



**VITERBO UNIVERSITY ALUMNI ASSOCIATION**  
**Alumni Board Minutes**

Tuesday, November 6, 2018, 5:30 – 7:30pm, Reinhart Center Boardroom

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**Members Present:** Terri Pedace, Doris Doherty-Gasper, Emmalee Eckhardt, Sandra Hoeser, Neal Zygarlicke, Colin Luz, Ann Kiel, Jessica Himmer, Cheryl Peters, Scott Stene, Joelle Kaufman, Linda Digby, Dean Beinborn, Annette Friedewald, Cassandra Walters, Juan Jimenez, Sarah Havens, Ryan Anderson, Carrie Kirsch, FSPA;

**Remote Attendees:** Josh Kohnhorst, Leah Misch

**Ex Officio:** Glena Temple, Viterbo University President; Kathy Duerwachter, Director Alumni Relations; Chris Sanger, Laura Nettles; FSPA, Marlene Hendrickson, SFSN Alumnae Chapter President

**Emeritus Members and Guests Present:** Rose Ann Kazmierczak, Samantha Totsky, Kolin Huth, Brooklyn Seiler

I. Call to Order – Sarah Havens

II. Prayer – Ann Kiel

III. Welcome and Introductions – Sarah Havens

IV. Mission Moment – Samantha Totsky, Secretary of SDA

- Thank you to those who donated to the Dietetics Pasta Dinner. The event was a success. The Alumni Board donated 14 gift cards for a total of \$405.00.
- The event raised \$4,500.00 and had great attendance. 200 more people than expected attended and over 400 people were served.
- Hospitality and Service was the Viterbo values applicable to describing this Pasta event.
- Annual Pie Sales – Traditional Apple pie, Pumpkin pie, Caramel Apple Crumble, gluten free pumpkin bread – sold until November 14<sup>th</sup>.
- November 19<sup>th</sup> will hand out pies in foods lab on the second floor of the Nursing Building.

V. University Update – Glena Temple

- Recognition of Juan Jimenez for his two years of faithful service and ethical leadership as the Alumni Board President. Juan was also congratulated as being named one of the Rising Stars of Coulee Region.

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- Viterbo Updates
  - 99% Placement rate for Viterbo students.
  - 4-year graduation rate increased to above 50%.
  - Accreditation visit finished – institution of quality, visit to campus for 3 days and then wait for written report – now waiting for the results of that visit.
  - Engineering program started off with 15 students and there's a new with a doctorate program to be launched in January – the Ed.D. in Counselor Education and Supervision
  - Deb Murray – WI counseling Educator of the Year – Bill Bakalars received the Professional Counselor of the Year Award.
  - Master's Nutrition Sciences is underway.
  - Proposing a different mission structure with the sponsorship change.
  - Physical plant project to acknowledge sisters as founders – different projects being proposed.
  - Reinhart Center will be transitioned into the Welcome Center and this project was recently approved.
  - Glenna will move over to the Fine Arts Center which is being renovated and scheduled for completion this spring. Renovations will start November 19<sup>th</sup>.
  - Campaign – Fine Arts Center lobby upgrade – bathrooms, floors, lighting, box office, hospitality suite.
  - Alumni Awards – amazing stories at lunch but not enough people hearing it. Criteria of individuals showing values in career and success in their field. Opportunities for students to network with the award winners. Pass on ideas to Kathy if you have them.
  - Opportunities to name classrooms and offices in Murphy Center for renovation.
  - Enrollment rates up with a decline in adult learning as teachers no longer need to take credits for licensures.
  - VP of Advancement –interviewed three candidates and the goal is to have someone in place by the beginning of 2019.
  - Events – 7 Rivers (Nov. 9<sup>th</sup>); Advent meeting end of November; Women's Volleyball team – ranked 5<sup>th</sup> in nation and starting NAIA playoffs week of Nov. 26.

#### IV. Catholic and Franciscan Identity – Sr. Laura Nettles

History of mission – Founded by FSPA. With the sisters aging and the change of the sponsorship, the Franciscan mission has passed from the sisters to the ministry committee and employees of Viterbo. Mission and identity grounded in Viterbo employees. Glenna invited Rick Trietley, Emily Dykman and Laura and charged them with the idea of creating a mission office.

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A committee was needed to organize mission activities. The committee would have a low budget. Redesign Mission Integration Committee, which has a wide range in members. This committee would meet and brainstorm activities and give feedback about certain events. Some events to review would be for example, St. Francis Week. Example, Wednesday Soup and Stories event. Celebration of FSPA (Founders week) and St. Francis over the course of two separate weeks. Training of employees around mission and identity. How do we maintain our catholic identity? Sr. Laura would like to step into that. How do we involve the community in telling our story? Alumni board members thought it would be nice to see more students participating in San Damiano masses and especially on Sundays.

#### VI. Board Business

- Approve minutes from previous meeting – Juan 1<sup>st</sup>; 2nd Joelle
  - Motion to approve minutes from last meeting by Juan Jimenez. Seconded by Joelle Kaufmann. Minutes approved.
- Alumni Board member update – Kathy Duerwatcher – new members:
  - Colin Luz was welcomed to his first alumni board meeting
  - Cheryl Peters was welcomed to board and will be the committee chair for the Alumni and Engagement and Giving Committee.
- Alumni Board Giving – 100% Goal – Cassandra Walters
  - Please make a donation before Thanksgiving
  - Ensure to check if your company offers a donation match
  - Kathy will send out an online giving link
- Alumni Giving Update – Kathy Duerwatcher
  - This information was emailed by Kathy prior to the meeting.
- Italian Heritage Trip – Kathy Duerwatcher
  - 2 rooms available – single or double – if know someone who like to go – go to the Viterbo alumni site, Alumni travel, click on link and sign up.
- Viterbo Days Recap – Kathy Duerwatcher
  - If you have suggestions let Kathy know of ideas to increase Alumni engagement – nominations of Alumni on the website as the alumni board helps to choose recipients.
- Viterbo Rings – Sarah Havens
  - Bell ringing for Salvation Army – November 17<sup>th</sup> is Viterbo's Day to take over all Red Kettle sites in the La Crosse area. Need to get spots filled – spots left – 2 hours per shift two people per shift. Fun to bring children to sing. Site is in-doors. Money that is raised stays locally. 2-4; 4-6 and a 6-8 shift available.
- Viterbo Service Saturdays and Spring Day of Service – Sarah Havens. Schedules available for all service Saturday events.

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- November 17<sup>th</sup>; December 1<sup>st</sup>; January 26<sup>th</sup>; February 23<sup>rd</sup>; March 23; April 13<sup>th</sup> – Spring Day of Service – sign up at website; do not have to wait until April 13<sup>th</sup> to sign up for Service Saturdays.
- Regional Board Members – Kathy Duerwatcher
  - Josh Kornhorst in Appleton; Amy Jo Priesler in Cities; Flowers Nash in Milwaukee. Recruitment committee will talk and get back to board. Josh researching Peer Institutions to find out what we can do to get Alumni engaged in those areas.
- Chapters
  - MBA Alumni Chapter – Kathy Duerwatcher
    - Service project at place of Grace in January; Social and Speaker Event, Dr. Annette Roter, Dark Side of Leadership book, will be speaking at the event. The MBA Chapter will be splitting Viterbo Rings site with the Alumni Board and chapter board members are attending the MBA poster research presentations in December.
  - St. Francis School of Nursing – Marlene Hendrickson
    - Last graduating class of SFSN is 1970 – aging out - meet on campus once a year – graduate who attended Ruth Kramer turning 105 – birthday on 11/7/18.
  - Student Alumni Ambassadors – Kolin Huth – Kathy’s intern
    - What has been done this fall – welcome back bash – had table – greeted students at volleyball alumni games – sponsored soup and stories – collection for trick or treat for troops – Christmas Cards for Children’s hospital – Sponsoring Senior Class Gift, and Alumni Children’s Party.

## VII. Committee Breakout Session

- Discussion Item for Breakout Session
  - Input and feedback on an **Alumni retreat** was requested of the four committees.

### Questions

- Is this something that would interest alum?
- If so, when would be the best time of year for this kind of opportunity?
- What sorts of themes would alumni be interested in for a retreat experience?

- **Recruitment Committee**

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- A meeting will be done outside of this meeting as experienced technological problems during session.
  - Will work on tools to hand out and just need to get out – card – card with good information. Kathy had cards available. Small information card will be emailed out by Kathy.
  - **Alumni Retreat feedback:** In concept – good, but people are busy. ½ day at most if doing.
- **Student Engagement Committee**
    - Support two engagements – one in the fall and one in the spring.
    - SAA – never had an Alumni Board member go to their meetings – create something to have a board member attend their meetings.
    - **Alumni Retreat feedback:** ½ day retreat – provide food and child care - Hard for people outside La Crosse area to come to retreat – create something here and then take model to other places. A topic of interest was around mindfulness.
  - **Alumni Engagement and Giving Committee**
    - Follow up on phonathon and hand out baked goods. Email will be sent out to team members and board members are welcome to make calls. People who we know. Chris will ensure that dates are emailed out for the phonathon.
    - Include graduation years of Alumni volunteers who are calling and then lists could be created of alumni who graduated the same year as committee members.
    - Testimonials from individuals who donate for letters. Letters should include what are graduating class members giving now.
    - Develop letter with success stories of classmates
    - Giving a little bit at first is the objective.
    - Focus on participation and not amount.
    - If they are giving...ask about possible company match.
    - Viterbo good news.
    - Don't ask for money in first letter; few months later send a follow up letter.
    - **Alumni Retreat feedback:** This is something we would like to do. 1 day or ½ day retreat around Spring/lent and topic should be around mission.
  - **Internships and Careers Committee**
    - Successful job fair.
    - An additional 7 people to volunteer for Speed Mock Interview.

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- More internships from business than students available.
- Recruit new members for committee as 2 going off this year.
- **Alumni Retreat feedback:** Indicated that would support however can. Start small and work up each year. Work into Viterbo Days. Keep it focused around Viterbo Core Values.

IX. Committee Reports – See Committees’ notes above.

X. Upcoming Alumni Engagement Opportunities

- Nov 12 – Speed Mock Interview, FAC Lobby, 5:30-8 pm
- Nov. 13 – Countdown to Commencement, FAC Lobby, 3:30-5:30pm
- Nov. 17 – Viterbo Rings – Holmen site
- Nov. 30 – President’s Festival of Lights and Carols – invite will be made to Alumni Board members
- Dec. 1 – Alumni Children’s Christmas Party
- Deadline to apply for the Sr. Celestine Alumni Children’s Scholarship is Jan. 15<sup>th</sup>.
- Dec. 15 – Quick Stop Station
- Feb. 2 – next board meeting – Homecoming with board members attending the Wall of Fame Ceremony after the board meeting.
- Start thinking about Alumni nominations

XI. Adjournment

- Motion to adjourn the meeting by Sandra Hooser; seconded by Carrie Kirsch.

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