



## VITERBO UNIVERSITY ALUMNI ASSOCIATION

**Monday, November 6, 2017 5:30-7:30 p.m. Reinhart Center Boardroom  
Meeting Minutes**

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**Members Present:** Laure Artz, Dean Beinborn, Linda Digby, Doris Doherty-Gasper, Alyssa Gray, Margaret Hammell, Sarah Havens, Jessica Himmer, Sandra Hooser, Juan Jimenez, Joelle Kaufman, Ann Kiel, Sr Carrie Kirsch, Josh Kohnhorst, Karen Kouba, Katie Marti, Royce Nash, Wayne Oliver, Terri Pedace, Ed Smudde, Scott Stene, Cassandra Walters, Neal Zygarlicke, Ryan Anderson

**Ex Officio:** Kathy Duerwachter, Director Alumni Relations; Glenna Temple, Viterbo University President

**Emeritus Members and Guests Present:** Students Maddie Adickes, David Alvarado, Ashley Kurash; Marlene Hendrickson, SFSN President; Rose Ann Kazmierczak; Sr Marie Kyle; Cassie Schultz, SAA President; Wendell Snodgrass, VP for Advancement & University Relations; Sr Rochelle Potaracke; Josh Gates, Director of Development

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|---|------------------|-----------|
| I. Call to Order  | Juan Jimenez     | 5:30 p.m. |
| II. Prayer  | Ann Kiel         | 5:32 p.m. |
| III. Mission Moment – Viterbo’s Core Values   | Students         | 5:35 p.m. |
| <ul style="list-style-type: none"> <li>• Hospitality: Maddie Adickes</li> <li>• Contemplation: Ashley Kurash</li> <li>• Service: David Alvarado</li> </ul>  |                  |           |
| IV. Welcome Faculty Council Representatives   | Juan Jimenez     | 5:45 p.m. |
| <ul style="list-style-type: none"> <li>• Ryan Anderson – assistant professor, criminal justice</li> <li>• Emily Dykman - associate professor, religious studies and philosophy (unable to attend)</li> </ul>  |                  |           |
| V. University Update  | President Temple | 5:50 p.m. |
| <ul style="list-style-type: none"> <li>• Thanks for your participation in Alumni Weekend, including the nursing anniversary, 50-year reunion, alumni awards ceremony.</li> <li>• Reunion of Platinum Edition last weekend, over 70 alumni returned from the last 20 years and performed. The affinity group concept will be expanded, as this appears to be the way of the future; i.e., nursing program, athletic events, music groups, etc. What would make you want to return, what</li> </ul> |                  |           |

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would your friends like to see? Schools are struggling to get alumni to return for reunions. Your ideas are welcome.

- Emilio Alvarez, Viterbo campus ministry director, was awarded the 2017 FSPA Christian Mission Award for campus ministry's Magnify Retreat. The award was presented at the FSPA Sponsorship Conference Oct. 27 in the Fine Arts Center. The Magnify program also received a \$1,000 grant.
- The new engineering program is underway. Will admit the first group in fall 2018. A new advisory group consisting of representatives from various companies in town and a physics teacher from Holmen recently met for the first time. Room 233 upstairs will be used as project space and engineering lab. Partnering with WTC for additional space and use of their equipment. Fundraising for lab and scholarships is starting.
- Sara Cook is leading engineering articulation agreements on 1 plus 3 and 2 plus 1 programs. Also working with Marquette so biomedical and environmental engineering will have a path forward. Starting with general engineering. May have mechanical engineering in the future, still exploring. May have a scholarship if you know an engineering student. Current goal is 10 students for first year, then 20 freshmen and 10 WTC transfers in the future.
- New program launches: graduate CRNA track within doctorate of nursing program. Recruiting now in partnership with UWL and Mayo. Submitted proposals for doctorate in counselor ed and for master's in nutrition and dietetics. One option is for those who already have an undergrad degree and want a master's, the other is a joint option for bachelor's/master's. Currently seeking approval for both of those programs.
- Working with Board of Trustees on the need for a bigger and more unified space for admissions functions. Studying whether to renovate current space or build new. Need to match admissions experience with our hospitality value. Taking proposal to Board of Trustees in January. Timeline depends upon option selected and funding.
- Enrollment: Will decrease 6% in next few years due to declining high school graduation rates in Wisconsin. Also, constricted budgets with state schools resulted in more open doors, more competition. Need to get better at telling our story. President Temple distributed a college scorecard showing Viterbo in comparison to other schools. A big hurdle is the concept of affordability. Linda Digby questioned diversity of student population, asking where Viterbo ranks. Cassie Schultz pointed out the high rate of Viterbo students graduating in 4 years, which also saves cost. We get very few local students. Alumni are asked to help with that. 1) How do we make sure students know sticker price vs. actual cost? 2) How do we recruit local students?
- Branding Update – Wendell: we are reconfiguring the designs we have now, had some pushback on the shield idea. Distributed examples of what they're working on. Next step is to send out to alumni for their feedback.

#### VI. Committee Breakouts Followed by Recaps

All

6:30 p.m.

- Breakouts to discuss what committees will work on before February meeting.
- Recruitment - Ann Kiel: Student ambassadors will help committee members with talking points to educate young people in the community and how to communicate to alumni. Have alumni follow up with students after a campus visit explaining why our education was valuable to us, provide phone number to call with questions. Current students could visit local high schools and convince them to

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come here. Students get them here and alumni do the follow up. Develop a list of alumni to spotlight. Also do this with current students here on campus. This committee is working with admissions on a quick fact sheet to help alumni board members and alumni with a recruitment tool to use.

- **Careers & Internships:** Joelle Kaufman - Our last meeting included Alyssa and Beth from Career Services. Discussed preparation for Viterbo's October business and intern career fair. Members of the committee had a virtual meeting to help Career Services have a successful first business career fair on campus. Worked on industry standards and best practices to help kick off the career fair. Coached employers as well as students on what to expect and how to make it successful. Employers worked with all students, no matter their level, and didn't meet only with those students who met their specific needs. This was treated as more of a development opportunity for both employers and students. Around 10 Viterbo alumni and committee members participated in the career fair representing area businesses. Connect with students via LinkedIn. Speed mock interviews coming up. Joelle will act as committee chair and Sarah Havens as secretary.
- **Alumni Giving:** Cassandra Walters – We had 2 initiatives, helping with the phonathon and sending letters on why we give. Wednesday is the final night of the phonathon, then it begins again in the spring. This committee is helping to drive 100% of alumni board participation with their annual gift.
- **Student Engagement:** Juan Jimenez – discussed Alumni Weekend. Linda Digby talked with students about why they liked Viterbo and how they chose it. Sr Carrie talked about chapel tours. Weather was a factor but great turnout. Kristen Gabriel gave them a list of things they could do and they're considering 2. First, provide food for students the week prior to finals. For example, staff a table somewhere to provide baked goods to students, attach a note of encouragement, give them a chance to talk to those of us who've experienced it. Second, in the spring work with Student Ambassadors during Philanthropy Week. Committee wants to do something at least every term. Would like to work with faculty to get more involved, and Ryan Anderson had some great ideas.

## VII. Alumni Board Business

- **Alumni Travel** Kathy Duerwachter  
Working on May 2019 alumni pilgrimage/leisure travel to Assisi and Rome. Travel on your own to Rome, join group, travel home on your own. The tentative date for the trip is a week after commencement and before Labor Day. Tom Knothe plans on going and there's a possibility that Tom Thibodeau may be available. Want 30, need at least 18. Trip estimate \$2200-\$2500 plus airfare to and from Rome.  
  
Also working on smaller dollar trip the following year, so if you have any ideas let Kathy know. Maybe a cruise, trip to the coast, etc.
- **Alumni Children's Scholarship** Kathy Duerwachter  
Deadline February 1. Recipients must be chosen less than a week later. Next year this will be moved up to January. Anyone from alumni board may join the committee to select recipients(s).

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- Approve Minutes from Previous Meeting  
Approved with no objections  
Juan Jimenez
- 100% Alumni Board Participation  
Currently 69%. Last year we had 100% before Thanksgiving. Cassandra shared with us how her Viterbo degree has supported her in advancing in her career. A challenge went out to the alumni board to make their annual gift by the end of November.  
Cassandra Walters
- Alumni Board Resignation  
Due to Abby Ryan's resignation, executive committee will appoint someone to fill remainder of her term. If you have a recommendation, notify Kathy. We will bring that name to the board in February.  
Juan Jimenez
- Alumni Board Bylaws  
Bylaws language concerning committees will be coming back. Anyone interested in serving on bylaws committee, notify Juan or Kathy. The committee will meet between now and the February board meeting so we can vote at the April meeting and changes are in effect for next year.  
Juan Jimenez
- Chapter Updates  
Kathy Duerwachter
  1. MBA Alumni Chapter Update  
Kathy Duerwachter
    - Kathy – October event featured speaker on big data
    - February event will feature Viterbo graduate Carolyn Colleen, who wrote the book F.I.E.R.C.E. Alumni board members will be invited.
    - Working on an MBA scholarship.
    - Volunteering at Place of Grace in January.
  2. St. Francis School of Nursing Alumnae Update  
Marlene Hendrickson
    - St. Francis chapter honored for service to university at Distinguished Alumni Awards.
    - Good representation for the ceremony and luncheon that day.
    - Excited to show award to the group at next August's luncheon.
  3. Student Alumni Ambassadors  
Cassie Schultz
    - At Franny Fest the group made and sold caramel apples, earning \$29.
    - Next semester hope to have a speaker, possibly Tom Thibodeau, and invite the community
    - Tabling events coming up, including one tomorrow from 2 to 4 p.m. to market Senior Class Gift and making Christmas cards for children in local hospitals.

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## VIII. Upcoming Events

- November 15 – Speed Mock Interview – 5:30 to 8 p.m.
- November 16 – Countdown to Commencement – 3:30 to 5:30 p.m.
- November 18 – Viterbo Rings – 2-hour shifts
- December 1 – President’s Festival of Lights and Carols
- December 2 – Alumni Children’s Christmas Party 10 a.m. to Noon
- December 16 – Alumni Quick Stop Stations – 7:30 to 8:30 a.m. and 9:45 to 11:15 a.m.
- February 1 – First Thursday 5:30 to 7:30 p.m.
- February 10 – Alumni Board Meeting – 8:30 to 9:30 a.m. (Board photo, wear Viterbo Alumni Board Shirts)
- Wall of Fame Ceremony and Social – 10 a.m.

Adjourn 7:30 p.m.

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