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**VITERBO UNIVERSITY ALUMNI ASSOCIATION**  
**Alumni Board Minutes**  
**Wednesday, April 17, 2019, 5:30 - 7:30 pm, Board Meeting**  
**Reinhart Center Boardroom**

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**Members Present:** Dean Beinborn, Linda Digby, Doris Doherty-Gasper, EmmaLee Eckardt, Annette Friedewald, Sarah Havens, Jessica Himmer, Sandra Hoeser, Juan Jimenez, Ann Kiel, Sr. Carrie Kirsch, Leah Misch, Wayne Oliver, Terri Pedace, Cassandra Walters, Neal Zygarlicke, Emily Dykman

**Remote Attendees:** Josh Kornhorst, Mary Lella, Amy Jo Priesler and Scott Stene.

**Ex Officio:** Glena Temple, Viterbo President; Jim Salmo, Vice President of Advancement; Kathy Duerwachter, Director Alumni Relations

**Emeritus Members and Guests Present:** Margaret Hammell, Nathan Janzen, recipient – Sr. Celestine Alumni Children’s Scholarship; Sr. Marie Kyle, Marlene Hendrickson, Tyler Stapleton, Michelle Reisbig, Jesse Mossholder, Jeanne Pavela, Julia Callaghan, Hope Hembd, Director of Corporate and Nonprofit Relations; Alyssa Gostonczik, Intern and Employer Relations Coordinator, Career Services

- I. Call to Order - Sarah Havens
- II. Prayer – Sandra Hoeser
- III. Mission Moment – Sr. Celestine Alumni Children’s Scholarship Recipient - Nathan Janzen
  - What mission moment meant?
  - From working with professors to working at the Lumen to going out on Service Saturdays. Viterbo has built a whole new world for him.
  - Mission spirit has driven him in education. Nathan was trying to prepare for two presentations and could not get to sleep. He was stressing and went to bed 4:30am. He woke up to go to class and came to the realization that the presentations were with fellow students. Thus, fellow students would help him through. Fellow students knew about what he was doing, learning and cared about him. Because of the scholarship given to him, it is a pleasure for him to work with the community and students. Every moment is a blessing. Nathan said, “thank you from the bottom of my heart.”
- IV. University Update - Glena Temple
  - Glena thanked Sandra for 6 years of dedicated service to the Alumni Board.
  - A book entitled, “Live by Francis,” was given to the Library in Sandra’s name. Sandra also received a parting gift, which was newly branded Viterbo gear.
  - Jim Salmo was re-introduced by Glena. Glena said that we are grateful that Jim came to our community.
  - Glena thanked alumni board members for participation in President’s Day of Service.
  - Jim and Glena will have a new office real soon. They will be moving to the Fine Arts Center. Reinhart will become the new Welcome Center.
  - Glena invited Alumni to walk down the halls of the Fine Arts Center. There are windows in hospitality suite providing a warm and welcoming meeting space. The Charlie Robers Lobby (atrium) and the Fine Arts Center Lobby renovation will take place over the summer.



- A prayer garden is being planned on campus in honor of the sisters. Jim and Hope are working on fundraising efforts for the garden.
- Glena asked if alumni board members have ideas to get more engagement of alumni, please let Glena, Sarah Havens or the alumni office know.
- She spoke about the creation of Alumni Events in terms of looking at what other events we can do for alumni engagement and attendance. There are a number of Viterbo graduates in places like Chicago and attendance has been dropping at the some of the social events we have done. She emphasized that we may need to focus on having events with a destination. For example, a cooking class. We need to engage our Alumni who are not in La Crosse so the alumni board's help is needed in terms of ideas we can provide.
- Viterbo is doing Strategic Planning – working with a Credo, a consulting firm.
  - Four themes:
    - Delivering promise to students.
    - Growing our Value (athletics, academics).
    - Partner of Choice (taking to the next level, which area to focus)
    - Owning our Future (what is great about Viterbo, branding and creating a culture where we celebrate this).
  - Glenda plans to come back in the fall and get feedback from alumni about ideas and themes. Brainstorm over the summer. Credo is big on action.
  - Athletic task force, diversity and inclusion, mission work, among others need to be integrated into plan.
- Viterbo in conjunction with Western is planning to place a full time employee on their campus to expand our reach.
- Enrollment has been down a little bit. This is typical of the entire state of Wisconsin as less 18 years olds. Viterbo is close to other institutions in terms of enrollment performance. Graduate programs are flat or up. Overall, Viterbo is doing well in this area.
- Some things to celebrate:
  - St. John Award recipients will be honored this spring – Annette Friedewald; Mary Ann Gschwind and Kent Handel.
  - Viterbo's spring commencement is Saturday, May 11<sup>th</sup>.
  - Undergraduate scholarship is taking place on campus the week of April 22<sup>nd</sup>.
  - Rose Awards honoring employees
  - Court Yard Carni for students is Friday, May 3<sup>rd</sup>.
  - An anonymous benefactor gave \$100,000 gift in honor of Tom Thibodeau for students enrolling in the MASL program. Tom has given around 140 talks last year around the country.
- Joan Wojciechowski, the spouse of Wayne, who was Assistant Vice President at Viterbo, has passed away. Visitation will be 2pm- 5pm on Monday at San Damiano followed by a mass at 5 pm. and a reception will be held in Fine Arts Center. Joan was a wonderful role model.
- Comments on Ethical Values:
  - Comment from Sr. Marie Kyle concerning ethical values in work place and community for young people. Sr. Marie Kyle is impressed with changes that she has seen in Viterbo graduates and has observed that Viterbo students' perspectives change by the time they become seniors.



- Comment from Hope that she has heard comments in the community that were positive about the Viterbo youth.
- Integrity in the classroom concerning use of technology is under review.
- The focus will be how to work with faculty and staff to adapt to changes in how students use technology at their disposal.
- Glenda indicated that there is a changing time in higher education. Many joined the profession for a stable job, freedom to operate, can do what they like, but now education is a rapidly changing field. Higher education is now mirroring what healthcare went through. Frequent changes result in a cultural shift.

#### V. Board Business

- Board Member Announcements - Sarah Havens
  - Katie Marti and Joelle Kaufman have also completed 6 years of service with the alumni board.
  - Potential Board Members were introduced: Julia Calaghan, Jesse Mossholder and Jeanne Pavela.
  - Sarah expressed hope that visitors would enjoy the meeting.
  - Sarah congratulated Joelle and Brett Kaufman on the arrival of their baby girl Riley last month, who joins big brother Karter.
  - Congratulations were given to Dean Beinborn who retired on March 29<sup>th</sup>.
- Approve minutes from the previous meeting - Sarah Havens
  - Motion to approve the minutes from last meeting by Jessica Himmer; 2<sup>nd</sup> Sandra Hoerer
- Alumni Giving Goal - Cassandra Walters
  - Undergraduate alumni giving goal is 10%. At the end of March, alumni giving is at 6.29%.
  - Fiscal year end is June 30.
  - If you know any alumni, please ask them to donate. This can be done online or simply give donation to Kathy or Hope. Any amount counts. Donations to particular scholarship groups also count.
  - In the future, we will have a Viterbo Day of Giving to help encourage alumni giving.
    - Avenue to help increase alumni giving and pride for our alma mater.
    - The Viterbo Day of giving will be held on Thursday, Oct. 10<sup>th</sup>.
    - Gwen Gough will be spearheading this day.
    - We will need “all hands on deck” from the alumni and emeritus board to help promote and participate in our Day of Giving.
    - SAA had a discussion to move Philanthropy Week to the week of October 10<sup>th</sup> in support of the Day of Giving.
- Alumni Board Succession - Sarah Havens
  - Upcoming Vacancies - Committee Chairs and Membership
    - Alumni board term runs from July 1<sup>st</sup> to June 30<sup>th</sup>.
    - The President Elect will open in July. Jessica Himmer is interested in this role. If anyone else is interested, let Kathy or Sarah know. Electronic voting for President Elect will take place this spring. Interested candidates in the alumni board or for any committee chairs should submit a paragraph and your interest.
    - Chair of the Internship and Careers Committee will open in July.



- For the Chair of the Student Engagement Committee role, Juan would like to partner with someone to mentor in as the new committee chair.
- Anyone interested in these positions please contact Sarah or Kathy by end of April.
- All 3 members completing their first term, Dean Beinborn, Sarah Havens and Mary Lella, have elected to stay on for another term. Thank you!
- All alumni board members should be on a committee. Do not have to stay on that committee all the time, but can request to move to another committee.
- President's Day of Service - Ann Kiel
  - Ann has volunteered for 20 years.
  - 7 volunteers from the alumni board went to the Parenting Place.
  - The Parenting Place has a diaper bags program.
  - The alumni board members sorted diapers and packaged diapers into 10 or 12 of the same size.
  - Having diapers help prevent babies from being abused.
  - The diaper program is a nice program with a nice breakfast and wonderful dinner.
  - A wonderful event with Jesse as a speaker.
  - So take 4-5 hours to have a great experience by volunteering at The Parenting Place or any Service Saturday throughout the year.
  - Check out the Alumni Facebook page for pictures of this volunteer event.
- Distinguished Alumni Awards - Sarah Havens
  - Nominations closed on April 15<sup>th</sup> and the EC Committee of the alumni board will be selecting Service to the University and Spirit of Francis Awards.
  - The three colleges will be selecting a Rising Professional and Professional Achievement Award in each college.
  - Friday, October 11<sup>th</sup> is the Distinguished Alumni Awards Ceremony at 4 pm on campus followed by a social. Mark your calendars! ☺
- Regional Events and Italian Heritage Trip - Kathy Duerwachter
  - If you have any engaging ideas to get Viterbo alumni involved, please make Kathy aware. Cities of focus to engage Viterbo alumni will be broken down into three Tiers:
    - Tier 1: Event to be done annually – Madison – 2400 alums, Eau Claire – 1800 alum, Green Bay – 1700 alum; Milwaukee – 1600 alums, Minneapolis – 1300 alum.
    - Tier 2: Event to be done every other year – Arizona, Chicago, Des Moines, Rochester.
    - Tier 3: Event to be done once every three years - Decorah, Iowa; Florida; New York and DC.
    - Could possibly do a pilgrimage or visit the Northern Lights, for example.
  - The goal next year is to have approximately 8 regional events.
- Strategic Plan and Alumni Feedback - Kathy Duerwachter
  - Board of Trustees will vote on in October on Strategic Plan and will need alumni feedback.
  - Glenna, the Cabinet and Deans have been working with a consulting firm on Viterbo's next strategic plan. As part of the ongoing efforts, the Campus Community met at the end of February and has ongoing meetings planned for this spring. The Board of Trustees will meet in October to roll out the next strategic plan, which we plan on communicating to the alumni board at the November board meeting. Please watch for upcoming opportunities for alumni and students to be involved.



- Alumni Directory Project - Kathy Duerwachter
  - Started end of March, beginning April for directories to be published and distributed in 2020.
  - Important to update records/data for college ranking reports, student recruitment and information concerning “what can you do with your degree?”
  - Having an updated alumni directory can result in better grant funding, ongoing accreditation, alumni can share memories and photos as well as provide information on the history about the university and connect alumni.
  - Helps for student recruitment.
  - You do not have to purchase the directory but if you want to, it is there.
  - Spread the word on the importance of updating your records and that we have partnered with PCI, Publishing Concepts Inc. for helping to update 22,000 records. FAQ’s and information about the directory are on the alumni website.
  - PCI reaches out to alumni via emails, postcards and telephone calls depending on what contact information they have and the response rate.
  - If you get communication about this, it is not a scam.
  - Available Items through PCI:
    - Digital by decade - \$60
    - Digital or Hard Cover - \$120
    - Digital and Hardcover - \$180
    - T-shirt and Sweatshirt - \$240
    - w/travel bag - \$340
  - PCI reaches out to “never givers” as part of this project. That is part of our project as well.
  - Stats: In 2 weeks verified updated and added 514 home phone numbers, 4612 cell numbers, 600 home addresses. Also verified emails, business addresses, job titles. This project will run through the fall.
  - Next Spring, PCI will be mailing out packages.
- Chapter Board Updates
- MBA and MASL – Graduate Alumni Chapter
  - MASL – An anonymous donor recently gave \$100,000 to start a scholarship in Tom Thibodeau’s name. MASL alumni are hoping to raise more funds so they can start awarding the scholarship to fall incoming students.
  - MBA and MASL alumni support the same events, causes and scholarships. Tom Knothe and Tom Thidodeau along with MBA and MASL think it makes sense for potentially a “Dahl School of Business Graduate Alumni Chapter” where membership will be MBA and MASL alumni.
    - MBA Chapter supportive of this.
    - Networking – Alumni or current students.
    - It is the same audience – some MBA students would like to do the MASL degree as well.
    - Juan researched the bylaws and indicated that a board vote is not required for this, just an expansion and renaming of the chapter.
  - MBA Alumni Chapter Board Update – Tyler Stapleton



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- MBA alumni chapter speaker and social event had a great turnout with 45 people in attendance. Annette Roter spoke and had copies of her books for sale. Proceeds from the book sale are being donated to the MBA Alumni Scholarship fund.
  - The MBA Chapter is working on an endowed scholarship of \$10,000. Tyler is forming an ad hoc committee to meet with Jim Salmo to determine next steps for chapter members.
  - Some other things that the MBA Chapter has done are:
    - Volunteered at Place of Grace.
    - Attended First Thursdays
  - MBA Poster Research Presentations coming up Thursday, April 25<sup>th</sup>. Great research, company and food.
  - Recruiting for Board Members.
  - Vanessa Southworth is currently president-elect and will become president July 1<sup>st</sup>.
  - SFSN – Marlene Hendrickson – SFSN President
    - The Executive Committee will meet in May to plan for the August luncheon reunion
    - The Class of 1969 will be celebrating their 50<sup>th</sup> anniversary with a class dinner and other classes are celebrating their 5 year anniversaries.
  - SAA – Michelle Reisbig
    - Focus is on Networking, Volunteering and Giving Back.
    - Made Easter card for nursing home residents.
    - Hospitality at First Thursday.
    - Sponsored a table at countdown to commencement for Senior Class Gift. 20.6% of the class so far has given back to Viterbo.
    - Hosted Philanthropy week.
    - Took over Viterbo Snap chat during philanthropy to educate on alumni and benefactor giving.
    - Hosted a table at Accepted Student Day.
    - Last meeting elected members – Patrick Bogard will be President.
  - Committee Break Out Session [15 minutes]
    - Committee Reporting
      - Internships and Careers
        - Visited LHI and got pizza – met with Don and LHI panel of staff.
        - April 23<sup>rd</sup> – Intern Poster presentations of what will be doing – 15 to 20 participating from 2-3 pm in Fine Arts Center.
        - Connecting for more paid internships.
        - 3 points of connection.
      - Student Engagement
        - Food for finals – when and where for food.
        - How can we support the students?
        - St. Francis week - how can help with this?
        - Mid-March Mission Week – what might be needed?
        - How can we support our teachers – Emily – who interested in speaking can be distributed to faculty.



- Viterbo Mission Prayer book and updating book.
- Jesse – how are we engaging for the social and emotional needs of our students?
- Engagement & Giving
  - Day of Giving
  - Regional Alumni Events
    - Tier 1 cities
    - Tier 2 cities
    - Tier 3 cities

We will need help from alumni board members to help to select locations for these regional alumni events.

- Recruitment Committee
  - Meet outside alumni board meeting.
  - Establish role of recruitment committee member.
  - Next meeting will be in June – meet and get to know each other.
  - Continue to be strong as friends, alumni.
  - Asked board to have alumni to rate experience at Viterbo – yelp, Niche, BirdEye, Google and Facebook – if people looking at Viterbo for review, it will be available online. Board members should try to write one review.
  - President’s Day of Service for 2020 – Green Bay or Minneapolis.
  - Impact Stories – Stories of Alumni who have made a difference. Other alumni to recruit to Viterbo.

Leah communicates with Brian Weber, director of undergraduate admissions, on initiatives the group is working on.

- Upcoming Alumni Association Sponsored Events:
- 2019-20 calendar was emailed to all board members – be sure to mark your calendars and watch for upcoming updates. Please see some below:
  - May 11 – Viterbo’s Spring Commencement – Quick Stop Station – La Crosse Center 11:45 am – 1:15 pm
  - May 15 – SFSN Alumnae Chapter Board Meeting
  - May 18-25 – Alumni and Friends Italian Heritage Trip
  - May 20 – MBA Alumni Chapter Board Meeting
  - June 17 – MBA Alumni Chapter Board Meeting
  - June 27-28 – National Conference on Servant Leadership with Tom Thibodeau – if questions ask Ann Kiel or Doris
  - 2019-20 Alumni Association Event Calendar
  - Book of 170 pages – our heritage about Franciscan Sisters, stories, reflections – a link to an online submission, submit as many things as would like - Emily Dykman
- Adjournment
  - Motion to adjourn the meeting by Juan Jimenez; 2<sup>nd</sup> Leah Misch.
- Social Time