will be updated. Any recommendations would be appreciated.
 - First Thursdays - begins this month.
 - September 5 - Viterbo University
 - November 7 - La Crescent Area Event Center
 - February 6 - Java Vino
 - April 2 - Leo and Leona's with Tom Thibodeau
 - June 4 - David Raeyes in Onalaska
 - Alumni Soccer Games - great success this year with a total of 49 alumni that played - up 5 from last year.
 - Welcoming students back to campus - board members handed out water and welcomed people to back to school.
 - Viterbo Days - featuring a "weekend of the arts" Details are on the alumni web page and in the upcoming Strides, along with emails and social media posts - there are lots of events on campus including the Distinguished Alumni Awards ceremony, Psychology reunion, "Into the Woods" theatre production, St. Francis Choir reunion to name a few.
 - October 2 - mass for Saint Francis
 - Fine Art Satellite Series - new this year! It's an opportunity to get the community and alumni together. A chance to see productions that are bigger.
 - **Chapter Board Updates**
 - **MBA/MASL** - Vanessa Southworth
 - The MBA and the MASL group will be meeting this month to explore a combined chapter. The collaboration will help to make both groups stronger.
 - MBA scholarship is still in the planning stages.
 - **SFSN** - Marlene Hendrickson
 - There were close to 200 people this year at their reunion. The class of '69 had their 50 year gathering. There was a lot of interest in the proposed prayer garden.
 - **SAA** - Patrick Bogard
 - Participated in freshmen move in
 - Welcome back bash is Thursday. This will be a good way to recruit for the group.
 - Philanthropy week - soup and stories.
 - Senior class gift - working on a 25% gift
 - Alumni volleyball games - they will be working and providing hospitality.
 - First Thursdays - they will provide hospitality
 - Alumni children's Christmas party
- tel: 608-796-3072 / alumni@viterbo.edu / www.viterbo.edu/alumni
- **University Updates and Strategic Plan** - Glenna Temple



- Social media comments were shared about move in day - very positive comments about how welcoming.
- General updates
 - Sister Loretta '54 (worked in the mail room) recently retired at age 90 years old
 - New mission structure - a large group of employees who are helping with the footwork to keep our mission alive on campus and be more intentional about it.
 - Francis Week - events all week honoring St. Francis. All board members are invited to participate.
 - Prayer Garden - now that the Sisters are no longer our formal sponsors, Viterbo wanted to do something very meaningful to honor them. The garden will be approximately \$100,000 - \$120,000 price range. Consider making a donation. It will be featured on the day of giving. It will be a great area of contemplation.
 - Murphy Center project - engage alumni to name a classroom or an office. This will be another opportunity for people to give. This will be a 4-5 year project to rejuvenate the building.
 - Major renovations - FAC main floor, lobby of the FAC is being updated and the bathrooms are being updated, welcome center, blue apartment buildings, changed an air handler in FAC, women's basketball locker room was renovated.
 - Milwaukee public schools - came to Viterbo to help license more teachers. Viterbo built a curriculum and 114 people are participating in the program.
 - Student affairs team won a national award for our identities project - best diversity project.
 - Viterbo was awarded a grant for \$750,000 to work on mental health counseling
 - A few facts about students
 - 100% placement rate for our students who recently graduated - 93% placed within the field.
 - Retention numbers are up, same size incoming class as last year and 70 more students staying on campus - next year sophomores will be required to live on campus. Potentially more housing coming forward.
 - 40% of the incoming class are student athletes.
 - Adult learning continues to decline - price point will change. Strengthening our partnership with Western Technical College where Viterbo has a full-time transfer counselor stationed at WTC.
 - Viterbo is working on their center for professional learning and development - businesses have been requesting specific training programs for their employees
 - Current giving - 4 million up from 2.5 million for the year before - there were larger projects to fundraise for such as the Welcome Center this past year. Our endowment is currently about 55 million.
 - Viterbo Italy agreement signed - pay the same tuition and then they can go abroad. Facility is there to help build the exchange.
 - Alumni award - all board members are encouraged to attend and to celebrate with Sandra Hooser who is receiving an award.



-
- Currently working on the strategic plan. This evening Glenna would like alumni board feedback about the plan. The board was able to review handouts with the upcoming plan that will go to the board of trustee meeting this fall and there was great discussion and input about the plan.
 - 2020 Strategic Plan - delivering our promise, owning our future, growing our value, strengthening our connections.
 - Alumni Board Break Out Session
 - A motion to adjourn was made by Wayne Oliver and seconded by Leah Mish to adjourn.
 - **Upcoming Alumni Association Sponsored Events:**
 - Aug. 29 - Welcome Back Bash – SAA – 1-3:30 pm
 - Sept. 5 – First Thursday – Viterbo University Reinhart Welcome Center RC 134
 - Sept. 19 – MBA/MASL Chapter Meeting
 - Oct. 1 – Soup and Stories / St. Francis Week
 - Oct. 2 - St. Francis Mass Celebration and St. Francis Fest in Assisi Courtyard
 - Oct. 10 - Viterbo Day of Giving
 - Oct. 11-13 -Viterbo Days
 - Oct. 18 – Eau Claire Alumni Event
 - Oct. 19 – FAC Satellite Series – Hamilton – Chicago
 - Oct. 20 – Chicago Alumni Event – Eataly Cooking Class
 - Nov. 2 - Volleyball Alumni Game, Recognition and Social
 - Nov. 12 – Alumni Board Meeting