



VITERBO UNIVERSITY ALUMNI ASSOCIATION
Alumni Board Meeting Minutes
Wednesday, April 22, 2020 – 5:30-7:30pm via Zoom

Members Present: Sarah Havens, Carrie Kirsch, FSPA; Annette Friedewald, Juan Jimenez, Terri Pedace, EmmaLee Eckhardt, Leah Misch, Jessica Himmer, Ann Kiel, Josh Kohnhorst, Julia Callaghan, Neal Zygarlicke, Scott Stene, Jeanne Pavela, Mary Lella, Linda Digby, Cheryl Peters, Amy Jo Preisler, Wayne Oliver, Doris Doherty-Gasper, Cassandra Walters.

Ex-officio: Glenna Temple, Jim Salmo, Rick Trietley, Marlene Hendrickson, Emily Dykman, Abby Brueggen, Leah Achterberg, Kathy Duerwachter.

Emeritus Members: Sr. Marie Kyle, Karen Kouba, Sandra Hoeser, Margaret Hammell.

Potential Board Members: Mary Kay Krupa, Julia Day, Cassie Schultz.

I. Call to Order - Sarah Havens

Via Zoom: From Juan Jimenez to Everyone:

Thank you all for being present for this last meeting of the year! And welcome to our potential Board members!

II. Prayer - Sarah Havens

III. Introductions - Sarah Havens

Potential board members were introduced and they gave a bit of background about themselves: Julia Day, Cassie Schultz and Mary Kay Krupa.

Ex-Officio members introductions: Abby Brueggen and Leah Achterberg
Leah Achterberg will be working with Alumni Giving efforts.

IV. Mission Moment Rick - Trietley

This Mission Moment is about a new phrase, “Hotel Bonaventure.” Over the last 6 weeks Gundersen and Mayo asked if Viterbo could offer housing to Gundersen and Mayo medical staff if needed. Also, the Chief of Police for the City of La Crosse made a request for housing for emergency response employees. Viterbo, UWL and WTC were approached



concerning housing for emergency response employees. The ask was to provide housing for employees who are non-covid infected and looking for a place to stay so they would not infect family members. Viterbo committed to this effort.

Viterbo consolidated where remaining students were staying on campus. Viterbo then conducted a thorough cleaning operation to get Bonaventure up to hotel accommodations. A hotel-style service desk was created for first responders and EMTs. The building had to be prepared in 10 days, at the end of which was the opening of Hotel Bonaventure.

This shows that Viterbo carried on the Franciscan Sisters' legacy. It shows our service to the community. We have provided our guests "radical hospitality." They are honored guests. They get to know Viterbo better and we get to know them better. Viterbo was interviewed by television stations and there was a newspaper article about this undertaking. Students and alumni were excited about this. It is a win-win for Viterbo. We will offer to these partners for as long as they need it. There are currently 5 guests.

Feedback via Zoom:

Via Zoom: From Glena Temple to Everyone: 05:37 PM

Kudos to Rick Trietley for co-leading our response to COVID-19 at Viterbo with Todd Ericson. Their leadership has been such a gift!

From AmyJo to Everyone: 05:43 PM

Wonderful! Proud that Viterbo is helping with the effort. Thank you!

From jessicahimmer to Everyone: 05:44 PM

Amazing project!!! Good work Rick!

V. Viterbo University Updates - Glena Temple

- Thank you to Sarah for being the President of the board. Sarah is completing her presidential term on June 30th.



- Thank you to board members completing 6 years: Juan Jimenez, Leah Misch, Cassandra Walters, Neal Zygarlicke and Dimitar Dzikov.
- Thank you to board member completing 1st 3-year term: Amy Jo Preisler and Jason Lepke.

Updates:

- Celebrating graduates
 - Virtual Scholars' Day – seniors showing capstone. Glenna will provide information on this.
- Commencement
 - Postponed with more to come.
 - There will be a virtual pinning service and an in person pinning service down the road. Viterbo does what it can to support students' needs. There is a plan to come together on graduation with congratulations to mark graduation day. Congrats to Kathy Duerwachter for being involved to help graduates celebrate their graduation.
- Virtual Rose Award ceremony planned.
- Virtual Student Award celebration planned.
- Where are we now as it pertains to COVID-19? Essential employees only on campus. All faculty working from home. Most employees work from home. All classes online. Movement to Credit/no credit if a student opts this. Important to Viterbo to show compassion and have flexibility when it comes to helping students through COVID-19.
- 58 students in building. Over \$8,000 given to students through Federal Care Act. This is the right thing to do for students and their families so the university does not regret doing this.
- Refunded study abroad charges.
- Mailing home things from rooms to students.
- Student emergency grant funds are being utilized.
- Great work to staff for all the ways they try to adapt.



- Advancement team call students a couple of times. How are you doing? How can we help?
- Response from families is pretty positive. Concerning feedback, about 8 or 9 out of 10 are positive.
- All useful supplies donated to hospitals and businesses, example thermometers.
- Tried to keep all employees actively employed. Furlough program unfortunately will occur in weeks ahead as the university is losing money due to the COVID-19 outbreak.
- Faculty and staff have been amazing to students.
- It is good that we had online infrastructure to begin with. This helped Viterbo.
- Small classes helped Viterbo to adjust and respond to the changing situation.
- Viterbo will receive \$1.2 million in Federal aid. \$640,000 cash grants to students. \$640,000 to Viterbo for disruptions.
- For Fall semester - not certain if we will be back face to face. If families are struggling financially, then enrollment could be lower. Currently up in deposits at this time. Virtual visits and calls are being done. Potential freshmen are hanging in there with us. We are up in enrollments at this point in the year. Abby has been working on this.
- Students will be back in clinical sites when it is safe to do so. Do not know when that will be.
- Prayer Garden is under construction.
- Father Conrad and campus ministry are conducting virtual masses, Taize prayer services and Agape Latte sessions.

Feedback from Abby on Freshman enrollments:

High schools are doing senior show pages. Abby has been engaging with students through, for example, a Spirit Week Challenge, use of mascot of high school to



keep engagement going. Some students tagging us in social media that plan to attend Viterbo.

Feedback from Emily Dykman on the feelings of existing students:

Emily indicated that faculty are being flexible and compassionate. Students are stressed trying to handle a different approach than they are used to. Students like how faculty are being creative. Students miss each other and miss being on campus. Technology allows them to keep connected.

Questions to Glenna:

Does Viterbo apply for Viterbo protection funds?

We are not eligible.

Are the summer classes going to be online? Or no summer courses?

Any summer classes before June 15th will be online.

Updates from Jim Salmo on Prayer Garden and Advancement Staff:

Prayer Garden will be done by mid-June. A dedication is planned for late August/early September.

Advancement staff reaching out to students. Students appreciate Viterbo. Viterbo has a culture that everyone recognizes. COVID-19 is affecting fundraising efforts. There is a student emergency fund to help students. Other entities in the community take priority at this time to help our community to cope in this difficult period.

An estate gift over \$1 million was given to Viterbo for sciences. It will create a science symposium on campus. Kathy, Leah and all staff are keeping busy. Viterbo has put its best foot forward during this difficult time.

VI. Board Business

- Approve minutes from the last meeting - Sarah Havens



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- Minutes approved: Josh Kohnhorst – 1st; Juan Jimenez – 2nd.
 - Alumni Board Strategic Plan – Writing Team - Neal Zygarlicke
 - Over 200 different ideas from 4 different sections were presented at our Alumni Retreat earlier this year.
 - The Writing Team went through the ones with the most votes and put them into goals and tasks.
 - By doing this, as a committee, it gives us direction and a road map for the upcoming fiscal year.
 - The four areas are: Alumni Engagement, Alumni Giving, Student Recruitment and Alumni Services.

❖ **Alumni Engagement**

The question here: How to increase Alumni engagement?

Goals:

Goal #1: Develop, distribute, and analyze a SURVEY to identify what would entice alumni of all generations/backgrounds to be more engaged.

Goal #2: Have a 25% increase in Alumni attendance at First Thursdays by June 2021.

Via Zoom: From Leah Misch to Everyone: 06:24 PM

What is our current attendance for first Thursday?

Response: On average about 40 or more. So, on average 50 people is where we want to increase it.

Via Zoom: From Cassie Schultz to Everyone: 06:25 PM

Are we planning on changing the due date to take into consideration Covid?

Response: We would. If having the First Thursday, the goal is to get the 25% increase. Push date out if needed due to COVID.

Goal #3 : Supply university with 2-5 unique Viterbo Alumni stories each quarter (8-20 total)

Via Zoom: From Leah Misch to Everyone: 06:27 PM

who do we connect them with in the university?

Response: Kathy and Jim will connect us with the appropriate people.



Goal #4: Develop and implement methods for recognizing Alumni at 10 different events by June 2021.

❖ **Alumni Giving**

The question here: How do we increase alumni giving?

Goal #1: Increase graduating class giving participation to 25% by meeting with current Viterbo students to educate about annual giving and its importance.

Goal #2: Introduce 5 different INCENTIVES to encourage people to give by June 30, 2022.

Goal #3: Have 50% of Alumni board members for PRESENCE on the DAY OF GIVING.

Goal #4: Retain 100% PARTICIPATION and increase Annual Board GIVING by 10% year-over-year.

*****Participation is what is important here.**

Via Zoom: From Josh Kohnhorst to Everyone: 06:36 PM

What is the President's Society gift level?

Via Zoom: From Jim Salmo to Everyone: 06:36 PM

\$1,000 or more

\$200 and above giving results in an invitation to the Festival of Lights.

Goal #5: EDUCATE Alumni 2-6 times per fiscal year about the alumni giving goals and importance of giving.

❖ **Student Recruitment**

The question here: How are we going to increase student recruitment utilizing alumni?

Goal #1: Create and solidify distribution plan for Alumni board LETTER for POTENTIAL STUDENTS by _____ date.

Clarification: Not everyone to write a letter. We will come up with one letter. Concise and consistent and make it easier to distribute.

Goal #2: Coordinate SERVICE SATURDAYS with 6 different high school students/student groups throughout fiscal year.



Goal #3: Directly RECRUIT Alumni through hosting one event each semester.

Identify categories of students to recruit for example, home school population.

Goal #4: Establish Forward Facing role for Alumni in collaboration with ADMISSIONS events.

Goal #5: Increase online REVIEWS of Viterbo University by writing over 100 reviews by fiscal year end 2021.

❖ **Alumni Services**

The question here: How can we increase Alumni services to Alumni across the board?

Goal #1: Promote LIFE LONG LEARNING opportunities that are available to Alumni.

Opportunities to learn after you graduate from Viterbo!

Goal #2: ADVERTISE promotions for Alumni to Viterbo events.

Via Zoom: From Juan Jimenez to Everyone: 06:49 PM

Will Goal #2 address events in regional locations?

Response: This has always been a challenge, and it would be good to see if this can be addressed over time. Regional events could possibly be included.

Goal #3: Identify 4 new activities for ALUMNI WEEKENDS (Viterbo Days and Homecoming) by 2020 fiscal year.

Goal #4: Promote CAREER SUPPORT & NETWORKING opportunities available to all Alumni.

Information sheet to share on opportunities.

How we will execute the plan:

- Each section will have a committee. Committee and chair of committee will be responsible to execute the goals.

Via Zoom: From Wayne Oliver to Everyone: 06:52 PM

thank you Neal and team

Via Zoom: From Scott to Everyone: 06:52 PM



Thank you to the team who worked on this

Via Zoom: From Neal Zygarlicke to Everyone: 06:55 PM

The whole group did a fantastic job of deciphering and combining the ideas. Every person on this board helped in the goals. Great job everyone, and I think this will be a great plan with clear initiatives for the next number of years!

- Motion for approval of the strategic plan – Josh Kohnhorst – 1st; Neal Zygarlicke – 2nd.
- Jim Salmo will be sharing with board of trustees.
- Liaisons throughout the university will work with each committee on the strategic plan.
- Alumni Board Committees - Jessica Himmer
 - How strategic plan and Alumni board will work together to execute the strategic plan.
 - ❖ Identify leads for the committees – individuals interested with the right skillsets and the term limits left for each team member.
 - ❖ Writing team will be meeting again to determine lead for each committee.
 - ❖ We look forward to celebration of the successes from the plan.
 - ❖ If you have a special interest in a particular committee or committees, please let Kathy know. We are going to be looking for leaders and co-leaders. Next time we meet we will have more on the formation of committee.
- Alumni Travel - Kathy Duerwachter
 - Moving to March 2021 instead of Fall.
 - 2 people have already signed up.
 - No itinerary as yet.
 - Other events following guidelines from the university.
 - Events are cancelled through June.
 - Next scheduled events are in August and we are waiting to see what happens.
 - St. Francis School of Nursing reunion is in August.



- Possibly something special in August or the fall for the 50-year anniversary class of St. Francis School of Nursing.
- Shout out to Sarah Havens for last 2 years' work on the board.
- Jessica Himmer taking over President role of the board on July 1st.
- Thanks to Juan Jimenez, Leah Misch, Neal Zygarlicke and Cassandra Walters for 6 years' service on the board.
- Secretary position on the board is open. If you are interested in the Secretary role, please let Kathy know.
- Viterbo Days Alumni Days is scheduled. Hopefully we can get together then. Continue to watch the alumni page and Facebook for updates.

VII. Mark your calendars:

- Other events TBD
- October 9-11, 2020 Viterbo Days Alumni Weekend

Thank you to those interested in joining the board for attending this meeting (Mary Kay Krupa, Julia Day, Cassie Schultz). Let us know if any questions.

XI. Adjournment - Sarah Havens

Motion to adjourn Josh Kohnhorst – 1st; Sister Carrie Kirsch, FSPA – 2nd.

Other comments Via Zoom from Zoom Chat:

From AmyJo to Everyone: 05:43 PM

Wonderful! Proud that Viterbo is helping with the effort. Thank you!

From jessicahimmer to Everyone: 05:44 PM

Amazing project!!! Good work Rick!

From Glenna Temple to Everyone: 05:49 PM

Leah is a critical part of our new strategic plan!

From AmyJo to Everyone: 05:52 PM

Thank you all! I want to stay involved so please continue to reach out with anything you might need!

Viterbo will always be very important to me.

From Juan Jimenez to Everyone: 05:53 PM

Thank you, Amy Jo! I am sure we will definitely keep you involved.

From Kathy Duerwachter to Everyone: 05:54 PM

Yes, we will definitely keep in touch. Thanks for the continuing work with the travel committee also. :)

From Cassie Schultz to Everyone: 05:54 PM

I am proud that Viterbo is delaying commencement rather than canceling kudos!!



From Leah Achterberg to Everyone: 05:54 PM

You're amazing Kathy!!

From AmyJo to Everyone: 05:54 PM

Me too! Graduation is such a big deal. Thanks for trying to keep it all special.

From Kathy Duerwachter to Everyone: 05:55 PM

I will forward our plans to the board so you can be involved.

From Juan Jimenez to Everyone: 06:07 PM

Thank you, Emily, and all the faculty for all the work you did in a short timeframe to support the students. And thanks to everyone behind the scenes keeping the physical plant running.

From AmyJo to Everyone: 06:08 PM

Thank you to everyone- dealing with all of this is not easy and you're doing it with love and grace.

From jessicahimmer to Everyone: 06:08 PM

Father Conrad has been awesome!

From Emily Dykman to Everyone: 06:08 PM

Also some virtual Taizé prayer from Campus Ministry on the Viterbo webpage.

From jessicahimmer to Everyone: 06:08 PM

Are the summer classes going to be online? Or no summer courses?

From Leah Misch to Everyone: 06:12 PM

Thank you for keeping Viterbo going strong Glenna! #Yougogirl!

From AmyJo to Everyone: 07:05 PM

Congratulations to both Sarah and Jessica! And thank you Juan and Leah!

From Juan Jimenez to Everyone: 07:05 PM

I'm just a phone call away. :)

From jessicahimmer to Everyone: 07:05 PM

Neal you were awesome at taking the lead for the writing team!!!

From Emily Dykman to Everyone: 07:05 PM

Thank you so much for your service to the University!!

From EmmaLee Eckardt to Everyone: 07:05 PM

Thank you everyone for your great leadership with the board!

From jessicahimmer to Everyone: 07:07 PM

Thanks to all of our potential board members to join us for our first ever Zoom Meeting! We hope you join us!

From Neal Zygarlicke to Everyone: 07:08 PM

This Zoom meeting has been a success! Great job everyone!