



VITERBO UNIVERSITY ALUMNI ASSOCIATION

**Thursday, April 27, 5:30-7:30 p.m. Alumni Board Meeting
Nursing Building 101**

Members Present: Linda Digby, Alyssa Gray, Margaret Hammell, Sarah Havens, Sandra Hooser, Juan Jimenez, Joelle Kaufman, Ann Kiel, Karen Kouba, Sr. Marie Kyle, Mary Lella, Katie Marti, Leah Misch, Kristina Schoh, Cassandra Walters, Abby Ryan

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

Alumni Emeritus Members and Guests Present: Jessica Haggerty, Marlene Hendrickson, Jessica Himmer, Melanie Johnson, Rose Ann Kazmierczak, Sr. Carrie Kirsch, Jason Lepke, Terri Pedace, Wendell Snodgrass, VP Institutional Advancement; Naomi Stennes-Spidahl, Director, Assessment & Institutional Research; Josh Gates, Director, Development & Major Gifts

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| I. Call to Order | Juan Jimenez | 5:30 p.m. |
| II. Prayer | Karen Kouba | 5:32 p.m. |
| III. Introductions of potential new board members: Terri Pedace, Jessica Himmer, Sr. Carrie Kirsch, Jason Lepke, Jessie Haggerty. Four board members are leaving at the end of two three-year terms: Jackie, Baures, Sr. Marie Kyle, Kristina Schoh and Anna Sprague. President Temple presented books chosen in their fields/passions that will be donated to the library to honor their legacy of service to the university. They qualify for alumni emeritus status and will also receive sweatshirts with the new Viterbo brand when the branding process is complete. | | |
| IV. University Update | Glenna Temple | 5:35 p.m. |
- Thank you for participation in inauguration and day of service. Highlight was Service Saturday. 330 individuals participated from 8:30 a.m. to 1 p.m. at 19 different community sites and alumni out of the area. Students, family members, alumni, staff. Students have suggested an annual year-end gathering to celebrate Service Saturdays.
 - Memorial service was held Monday for student Erin Rud, freshman nursing major, who passed away as the result of an accident the week prior to inauguration.
 - Sr. Carlene Unser passed away this week. She was instrumental in the art department.
 - Nursing on the Green took place today as part of Scholars' Day, the art show opened last night.
 - Class of 2016 placement rates: 99% success rate was retained, 93% in-field placement within 6 months of graduation. College of Business and Leadership had 100% placement. 30% are working within the city of La Crosse, and 50% within an hour radius. Suggested placement as a future meeting topic.

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- Personnel changes: VP Academic Affairs Tracy Stewart; Dean College of Nursing, Health, and Human Behavior Martha Scheckel from Winona State, Dean College of Education, Science and Mathematics Sara Cook.
- Engineering program partnership was announced. Viterbo and WTC will collaborate. Probably a four-year general engineering degree and a two plus two with WTC. This would require building one lab on campus as well as using WTC’s lab for upper level classes. Currently interviewing for one person to help start the program, hopefully finalizing in next month.
- Launching a few new graduate programs in 2018. Traditional undergrad enrollment is holding steady. A little down from last year but should do better with marketing campaign. Growth seems to be at the graduate level so that’s an area of emphasis.
- More resources will be directed into residence life and student engagement on campus. Focus is student engagement instead of campus activities, coupled with resident life. Engage freshmen to stay on weekends and to get involved with Service Saturdays and other events. Students are very attached to their majors but not necessarily to Viterbo outside of their majors.

V. Higher Learning Commission-Alumni Board Feedback

Naomi Stennes-Spidahl 5:55 p.m.

- Naomi provided a purpose, structure, and timeline overview and extended thanks to alumni board members’ work in reviewing the claims. So far they’ve received 55 responses to survey through 13 alumni board members.
- Have started the work of writing the 50-page argument to submit to the commission next summer. Must make convincing argument that we meet the criteria. Will also own the areas for growth. Will link the arguments to evidence. After getting feedback the claims will be revised so they resonate with community members. Will rewrite and bring the draft back next spring. They’ll submit pages and evidence a month before consultants come to campus October 2018. Commission is looking for quality and sustainability.
- Ten claims were submitted for input from various groups. Groups were asked if the claim resonates with you, what would you add, does the argument sit well with you. Any input is welcome on any of the claims for the next couple of weeks. The survey will remain open a couple more weeks. You may contact Naomi at nrstennespidahl@viterbo.edu

VI. Board Business

6:55 p.m.

- Approve minutes from previous meeting Juan Jimenez

Minutes approved with no objection.

- Alumni Board Committees Juan Jimenez

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Would like to revisit the idea of board committees as follows:

- Internship & Employment – how do we engage with students and alumni to help them into employment in our areas.
- Student recruitment – use our influence and networks.
- Alumni engagement/giving.
- Student engagement could also be added.

Let Juan or Kathy know which committee you're interested in so Juan can begin creating framework. Will discuss bylaw changes next year.

- Viterbo Rebranding Wendell

In the past six weeks we have interviewed faculty, alumni, students, etc., to determine commonalities of the Viterbo brand. Metre will present three brand samples, committee will select a new brand and will go live in August.

- Alumni Board/Roles & Responsibilities Joelle Kaufman

Thanks for everyone's help in putting this together. Notify an executive committee member if you'd like to suggest additional changes. We now have a better understanding of our purpose and the document can be used for recruitment. The next step for tonight's guests is to submit a paragraph to Kathy as to why they'd like to be considered for the board, then they'll be interviewed and the board will vote. If any current members would like to join the executive committee, write a paragraph and submit to Kathy.

- Viterbo Days/Distinguished Alumni Recipients Kathy Duerwachter

Start thinking about how we can incorporate the new committees into Viterbo Days. Beth Dolder Zieke asked if the board is willing to test drive a noon webinar for professional development for alumni to engage them and help tie them back to Viterbo. Consider trending topics. Maybe have a professional development session during Viterbo Days. MBA alumni chapter did a session on LinkedIn and had 50 people in attendance.

- Alumni Children's Scholarship/Distinguished Alumni Recipients Kathy Duerwachter

- Executive committee selected 3 scholarship recipients and each will receive an \$1175 scholarship
- Distinguished alumni selected and are in the process of being notified.

- Inauguration Recap/Quick Stop Station Juan Jimenez

- Sarah Havens and the inauguration committee did a wonderful job. Service Saturday was a highlight for Glenna.

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- Lots of positive feedback on the new quick stop station. Kathy will add another to the hooding the morning of commencement. Will need a few more volunteers for May 13. Student alumni ambassadors will help, too. Kathy will send out a link to sign up if interested.

- First Thursdays/Regional Events & Calling Kathy Duerwachter

Thank you for helping with calling alumni, this also helps update our database. We're starting to invite retired faculty to alumni events to draw attendees.

- Chapter Updates Marlene and Kathy

- St. Francis School of Nursing board meets in May to plan August luncheon. 50-year class reunion will take place at that event. The group wants to sponsor a First Thursday, looking at Dahl Auto Museum as a site.
- MBA Alumni started MBA scholarship and are awarding it this fall, they are taking applications now. MBA alumni are attending tonight's poster presentations as part of Scholars' Day. The group sponsored an MBA social with Misty Lown and volunteered at Place of Grace.
- Student Alumni Ambassadors are in their 2nd year. They hosted a successful career connect event on LinkedIn and one on how to build a resume on Purple Briefcase that was very well attended. They've been greeting guests at First Thursdays. Senior class gift was reinstated this year. About 88 have given back, which is 21% the first year, and they're not done yet. Kathy invited the graduating seniors to the May 4 First Thursday at the Weber Center balcony. The students want to network with alumni. This is philanthropy week where SAA tag items that were donated by alumni and benefactors to the university. Students wrote out Thank a Give postcards as part of philanthropy week. New president is Cassie Schultz.

VII. Upcoming Events

- May 4 – First Thursday – Weber Center – 5:30-7:30 pm - Greeters Needed
- May 13 – Commencement – Quick Stop Stations - Volunteers Needed (2 Stations)
- May 17 – Milwaukee Alumni Event 5:30-7:30 pm – Alumni Board Calling
- June 1 – First Thursday – Pettibone Boat Club – 5:30-7:30 pm – Greeters Needed
- Watch for upcoming Minneapolis and Rochester events

Meeting adjourned at 7:37 p.m.

Social Gathering – Houghton's following the meeting

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