



Viterbo University Alumni Association

**Saturday, November 7, 2015, 1–4 p.m.
Nursing Building 195**

Members Present: Laure Artz, Dimitar Dzikov, Margaret Hammell, Juan Jiminez, Joelle Kaufman, Ann Kiel, Karen Kouba, Stephanie Kline, Sr Marie Kyle, Brady Lowe, Leah Misch, Wayne Oliver, Sr Rochelle Potaracke, Anna Sprague, Cassandra Walters

Ex-Officio: Kathy Duerwachter, Alumni Director

Alumni Emeritus Members and Guests Present: Sara Cook-MBA Director, Tom Thibodeau-Director MSL, Carolyn Hogan, Wendell Snodgrass–VP Institutional Advancement, Holly Dwyer-President, Student Alumni Ambassadors

- I. Call to Order by President Joelle Kaufman at 1 p.m.
- II. Prayer by Cassandra Walters
- III. Welcome and Introductions Joelle Kaufman
- IV. Mission statement review and summary of plan for the day by Joelle Kaufman
- V. University Updates: Wendell Snodgrass
 - A. Glena Temple and Todd Ericson are now leading the admissions office. Registration is ahead of where we were two years ago.
 - B. Logan track project is no longer being pursued at this time.
 - C. Outdoor athletic complex updates are underway, still \$265,000 to go to put in the new building. Water mitigation project is finished, new curbing and drainage complete, now have running water and electricity.
 - D. Questions for Wendell: Carolyn Hogan asked if there are parking issues at the site. Any potential parking issues are addressed as the need arises. Sr. Marie asked if Viterbo has a new campus in Milwaukee. There is no new campus, but a program was added.
 - E. A new undergraduate finance degree should be ready to launch in the fall, along with an MBA in mental health counseling with a marriage and family track.
- VI. Tom Thibodeau: Servant Leadership
 - A. What are your expectations for the day?
 - i. Overcome perception that Viterbo is too expensive
 - ii. Each alumna gets a student to at least visit the campus
 - iii. Bringing Viterbo to the community



- iv. Rejuvenate
- v. Articulate Viterbo's mission
- vi. Build smaller alumni groups to bring people together. Use that in mentoring students to come to campus
- vii. Getting other alumni to come back to Viterbo
- viii. Take it to your other volunteer groups—Junior Achievement, Boys & Girls Clubs, or example--and partner with them
- ix. Story Corps
- x. Ask what is the why? Why are we doing all of this?

B. Review Core Values: Contemplation, Hospitality (Guest), Reverence, Integrity, Stewardship.

- i. In every organization you continue to restate your mission--who you are and who you serve. Every generation must reclaim the mission. Ask yourself where we create the space to share the mission so we realize others' stories are our stories.
- ii. Start every meeting with the mission and tell your story. Always consider how we're different, not how we're better. Own it – Viterbo is your institution – we are stewards of the legacy
- iii. Online learning – adapt signs of the times, what are needs of people. Create spirituality of place.
- iv. Students today hunger for the gospel and are amazing young people. They have Franciscanism, idealism and basic goodness is still there.
- v. Articulate Viterbo's mission seminars.
- vi. Adapt to the times – gap class – Wayne Oliver works with Wheaton and they've developed this for students who take a year off.
- vii. Foster relationships – alumni board gathers with smaller groups, connect classmates with board members for outreach, social media, and opportunities to reach out to youth in area high schools, junior achievement to bring Viterbo into high schools or Big Brother-Big Sister program
- viii. Once on campus – value of our story, story corps
- ix. Be contagious, align values, recognize progress
- x. Mobilize faculty more – help tell the story and alumni outreach
- xi. Engage cradle to grave
- xii. Why? Pay attention to who you are, who you serve, why you serve – Peace and All Good – every generation has to reclaim the mission – create space to hear the stories
- xiii. Contemplation – long, loving look ... ultimately the mystery becomes reality
- xiv. Who has the power and commitment, faithful service, and ethical leadership? FNO – failure is not an option of a faithful servant



VII. Sara Cook – How to Engage More Alumni – How to Recognize and Measure our Progress

A. What would we like to say next year at this time, if this is a wildly successful year?

- Alumni board interaction with high school youth
- Creation of alumni groups in 3 cities
- Increase giving – 10% of alumni
- Increase participation in regional alumni events
- 300 alums at Viterbo Days
- Alumni presence at 5 major events at Viterbo
- Reach out to diverse populations
- Defined accountability for leadership and the board
- Collect stories
- Increased engagement on social media
- 30% open rate on emails to alums
- Verify contact of each alum once a year
- Clear path to refer a student
- Represent the Viterbo Values – daily

B. High Impact Ideas

- Invite 10 people to like the Alumni Facebook page
- Share a Viterbo story on the Facebook page
 - Tell about someone's story
 - Stories from the Viterbo Sisters
- Alumni table at major events
 - Focus on hospitality
- Amplify LinkedIn alumni group
- Deliberate connection between graduating students and alumni in the city the graduate is going
- Engage events and share with my networks
- Share story on Facebook
- Meet with Holly to learn how to engage with students
- Include alumni in thank-a-thon
- Contact recent grads to engage to be involved in alumni events
- Host a micro alum event
- A Viterbo "soup" event – selecting a "pitch" to fund
- Be a guest speaker
- Invite MASL graduates to the MASL Christmas party at Leo and Leona's



VII Upcoming Events

Speed Mock Interview – Tuesday, November 10

Countdown to Commencement – Thursday, November 19

President's Festival of Lights and Carols – Friday, December 4

Alumni Children's Christmas Party – Saturday, December 5

Commencement Quick Stop Station – Saturday, December 19

Next Board Meeting: Saturday, February 20 – Alumni Board Meeting, Wall of Fame Ceremony, Homecoming

New business will be carried over to next board meeting. Meeting adjourned at 4 p.m., followed by social and dinner.