

VITERBO UNIVERSITY ALUMNI BOARD MEETING MINUTES

Tuesday, Aug. 28, 5:30 – 8:00 pm Reinhart Center Boardroom

Members Present: Sarah Havens, Annette Friedewald, Jessica Himmer, Mary Lella, Linda Digby, Ann Kiel, Leah Misch, Sandra Hooser, Doris Doherty-Gasper, Scott Stene, Terri Pedace, EmmaLee Eckardt, Ryan Anderson, Emily Dykman, Cassandra Walters; via web conference – Josh Kohnhorst and Amy Jo Preisler

Ex Officio: Glena Temple, Viterbo University President; Kathy Duerwachter, Director Alumni Relations; Marlene Hendrickson, SFSN Alumnae Chapter President; Michelle Reisbig and Macy Mancl, SAA Co-Presidents

Emeritus Members and Guests Present: Margaret Hammell, Sr. Marie Kyle, Cheryl Peters, Alyssa Gostonczik, Brian Weber, Maddie Adickes, Brooklyn Seiler, Ann Totsky, Natalie Schmit, Ashley Kurash

I. Call to Order Sarah Havens

II. Prayer Kathy Duerwachter

III. Welcome and Introductions Sarah Havens

IV. University Update - Glena Temple

- New student orientation went well. A common read for freshmen students started this summer.
- 360 freshmen students participated in their first Service Saturday. Good energy on Service Saturday.
- Enrollment numbers were reported and census will be reported in mid-September.
- Wendell Snodgrass resigned from Viterbo. He took a position close to his wife's family.
- 10-year HLC visit – October 29th and 30th. A large undertaking for the university. Glena believes we will do well with the visit.
- Planning for the Welcome Center is going well. Fine Arts first floor will be renovated.
- Military aligned initiative is going well. About 76 military aligned participated.
- New Educational Doctorate Degree in Counselor Education and Supervision. Already have 4 applicants.
- Nutrition Masters Degree will be coming soon.
- New sports – Men's Volleyball and Women's Competitive Dance and Cheer.
- Mission Integration – Office of Mission – 4 positions working in collaboration – Chaplain, working with spiritual life; Catholic and Franciscan; Committee with representation from the community. This new initiative is still in the works.
- Ryan Anderson, alumni board, is doing a documentary on opioids. Focused on local drug epidemic and intends to humanize people addicted to drugs.
- Viterbo's job placement after graduation was 99% for the recent graduating class. Majority of students finding jobs in their field of study. Number in their field us 91% of their class. Career services is also working on paid internships for all students.
- FSPA sponsorship transition where the FSPA will partner with Viterbo University. The FSPA leadership team have signed and the documents have been sent in for approval.

- Viterbo Class of '65 has an alumni book club conference phone meeting. Alumni connect over the over the phone on a regular basis. Glenna joined in the conference call and gave a university update and spoke to them about initiatives such as the Student Emergency Fund and the Guardian Angel Fund. Do we know of any more activities like this that Glenna can be invited to so she can speak for about 15 minutes to give a university update? How can we use our alumni networks?
- Marlene Hendrickson's St. Francis School of Nursing Class of 1968 celebrated their 50 year graduation anniversary in August. Two more classes left to go for the St. Francis School of Nursing 50 year celebration.
- Viterbo has an Advancement office of 8, which is lean compared to universities of similar size. Therefore, we need your help with alumni outreach. Identify and pass along alumni who can be benefactors. Identify who can help with Student Emergency Funds, etc. Studies show at least 7-12 touches before alumni will give to their alma mater.
- Glenna – Alumni undergraduate giving went up to 8%. Goal is 10%. If we have not engaged with Alumni in 20 years, how do we increase engagement? What can we do to help identify alumni to give? For example, a baseball event, etc. These are questions to consider.
- Continue to focus on alumni giving percentages.

Questions to Glenna

1. What can you tell us about engineering program? Engineering class is good. We aimed for a class of 7 and received 14.
2. CRNA/DNP – for nurses is starting this year with Mayo and UW-L, is another collaborative success story to provide a track for nurse anesthetists.
3. Any fall out after the announcement that programs were being eliminated last spring? Called all students in those programs and did not lose many.

V. Mission Moment - Maddie Adickes, President of SGA who was recently crowned Miss Onalaska. She's a junior this year and says Viterbo is her second family. Viterbo helped to develop her confidence and leadership ability as well as collaborate on projects with others.

VI. Director of Corporate and Nonprofit Relations – Hope Hembd
Hope not in attendance. This item moved to next board meeting.

VII. Board Business

- Approve minutes from previous meeting
 - Motion to approve minutes from last meeting by Ann Kiel. Seconded by Sandra Hooser. Minutes approved.
- Alumni Board Member Update
 - New members started, Cheryl Peters attended the meeting and interested in filling a board vacancy. Alyssa Gray recently resigned from the board after serving for three years.
- Alumni Giving Update
 - End of Viterbo fiscal year is June 30th. 2017: 5.7%; 2018: 6.18%.
 - Undergraduate giving – Last year: 7.6%; This year: 8.25%
 - Graduate giving – Last year: 2.5%; This year: 2.67
 - St. Francis School of Nursing – Last year: 10.6%; This year: 12.89%
 - Senior giving – Last year: 21.6%; This year: 31.25%

Giving can also be through sharing your time, volunteering and sharing your talents.
- Alumni Travel – there are 2-3 rooms available – single or double room if anyone is interested. Please spread the word.

- Viterbo Days – Ceremony recognizing the 10 year nursing reunion for Class of 1998, 20 year reunion for the Class of 1998, Golden Girls Reunion Class of 1968, and Distinguished Alumni ceremony lunch. St. Francis Choir and Married Couples Reunion mass followed by a complimentary social. St. Francis Choir Reunion would like to gain support from alums to endow the Earl Madary scholarship. Spread the word. You can sign up online or from the registration form included in the August issue of Strides.
- Alumni Board Calling – Opportunity for board members to call and give a personal invitation. Next calling will be in a week or so for Milwaukee. Early November is Naperville (Chicago) Illinois.
- Reinhart Center Board Meeting Room will become the Welcome Center. We will continue to meet in the boardroom until the renovation begins.
- Alumni Binder Updates (including bylaws) – Will be providing binder updates electronically. If you would like to have hard copies for your binders, please print them. Card with talking points for potential students and families was handed out at the meeting along with a business card for the admissions department. If you did not receive these or would like more, please contact Kathy.
- Chapter Updates
 - MBA Alumni Chapter will sponsor the First Thursday in September – they would like to promote the MBA scholarship. MBA Chapter Board hopes to sponsor a site for Viterbo Rings.
 - St. Francis School of Nursing had 161 attending their annual reunion luncheon. Classes ‘69 and ‘70 were well represented.
 - Student Alumni Ambassadors (SAA) – Welcome Back Bash; Soup and Stories for Franny Fest week will take place on Oct. 3rd for a lunch with Assisi pilgrims – donations of food needed for this and SAA will send out a signup sheet for alumni board members to donate. Senior gift – ask seniors to donate at least \$5.00 with a goal of 25% participating.
 - SDA (Student Dietetics Association) Pasta Dinner Friday, October 12th. Need volunteers for night of the dinner. Tend to run out of desserts so if can donate or make desserts. Would like live music. Tip jar. All volunteers will get a free dinner. Profit generated from the dinner goes towards student development. Tickets are \$12 for adults; \$10 for students and \$6 for children. There will be a to go option as well. Can go onto the Viterbo Days site to find out more. Silent Auction – going to community and ask for donation of baskets. The Viterbo alumni board agreed to donate gift cards to create a board basket for the silent auction. You can give your gift cards to Annette Friedewald or Kathy Duerwachter by the end of September.
 - Miracle Dance Marathon Club – work with local Miracle Network Hospital – 100% of earnings go to Children’s Miracle Network Hospital locally and they honor local children the event; September 22nd, 3pm to 10pm. Students dance without sleeping. Tickets \$10.00. Ice cream eating event. Offer to sponsor a certain hour and match funds. Online donations can be made.

VIII. Committee Breakout Session

IX. Committee Reports

Recruitment Committee

- See attached report

Alumni Engagement and Giving

- The committee will develop a letter to be sent out to alumni encouraging engagement and giving. They will research some letters and send to committee members to comment on

and develop. Once the letters are finalized the alumni office can print. Committee members will sign their names and write personal notes on letters if they know alumni or are comfortable with that. Phonathon

- Support Viterbo Day of Giving
- Support the phonathon – meals, visiting and encouraging students, calling if comfortable
- Reminder of company donation match programs to maximize donation.

Internship and Careers

- Career fair on September 17th. Volunteers to help between 12:30pm and 3pm. Sophomores to do job shadows. Alumni are invited to represent a business or attend the fair.
- October 8th – Love Your Majors Week – Majors and Minors Fair.
- October 16th – College to Acquity Bacon Tour – Recruitment Insurance Company

Student Engagement Committee

- September 22nd - Support Miracle at Viterbo – Dance Marathon (see notes above)
- October 3rd – Soup and Stories from 11:30am to 1pm – soup, desserts, bread donations
- October 12th – Pasta Dinner –Donate items for baskets to be auctioned off. If interested you can help wait on tables or donate desserts. If interested contact Brooklyn Seiler at bseile61398@viterbo.edu.
- Alumni Board voted to donate gift cards for SDA Silent Auction fundraiser
 - Items or donations to Kathy by the end of September – Ann to collect gift cards for basket and give to Kathy by September 28th.

X. Upcoming Alumni Engagement Opportunities

- First Thursdays
 - September 6th at Christos Taverno sponsored by the MBA Alumni Chapter with Tom Knothe, Dean, and Dale Krageschmidt, Directory of Graduate Studies
 - October at Legends is with long serving employee Lynda Bahr
 - November at Piggy's will feature FSPA with Viterbo ties as special guests.
- September 17th – Career Fair for all majors. Mathy Center.
- September 18th – Milwaukee Alumni Event. Kathy to contact board members to make calls.
- September 22nd – Miracle at Viterbo - Dance Marathon for Children's Miracle Network
- October 6th - Volleyball Alumni Game, Recognition and Social
 - Contacting original VB players as well as 1988. We were the first MCC conference college conference championship, in 1988.
- November 12th – Speed Mock Interviews – Signs ups will be sent out
- November 17th Viterbo Rings
 - Alumni Board can sponsor a site. 2 hour sites (10am-8pm). 10 people sponsoring a site.

XI. Adjournment

- Motion to adjourn the meeting by Sandra Hooser; second by Ann Kiel.

Mission: The Viterbo University Alumni Association Board fosters the lifetime involvement and commitment of its alumni to Viterbo University through a variety of programs and activities that support and enhance the University's mission and values.