



VITERBO UNIVERSITY ALUMNI ASSOCIATION Board Minutes

Thursday, November 11 – 5:30 – 7:30 pm – Social Time to 8 pm

Reinhart Center Room 134

In attendance virtually & in person:

Board Members in Attendance: Jessica Himmer, Emily Dykman, Jean Pavela, Carrie Kirsch, Christopher Nelson, Dean Beinborn, EmmaLee Skar, Mary Lella, Jed Barton, Mary Kay Krupa, Marlene Hendrickson, Taylor Hanson, Abby Brueggen, Julia Callaghan, Andrew Kaiser, Doug Beinborn, Amanda Clark, Jed Barton, Julia Hunt, Alyssa Gostonczik

Emeritus Alumni Board Members: Margaret Hammell, Rose Anne Kazmierczak, Ann Kiel, Sandra Hooser

Guest: Student Veteran: David Montel

Ex-officio: Rick Trietley, Jim Salmo, Leah Achterberg, Kathy Duerwachter

VITERBO-WIRELESS Username: alumni1 Password: V!terbo2021

Zoom Meeting URL: <https://viterbo.zoom.us/j/674893782>

Meeting ID: 674 893 782

**One tap mobile: US: +13017158592,,91356114117# or
+13126266799,,91356114117# Join by phone: +1 301 715 8592**

I. Call to Order Jessica Himmer 5:30 pm

II. Prayer Christopher Nelson 5:32 pm

III. Meet and Greet (Introductions) Jessica Himmer 5:35 pm

V. Mission Moment David Montel 5:45 pm

David was in the Army- as a scout, 4th generation military.

Current student. Recently hosted a fallen soldier event on campus, following that event a wreath was put into the military aligned office as a resemblance to a student named Rachel who was deployed and killed in action that year. David finally found Rachel's parents and let them know about the remembrance wreath and was beyond thankful. A great example of servitude and compassion in our community and on our campus. Thank you to all vets!

V. Viterbo University Updates Rick Trietley 5:50 pm

Jessica Himmer was selected as a Rising Star Under 40 award! Congrats!!

Great school year so far, especially after a hard couple of years on campus. Staff and Faculty shout out, doing great, and employee engagement has been improving. Overall attitude for staff and faculty is improved and energetic. August 24th mask mandate went back into effect, keeps cases lower, and has allowed for classes and education to continue on track. 83% of employees and 86% of students are vaccinated. Osha law could affect Viterbo, all staff need to be vaccinated

and groups are currently discussing this. January 4th is the vaccination deadline. Enrollment Management doubled name buys, high school JR and SR, invested in more marketing, campus visit numbers have significantly increased, and our admission counselors are on the ground at schools. This is new from last year, as we were not able to do this in person during covid. First year class goal of 310 next year 2022.

Athletics-great semester! Men/Women Soccer-Conference championships scheduled in Georgia. 18 international men's soccer team students. Women's Volleyball-35-1, ranked #2 in the nation. Cross Country Women's #2 in the conference. Mens/Womens Golf-great seasons and continuing to grow.

New Sport coming in 2022 -Esports. Murphy tiered classroom will be turned into an esports arena.

VI. Day of Giving Recap and Alumni Plaza Project Leah Achterberg 6:15 pm

Biggest fundraiser of the year, exceeded revenue goal, great news!

\$134,000+ that day. 584 donors-144 first time donors.30 states represented.

Alumni Plaza Project-250 people have signed up

VII. Alumni Events Recap Board & Kathy 6:25 pm

1st year student move in- Went great, everyone was excited and parents were impressed with hospitality.

Welcome Back Bash-Had a table for alumni-started conversation about the alumni plaza project. It was moved to the courtyard. Overall, great job and thanks to alumni board volunteers!

First Thursdays-Participation has been great, good to see everyone, about 45 people at Uno Venti and good marketing at Moon Tunes. JavaVino-first Thursday in February

Viterbo Days-Great to have in person-classes of past years were celebrated, 50 years of the fine arts center gala, Alumni baseball games, 25 alumnus that came, California, Arizona and the Midwest for the game.

Alumni Volleyball Games- 25 alumni participated, great!

Countdown to Commencement-150 December Graduates-122 walking

VIII. Board Business Jessica, Kathy/Board 6:30 pm

- o Approve minutes from the previous meeting

Motion-Passed

- o Online Reviews

More to come in the committee reports

- o Helpful links: [Alumni Plaza Project](#), [Refer a Student](#), [Covid Dashboard](#), [Alumni Events Calendar](#)

- o Upcoming Volunteer Opportunities and Events

- o Chapter Reports

Marlene Hendrickson-recipient of scholarships (3) letters of thanks received.

Alumni Board Sub-Committees

Alumni Engagement

V Jed Barton
V Julia Callaghan
V Andrew Kaiser
V Mary Lella
P *Kathy Duerwachter*
P Sandra Hoeser
U Avery Gerstenberger
U Josh Kohnhorst
U Terri Pedace
U *Cassie Larson

Alumni Giving

P *Jim Salmo*
P *Leah Achterberg*
P Carrie Kirsch
P *Christopher Nelson
V Kyle Jennings
*Sarah Havens

Alumni Services – All

Virtual

Doug Beinborn
Abby Brueggen
Amanda Clark
*Julia Hunt
*EmmaLee Eckardt Skar
Alyssa Gonstonczik
Ann Kiel
Marlene Hendrickson

(*) Committee Chair
Viterbo Liaison

Student Recruitment

P *Taylor Hanson*
P *Jessica Himmer
P Jeanne Pavela
V Dean Beinborn
V *Marjorie Stieve
V Scott Stene
V Mary Kay Krupa
V Emily Dykman
U Brett May

IX. Committee Breakout Sessions 6:45 pm

X. Committee Reports 7:15 pm

- **Alumni Engagement: Alumni Survey**
 - The Alumni Engagement Survey suggested questions from the committee is now with Kathy. She is reviewing with peer institutions and some colleagues and then enter the survey into qualtrics, and then sent out in Strides with a link and a QR code.
 - The communications/Advancement team will be determining the themes for 2022 Enews and Strides so the engagement committee and board can send alumni referral stories to Kathy for the issues.
 - Kids will write letters to Santa and drop off in the custom made mailbox. Committee members are volunteering to write “Santa” letters back to kids as soon as possible so kids receive the letters before Christmas.
- **Alumni Services: New activities for Homecoming and Viterbo Days**
 - Photo Booth, Throwback photos to hype up Viterbo Days
 - Scavenger Hunt
 - Career Services
 - Once we get results from survey we plan to help career services create new and updated webinars, tutorials, exc, for alumni on what THEY want to see more of
 - EX: Salary negotiations, updating resume, changing careers, retirement savings, LinkedIn page updates exc...
- **Alumni Giving: Congratulations to the alumni board - 100% board participation for giving**
 - Increase graduating class giving
 - When you graduate, what else do you get when you donate to the University? More to come
 - Educate Alumni on giving goals at least a few times a year, starting with first year students and continuing that conversation throughout their time at Viterbo
- **Student Recruitment: Online Reviews: which websites are the most important for reviews. Please see slideshow and enter alumni reviews.**
 - Bryan Weber in Admissions: explaining online reviews and background on how it works and the importance
 - Creating marketing pieces next to promote positive reviews.

- Have reviews available for alums to participate via E Newsletters, Strides, Viterbo Day of Giving, Social Media Posts, Email Blast to all Alumni

XI. Social Time 7:30

pm

XII. Upcoming Events – go to www.viterbo.edu/Alumni for updates and more information

- Nov. 15 – MBA/MASL Alumni Chapter Board Meeting
- Nov. 16 – Virtual Speed Mock Interview
- Dec. 3 – President’s Festival of Lights and Carols
- Dec. 4 – Alumni Children’s Christmas Party **10-12pm**
- Dec. 11 – Viterbo Rings – Viterbo community and alumni ring bells at all Salvation Army red kettles – Board will sponsor a site and volunteer to ring bells with MBA/MASL Alumni Chapter
- Dec. 18 – December Commencement **need 2 more volunteers**
- Feb. 3 – First Thursday – Java Vino
- **Feb. 10 – Alumni Board Meeting 5:30 pm**

June First Thursday suggestions: -Huck Finn's suggestion, Creekside, Fox Hollow, Red Pines

Special Events:

- Mar. 5 – Phoenix Event – Brewers vs Chicago Cubs
 - May 25 – June 1 – Alumni and Friends Italian Heritage Trip-19 spots open
- *Sister Thea Bowman a 1965 graduate, celebration on campus – week of March 27 (Thea Bowman FSPA, is currently up for canonization.)*

tel: 608-796-3072 / alumni@viterbo.edu / www.viterbo.edu/alumni