



Viterbo University Alumni Association

**Saturday, February 20, 2016, 8:30 a.m.
Nursing Building 101**

Members Present: Doris Doherty-Gasper, Jackie Baures, Sandra Hoeser, Linda Digby, Brady Lowe, Margaret Hammell, Joelle Kaufman, Laure Artz, Juan Jimenez, Karen Kouba, Ann Kiel, Wayne Oliver, Abby Ryan, Leah Misch, Marlene Hendrickson, Alyssa Gray, Cassandra Walters

Ex-Officio: Kathy Duerwachter, Alumni Director

Alumni Emeritus Members and Guests Present: Carolyn Hogan; Sr Rochelle Potaracke; Holly Dwyer-President, Student Alumni Ambassadors; Wendell Snodgrass-VP, Institutional Advancement

- I. Call to Order by President Joelle Kaufman at 8:30 a.m.
- II. Prayer by Margaret Hammell
- III. Motion by Jackie Baures, seconded by Sandra Hoeser, to approve November 2015 meeting minutes, motion carried.
- IV. Welcome and agenda review: Joelle Kaufman
- V. Retreat follow up: Joelle Kaufman
 - A. Reviewed board members' experiences making phone calls for alumni socials. We'll continue to do outreach for these events and make better connections. Over 80 attended the First Thursday in La Crosse at the Charmant. Next event is at the Old Crow. Post your pictures and continue to spread the word.
 - B. Refer a student: Kathy asked board members to continue to brainstorm and share ideas; always looking for new ideas and how to improve. At this time there is no way to track the number of referrals. Most people call the office and don't use the website button. If you refer someone, let Kathy know. Wendell pointed out that the advancement office sends thank you letters to alumni when they receive a referral. It is important to know who refers the student.
 - C. LinkedIn training: Brady Lowe - Seven students from the student ambassadors group participated in a one-hour workshop where they learned the basics followed by a Q and A session. Most of the students were seniors and super seniors with diverse majors. They learned how to use LinkedIn as a tool for professional development, how to connect with other alumni, how to learn about employment opportunities in organizations, etc. Kathy reminded board members to request to join our Viterbo alumni LinkedIn group. It is a closed group with about 800 members.



- D. Kathy sent an email to board members on upcoming classes and the La Crosse Chamber leadership program.
- E. Alumni may serve as delegates at other universities. Juan will attend an event April 1 and will report back to us on that experience and answer questions.
- F. Kathy listed today's Homecoming events as examples for alumni participation: Wall of Fame ceremony, recognizing the women's basketball team at half time, the social following the men's basketball game, 25th anniversary of the Wall of Fame, etc.
- G. Kathy reported that Anna Sprague researched benefits for alumni outside of the La Crosse area. They are interested in professional development, resume help, prep for interviews, and negotiating. She read an article stating that a millennial's average job span is only 3-4 years.
- H. Let any board members or Holly Dwyer know if you want to connect with a student in your area to mentor and help them successfully enter their field. Leah Misch suggested connecting with students in classes before they graduate. Is there a way to reach out to instructors to connect with their classes? Wayne Oliver stated that Viterbo places students in nonprofits and other organizations, so share with those, too. Speed mock interview event in March is another good opportunity to connect.

VI. Bylaws: Juan Jimenez

Board members reviewed bylaws in advance of meeting and came prepared with questions for discussion. Questions were raised as follows:

- Wayne Oliver: Suggested president-elect serve two terms with option to extend term if necessary. For example, if current president resigns mid-term.
Laure Artz: Question on discipline section for clarification only, and if the board has any standing committees.
- Carolyn Hogan: Questioned the ability of other chapter leaders to vote as part of board.
- Brady Lowe: Do we have a maximum number of emeritus alumni?
- Abby Ryan: Do we need to specifically address the meeting months, since we do meet outside of the months stated in the bylaws?
- Wayne suggested that President Joelle Kaufman appoint a committee to review these areas of the bylaws and make a recommendation to the full board.

Bylaws were accepted as presented with the creation of an ad hoc committee for further review and discussion. Committee meeting will be scheduled and volunteers will be notified. Will further discuss bylaws at an upcoming meeting.

VII. Alumni Children's Scholarship and Distinguished Alumni Awards: Joelle Kaufman

- A. No changes to the Alumni Children's Scholarship at this time. Next fall we will revisit the topic to include grandchildren.



- B. Complete the form to nominate distinguished alumni and turn in to any executive committee member or to Kathy. You don't need to select a category. Anyone may join the executive committee to participate in selecting award winners. Meeting will take place in March and an email will be sent.

VIII. New business: Joelle Kaufman

- A. Dashboard for attendance at alumni events: we'll track alumni at today's events as best we can and see where we can improve in order to have something set for Viterbo Days. This data will help us make decisions in coming years as to whether or not we should continue it and how to improve. We are also surveying alumni on preferred forms of contact.
- B. Benchmark for alumni giving - Wendell: Through June 30 alumni gave 5%, including St. Francis School of Nursing alumni. Hope to get to 9% this year. High teens/low 20s is considered fully engaged. Alumni board participated 100% last fiscal year. Right now 54% YTD. The fiscal year started July 1. Brady recommended donating through monthly direct withdrawal and checking into company matches.
- C. MBA Alumni Chapter event – Kathy: Great turnout, served at Place of Grace as a group, starting board member recruitment process.
- D. St. Francis School of Nursing – Marlene Hendrickson: Board will meet this spring to plan annual luncheon on the first Wednesday in August. The most senior member is 102. Class of '66 is planning a reunion around that date.
- E. Holly Dwyer, president of Student Alumni Ambassadors Association: Mission is to strengthen the relationship between current students and alumni and to give back to the university through volunteering and other means. Students met with Brady on the LinkedIn presentation. They will take that to the campus at large and host their own LinkedIn event to encourage all students to take advantage and to connect with Viterbo's profile so they can use it for internships and job hunting. Students will volunteer at First Thursdays to network and to get their names out there. They are hosting socials for alumni at student campus events, such as Scholars' Day and 7 Rivers, an event where students do research projects all summer. Alumni will be able to come and see that work and relate it to their organizations to get connected with alumni.

Upcoming Events:

- **First Thursday** – March 3, 2016 – Old Crow – 5:30-7:30 p.m.
- **Speed Mock Interview** - Tuesday, March 15 –Fine Arts Center Lobby – 5:30 p.m. – 8 p.m.



- **Countdown to Commencement** – Wed, March 30 – FAC Lobby – 3 p.m. – 5:30 p.m.
- **First Thursday** – April 7 – Café D’vine – 5:30 p.m. - 7:30 p.m.
- **Spring Board Meeting** – Wednesday, April 13, 5:30 p.m. -7:30 p.m.

Meeting adjourned 9:37 a.m.