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**VITERBO UNIVERSITY ALUMNI ASSOCIATION**

**Alumni Board Meeting Minutes**

**Thursday, August 27 – 5:30 – 8:00 pm**

**(5:10 pm New Board Member Orientation)**

**Zoom: Phone one-tap: US: +13017158592,,98132012709#**

**Meeting URL: <https://viterbo.zoom.us/j/98132012709>**

**Meeting ID: 981 3201 2709**

**Attendees: Mary Kay Krupa, Julia Day, Doug Beinborn, Andrew Kaiser, Ann Kiel, Marlene Hendrickson, Carrie Kirsch, Terri Pedace, Josh Kohnhorst, Jessica Himmer, Christopher Nelson, Cheryl Peters, Cassie Schultz, EmmaLee Eckardt, Doris Doherty, Julia Callaghan, Mary Lella, Sarah Havens, Annette Friedewald, Linda Digby, Margie Stieve, Dean Beinborn**

**Ex-Officio: Glena Temple, Jim Salmo, Kathy Duerwachter, Marlene Hendrickson, Vanessa Southworth**

**Viterbo Liaisons: Emily Dykman, Alyssa Gostonczik, Abby Brueggen, Leah Achterberg**

**Emeritus Board Members: Margaret Hammell, Sandra Hoesser, Karen Kouba, Marie Kyle, Leah Misch**

**Guests: Miranda Myszka (student)m Tessa Jappinen (student),**

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- I. New Board Member Orientation was done before the meeting.
  - II. Call to Order - Jessica Himmer
  - III. Prayer - Josh Kohnhorst
  - IV. Introductions
  - V. Mission Moment
    - VI. **Miranda-Stewardship: remembering why we are here and staying healthy**
    - VII. **Tessa-Hospitality: great seeing everyone help throughout move in day**
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  - VIII. Viterbo University Updates
    - **Glenn Temple**
      - 300 freshmen moved in today,
      - Service Saturday is planned
      - Inservice all week for staff both in person and virtual
      - Paying more attention to equality
      - Testing protocol to all students in certain groups, if someone is positive and has been in contact with others, those people must be in two-week quarantine
      - Undergraduate enrollment is up from last fall; however, 6% down in overall enrollment
      - Larger freshman class than usual coming this fall 2020
      - 1.5-2 million more expenses due to COVID



- Taken residential halls down in capacity, using Gundersen Hotel and Suites for additional healthy student housing if needed
- One building designated for quarantine
- 100% placement with graduates who reported
- 98% in field placement with graduates
- Kathy and the alumni association did a GREAT job at virtual commencement celebrations
- Over 1200 masks made for Viterbo students by Viterbo alumni and 600 notes
- FSPA prayer garden is complete and looks beautiful
- 1/3 Murphy center windows were replaced
- New strength and conditioning room in VAC
- Charge to the board: Continue to work on our strategic plan

#### IX. Board Business

- Approve minutes from the previous meeting
  - Josh Kohnhorst approved the minutes and Carrie Kirsch Second the motion
  - Minutes from April 22, 2020 approved
- Alumni Office Updates
  - Fall Alumni Events – All events will be virtual
    - Next week is our First Thursday
      - Goal was to increase by 25%
        - Currently 175 alumni registered to participate
        - Normally we average 45 alumni
  - Viterbo Days and Day of Giving
  - Alumni Christmas Party
    - Will be focusing efforts on this and creating a “WOW” factor
  - Alumni Book Club (more information below)
  - Alumni Board Shared Document Drive is being developed for ease of board members
  - Alumni Golf, Baseball, Volleyball, and Soccer will be having virtual alumni events this fall
- Chapter Board Updates
  - MBA/MASL
    - Vanessa Southworth
      - Currently recruiting members, let Vanessa or Kathy know
  - SFSN
    - Marlene Hendrickson
      - Zoom meeting was a big success
      - 51 participated via Zoom and 54 were watching the live stream
      - Awarded a nursing scholarship this past year and will be awarding another one this year
  - SAA
    - Leah Achterberg
      - Focusing on a mentorship program
        - Online ambassador program



- Hands on work using social media and Zoom

#### VIII. Alumni Board Break Out Session

- Alumni Engagement
  - Develop and distribute a survey to all alumni
  - Learn the best way to engage alumni and how we can provide services to alums
  - Increase attendance for first Thursday's
    - Will continue to monitor that progress
    - Gather stories from alumni to compile for marketing
    - Assist with alumni events especially Viterbo Days
      - Using personal social media accounts for promotion
  - Alumni Giving
    - Day of Giving: October 8<sup>th</sup>
    - Goal: \$100,000 by 750 donors, anticipate ½ will be alumni
    - Alumni Board Challenge-100% participation
      - Thank you note to all alumni who give no matter the amount
- Alumni Services
  - Review all 4 goals and will each be investigating different aspects of alumni services and events
  - October 8<sup>th</sup> Handshake event that will be taking place Career Services Fair Virtually
- Student Recruitment
  - Will be sending letters around February of each year, looking to promote prospective students to come to Viterbo
  - Service Saturday-goal to have a food drive in conjunction with local students-caroling with local nursing homes, using a virtual option?
  - Directly recruiting alumni
  - Prospective students have good reviews for Viterbo, goal is to have 100 GOOD quality reviews from alumni about their Viterbo experience, google, Facebook, exc.

#### IX. Committee Reports and Plans

#### X. Upcoming Alumni Association Sponsored Events:

- Now through Viterbo Days – Alumni Mask Making and Note Writing Project
  - Mask and an inspirational note from alumni will be delivered to student mailboxes during the first week of school. Students are receiving an email from residence life to let them know that alumni support them
  - Currently have around 1200 masks and 600 notes for students
    - Still happening, mail into Kathy and send notes to Kathy through Viterbo Days
- Sept. 3 – First Thursday with Tom Thibodeau and Larry Long – sponsored by the MBA/MASL alumni chapter
- Sept. 22 – Virtual Book Club Author Webinar – “When the Emperor was Divine”
- Sept. 24 – Virtual Book Club Discussion with Professor Apryl Denny
- Sept. 26 – Alumni Soccer Virtual Event



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- Oct. 8 – Viterbo Day of Giving
  - Oct. 9-11 – Viterbo Days – Alumni Weekend
  - Oct. 13 – Book Club Author Webinar – “Life is in the Transitions”
  - Oct. 20 – Book Club Discussing with Rick Kyte, Director Reinhart Ethics Institute
  - Nov. 5 – First Thursdays with Laura Nettles, FSPA: Civility and Unity After the Election with a Franciscan Twist
  - Nov. 17 – Speed Mock Interview
  - Nov. 19 – Virtual Book Club Discussion with David Saunders-Scott – “How to be an Antiracist”

Additional Discussion:

- Baskets for students and staff who may have COVID or be in quarantine
  - “Sunny” baskets we could financially contribute to create “baskets”
- Josh Kohnorst motion to adjourn and Carrie Kirsch second the motion. Meeting Adjourned 7:30 pm.