



VITERBO UNIVERSITY ALUMNI ASSOCIATION

Tuesday, August 29, 2017 5:30-8:00 p.m. Nursing Building 195

Members Present: Laure Artz, Dean Beinborn, Doris Doherty-Gasper, Dimitar Dzikov, Margaret Hammell, Sarah Havens, Jessica Himmer, Sandra Hoeser, Juan Jimenez, Joelle Kaufman, Ann Kiel, Sr Carrie Kirsch, Josh Kohnhorst, Karen Kouba, Mary Lella, Jason Lepke, Brady Lowe, Katie Marti, Flowers Nash, Terri Pedace, Scott Stene, Cassandra Walters, Neal Zygarlicke

Ex Officio: Glena Temple, Viterbo University President, Kathy Duerwachter, Director Alumni Relations

Emeritus Members and Guests Present: Marlene Hendrickson, SFSN Rep; Rose Ann Kazmierczak; Cassie Schultz, SAA President; Wendell Snodgrass, VP for Advancement & University Relations; Brian Weber, Director Undergraduate Admissions; Josh Gates, Director of Development; Jacob Hart, Assistant Director, Student Engagement; Kirsten Gabriel, Director, Residence Life; Alyssa Gostonczik and Beth Dolder-Zieke, Career Services

I. Call to Order	Juan Jimenez	5:30 pm
II. Prayer	Cassandra Walters	5:32 pm
III. Welcome and Introductions	Juan Jimenez	5:35 pm
IV. University Update	President Temple	5:45 pm

- Fall semester is underway. 295 freshmen moved in. Less than last year but up from the year before. 110 transfer students. 9 countries are represented by 18 international students.
- Thanks to alumni board members Cassandra, Margaret, and Jessica for handing out water at Move-In Day. This year university employees also assisted, along with faculty and students.
- Changed the welcome and blessing ceremony. Five students presented our core values. President Temple suggested asking them to speak at a future alumni board meeting. A new addition to the ritual was a clap line for new students and family as they leave the auditorium.
- Service Saturday was held for new students at 30 sites in the community. We'll make a few tweaks for next year.
- Working to get students to stay on campus for Labor Day weekend. We always lose a few students that weekend. We have talked to parents about it and have planned many campus activities.
- New leadership team: VP Academic Affairs Tracy Stewart, VP for Enrollment Management Michelle Kronfeld; VP for Student Affairs Rick Trietley; Dean, College of Nursing Health & Human Behavior Martha Scheckel, and Dean of Education, Science and Math, Sara Cook.

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- Added residence life and student engagement staff in Student Affairs. Created a director of student life position. We're putting resources into Student Affairs to increase retention and to recognize the importance of activities outside the classroom and educating the whole student.
- 2 new members on Board of Trustees, Sr Georgie Christensen and John McHugh of Kwik Trip.
- Third semester retention rate was 80% last year. This year it was 73%, but figures are not final yet. However, the 4-year graduation rate is up. It was below 30% a few years ago and is now up to 41%, surpassing our peer groups.
- Priorities this year: accreditation work and campus diversity initiatives are high on the list of needs to address. Scott Stene is starting to work with veterans on campus. We hired a veteran point of contact in the admissions office. We are strengthening services to veterans on campus and to the veteran population in La Crosse.
- Launching new academic programs. Engineering recruiting begins fall 2018 in partnership with WTC. We will be fundraising for one lab on campus and the partnership with WTC is on the 2 plus 2 program.
- Starting a counselor education doctoral program. The closest comparable program is in St. Cloud. It is a highly-recruited area of psychology so we should see a lot of applications quickly. No official announcement yet, as it is not yet approved by the Higher Learning Commission.
- Two proposals submitted for master's degree were approved by Board of Trustees. Need approval from Higher Learning Commission. Mayo School of Anesthesiology partners with UWL and will require doctorate. Tentative approval obtained from Higher Learning Commission. Also are going year-round with nursing but not changing the curriculum. Students could finish in three years. This is still in planning stages.
- Launching men's volleyball, competitive dance and cheering, and e-gaming.
- Branding update: 4 themes were brought forward and a survey is coming soon.
- Proposing that employees be allowed to volunteer during the work day.
- Fundraising: Viterbo has many students with financial need. Student emergency fund helps students stay in school. Wendell is working with the Center for Student Success on this initiative. Alumni could consider donating to this fund.

V. Committee Work, Recaps Presented to Full Board

All

6:05

Alumni Engagement & Giving: Chair Dimitar Dzikov, Secretary Cassandra Walters

- 1) Letters /testimonials why give to Viterbo
- 2) Participate in mid-September phonathon

Internships & Careers: No chair or secretary identified

- 1) Upcoming business career fair October 10
- 2) Promoting to alumni, preparing students & recruiters.
- 3) Discussed retaining grads in the area; diversity & inclusion

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Recruitment: Co-chairs Ann Kiel and Jessica Himmer, secretary not identified

- 1) How will branding changes affect recruitment
- 2) Alumni spotlights, mentorships, connecting with high school students.
- 3) Develop card with talking points for alumni to use

Student Engagement: Chair and secretary not identified

- 1) Vic's Picnic 2nd Friday of term, welcoming back students, how can alumni be present.
- 2) Francis Fest – adding a renaissance-style festival to learn more about St. Francis & Viterbo, organizations to sponsor and host
- 3) Family Day - Service Saturdays
- 4) September 30 is start of St Francis week, Make a Difference Day, Viterbo Rings, Service with the Sisters, April 14 is President's Day of Service
- 5) Involvement with other events

VI. Alumni Board Business

7:50 pm

- Approve Minutes from April Board Meeting Juan Jimenez
- Binder Updates and 2017-18 Calendar Juan Jimenez
Directory and committee information will be resent when updated.
- 100% Alumni Board Participation Cassandra Walters
Requesting 100% participation. Use your company's match if you have that opportunity.
- Alumni Board Calling Juan Jimenez
Include mention of your committee and what you're doing when calling alumni.
- Viterbo Days [Mission Moment] Kathy Duerwachter
 - Suggested by Kristina Smaby Schoh to have moment during our meetings to reflect on why we're here, will get others to present or come up with our own.
 - Some volunteers are needed for Viterbo Days. Kathy will send out electronic signup after Labor Day.
- Chapter Updates/Faculty Update
 - MBA Alumni Chapter Update Kathy Duerwachter

First meeting of the year. Four new board members this year. Performing service event at Place of Grace. Alumna will speak at MBA social in February and working towards an MBA Alumni Scholarship.
 - St Francis School of Nursing Alumnae Update Marlene Hendrickson

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- Annual luncheon took place August 2. 160 graduates plus guests and Viterbo representatives. 50, 60, and 70 years since graduation, additional get-together around those events.
 - Chapter hosted First Thursday at Dahl Auto Museum.
 - New board member added. SFSN Scholarship \$72,000 at this time.
 - Looking forward to celebrating Viterbo Days.
- Student Alumni Ambassadors Cassie Schultz
 - Back to school bash this Thursday to raise recruitment with students. First meeting is scheduled for second week in September.
 - Faculty Updates Kathy Duerwacher
 - Faculty council will vote on two members to be on the alumni board. Those two members should be able to join the November meeting.

VII. Upcoming Events – Check Out www.viterbo.edu/Alumni for more info and updates

- Aug. 31 - Welcome Back Bash – SAA – 1-3:30 p.m.
- First Thursdays – Gundersen Suites, Huck Finn’s, and Wine Guyz
- Sept. 23 - Volleyball Alumni Game, Recognition and Social
- Oct. 13-14 -Viterbo Days
- Oct. 23 – Platinum Edition Scholarship Lunch and Reunion Performance
- Nov. 15 – Speed Mock Interview Event 5:30 – 8 p.m.
- Nov. 16 – Countdown to Commencement 3:30 - 5:30 p.m.
- Check Out www.viterbo.edu/Alumni for more info, to register, and for updates
- Find Viterbo Alumni Association on Facebook and LinkedIn

Adjourn 8 p.m.

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