



VITERBO UNIVERSITY ALUMNI ASSOCIATION Meeting Minutes
Thursday, November 10, 5:30 p.m. – 7:30 p.m.

Present: Christopher Nelson, Jessica Himmer, Amanda Christianson, Sr. Marie Kyle, Sr. Carrie Kirsch, James Lawrence, Brett May, Joan Schreck, Pat Stellflue, Avery Gerstenberger

Present via Zoom: Jed Barton, Doug Beinborn, Amanda Clark, Ann Kiel, Andrew Kaiser, Kyle Jennings, Marjorie Stieve, Terri Pedace, Abby Toufar

Ex Officio: Leah Achterberg, Director of Alumni and Affinity Giving, Kathy Duerwachter, Director of Alumni Engagement, Marlene Hendrickson, SFSN Alumnae Chapter Board President, Amy Accola, Vice President, MBA/MASL Alumni Chapter Board, Emily Dykman, Viterbo Ministries and faculty member

Special Guests: Kiley Silva, SGA (Viterbo's Student Government Association), and Shannon Simpson, Viterbo's Digital Media and Marketing Specialist

Called Meeting to Order at 5:32 p.m.: Christopher Nelson

Prayer: Christopher Nelson

Mission Moment: Kiley Silva: SGA has funded and implemented a new app with lots of safety features, looking at rebuilding "The Port" lounge area in the lower level of Marian on campus to an updated student-centered space. A kitchen area, food pantry, and lounge area. Kiley performed in the student theatre production of "Footloose" and it was an amazing experience for herself and the students.

Special Guest: Shannon Simpson, Viterbo's Digital Media and Marketing Specialist presented on Digital Ads, Billboards, and Printed Marketing Materials Featuring Viterbo Alumni.

Shannon educated the group on marketing strategies. Through testing they have determined that marketing ads with Viterbo alumni pictured along with their quotes proved to be much more successful. Shannon showed the group some examples including alumni board members both past and present featured in ads. During the breakout session, groups will discuss ideas for alums that could potentially be featured in future ads.

- Including alumni in digital ads to personalize the brand (testing and performing well with increase click rates)
- Also do undergraduate and graduate campaigns
- Looking for willing alumni who would like to be featured – please let them know

Interested?

Contact Shannon Simpson at 608-796-3041

Email smsimpson@viterbo.edu



Approve Minutes from August meeting: Motion was made by Jessica and Avery seconded the motion of 8.20.22 meeting minutes. Approved.

Alumni Board Mission & Pillar Recap – Christopher Nelson

1. Education – educating alumni, potential students, family members and friends about Viterbo offerings and promoting Viterbo’s core values
2. Engagement – service to the University including such things as volunteering at events, mock interview, providing internship opportunities, speaking to a class, socials, ball games, service events
3. Philanthropy – Providing, cultivating, and stewarding financial support – supporting your alma mater with your passions financially, and sharing your time and talents through various ways. Different types of giving are unrestricted gifts also known as the Viterbo fund, restricted gifts where you designate where the gift is to be allocated, in-kind gifts (not cash – a donation of a good or service), planned giving

Chapter Updates

MBA/MASL Update: Amy Accola – Updated attendees on recent activities including speakers and several MBA program updates. The group has a second meeting coming up and is looking forward to keep integrating new members. Upcoming activities can be found on the website at www.viterbo.edu/Alumni

SFSN Update – They are anticipating awarding 3 to 4 scholarships this year. The group has an endowed SFSN scholarship awarded to BSN completion students each year which is their primary scholarship associated with this group. Several independent scholarships in memoriam of SFSN nurses has been established as well.

Upcoming Events:

- Nov. 11 – A veteran’s ceremony 11–11:45 a.m. at San Damiano chapel. Following the ceremony, raising of the POW/MIA flag in the courtyard and then a small lunch reception in the Brophy Foyer
- Friday, December 2 is the Festival of Lights and Carols – please come and participate
 - o It is a donor appreciation event and all alumni board members are invited
- Dec. 3 – Viterbo Rings – Festival Foods in Holmen with MBA/MASL Alumni Chapter (Indoor site) <https://bit.ly/2022ViterboRingsHolmenFestival>
- Saturday, December 3 – Alumni Children’s Christmas Party – need volunteers to sign up go to: <https://bit.ly/2023AlumniChildChristmasParty>
- Saturday, December 17 – Commencement Quick Stop Station – need 2-3 volunteers to sign up go to: <https://bit.ly/2022DecGradQuickStop>

Spring 2023 Special Upcoming Events:

Friday, March 24

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



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- Arizona Family of Field – Milwaukee Brewers vs Rockies
Sunday, April 23
 - Milwaukee Brewers vs Red Sox
October 23 – Nov. 1
 - Italian Heritage Trip with Fr. Conrad Tongarski
 - Florence, Assisi, and Rome

<https://www.viterbo.edu/alumni/alumni-travel> and www.viterbo.edu/Alumni

Oral History Project:

- 3,360 respondents as of Nov. 1
- 2,499 stories are collected
- Verified and/or updated information for over 3,360 records
- Still time to participate until December 2 by calling 1-877-603-4366
- Information will be processed and books/digital will be sent out next summer

University Updates from the President's Office

Financial report:

The annual audit showed that once again Viterbo experienced a slight surplus which means we had another successful year not being in the “red”.

Campus divisions and departments are busy preparing FY '23-'24 budget submissions for cabinet/deans' consideration. During the months of November and December the leadership team will prepare a final budget parameter recommendation for review by the Finance and Owing our Future committees at their January meetings. The Finance Committee will present an official motion for approval of FY '23-'24 budget parameters at the January 30, 2023 board of trustees meeting.

Enrollment Report

We welcomed 310 new students to campus last August for orientation activities (freshmen and transfers). While first year student enrollment remains challenging, we have seen impressive performance in both graduate and bachelor completion students.

Enrollment efforts for spring '23 and fall '23 remain focused on building the “top-end” of the enrollment funnel. Campus visit volume, admissions counselors' recruitment visits, enrollment events, and newly implemented initiative including the Viterbo Tuition Promise and the Dream.US partnership have generated strong momentum and positive energy.

Inauguration:

Viterbo enjoyed an amazing Presidential Inauguration week from October 12-15, 2022. Mission-related events, community engagement activities, Mass with the Bishop, numerous social gatherings, and the official Inauguration provided a celebratory and joyful atmosphere. Weblinks to the Inauguration and Mass can be viewed at:

Mass: <https://www.facebook.com/SanDamianoChapel>



Ceremony: <https://www.youtube.com/watch?v=BG7b3XT8Mf4>

Our corporate sponsorship solicitation efforts to cover expenses associated with the inauguration was a tremendous success with the goal achieved by the end of August.

St. John XXIII Awards:

Viterbo University was proud to present the St. John XXIII award to five deserving individuals at our dinner and awards ceremony on September 20, 2022 in the Fine Arts Center. This year's recipients are Don and Roxanne Weber, Gerald Baldner, Mike Gostomski, and Sr. Antona Schedlo, FSPA.

St. Francis Week:

Numerous campus events were scheduled for the annual St. Francis Week celebration October 3-5, 2022. Highlights include:

- October 3, 6pm Transitus of St. Francis – San Damiano
- October 4, 11:30-1:30 Franny Fest – Assisi Courtyard
- October 4, 11:50 St. Francis Prayer Service – FSPA Garden
- October 5, 5pm Blessing of the Pets – Dancing Francis

Community Partnerships:

Discussions for creative, innovative partnerships and “win-win” scenarios with the Boys and Girls Club, Ashley Furniture, Dairyland Power, Mayo Hospital, Gundersen, Mayo, Park University (KS), and the University of Luxembourg are ongoing. Additional partnerships with Regis High School (Eau Claire) and The DreamUS organization, <https://www.thedream.us/scholarships/national-scholarship/>, were recently finalized and will enhance opportunities for new student enrollment. These efforts are aligned with the strategic plan and *Vision 2027* and are designed to enhance community engagement and revenue generation.

Fine Arts Center:

Fine Arts Center operations are back to 100% this school year with an amazing line-up of shows and performances planned. A complete listing of events can be found at <https://www.viterbo.edu/fine-arts-center>.

Vice President Searches:

The official search for Viterbo's next VP for Finance and Administration will begin during the month of November. Currently, the committee is being assembled and coordination with a search firm is being finalized. The goal is to name the next VPFA in March with a start date of July 1, 2023. In the interim, David McConnell, an experienced higher education VPFA joined Viterbo on November 7, 2022. David comes to us from The Registry Company, a higher education consulting firm that provides temporary leadership solutions to colleges and universities, <https://www.registryinterim.com/consulting>. David has served as CFO and/or VPFA at several colleges and universities throughout his career.

Dr. Tonya Wagner (Dean of the College of Business, Leadership, Ethics, and Education) will serve as Interim Vice President for Academic Affairs and Institutional Effectiveness beginning November 14,



2022. Plans for a permanent hire along with the interim leadership structure for the College of Business, Leadership, Ethics, and Education is being developed and will be communicated shortly.

Accreditation Visits:

Viterbo awaits final results from the Higher Learning Commission (HLC) four-year review process. Our comprehensive report was officially submitted in September and represented many months of outstanding work by our campus committee. Additionally, we completed two discipline specific accreditation visits in October (CCNE and ABET). While official results won't be known for some time, we were verbally informed by the accreditation teams that we did extremely well.

Alumni and Donor Engagement (Presidential Travel):

President trips included Minneapolis (Aug 1-2), Seattle and Portland (September 25-29), Milwaukee (Oct 20-21), Madison/Eau Claire (Oct 25-27), and Texas (Oct 30-Nov 3).

Planned trips for donor/alumni engagement during the upcoming months include Luxembourg (Nov 12-16), California with BOT Chair (Jan 7-11), ACCU and Washington D.C. (Feb 4-7), Florida (Feb 20-23), and Arizona (March 22-26).

Alumni Plaza & History Walk:

The plaques are in place, the history panels are up and lighting keeps it secure 24/7. Please see the plaza as soon as you are able.

Fine Arts Center Plaza:

Logistical delays seemed to affect us all summer but we finally do have the project complete. Last month they updated the lighting and installed the show posters on the pillars. So the project includes:

Awning cleaned and repainted	All new lighting	Show posters
installed	Benches for patrons	Flower beds with flowers
A case installed to highlight upcoming activities		Signage on the awning
identifying the entrance to the center		

FSPA Prayer Garden & Prayer Wheel: The prayer garden is complete. In addition to the prayer wheel and shelter, we added a new bench, created a sidewalk to the Francis Way public sidewalk, new pavers under the Dancing Francis statue, the entire garden has pavers and improved lighting. This project, along with the FAC Plaza and the Alumni Plaza was made possible through donations. No money from the university budget was used.

Day of Giving Summary – Leah Achterberg.

The 2022 Day of Giving continued to demonstrate steady growth by generating \$304,851 vs \$134,011 in 2021 (227% increase), the number of donors 684 in 2022 vs 584 in 2021 (17% growth) and 326 first time donors. The most popular areas of support were Athletics (includes Women's Volleyball, Men & Women Basketball), Viterbo Fund, Conservatory of Arts, and Nursing.



Breakout Groups: Alumni Education and Engagement Feedback Sessions

Group 1 - Regional alumni engagement events

- Ideas for events
- Recruitment and marketing
 - Grads and pre-graduation: LinkedIn Networking
 - Knowing who is in the area
 - Personal phone calls
- Regional chapter ideas
 - Advantages

Group 2 - La Crosse area engagement events

- Ideas for events/connections
 - Drive First Thursday attendance, board members inviting area alumni
 - Draw distinguished alum awardees to events
 - Feature updates and targeted questions leading to contributing
- Recruitment and marketing
 - Personal phone calls
 - Cross channel marketing
 - Families with young children events
 - Partner with professors and clubs
- Advantages

Group 3 - Student education/engagement leading to Senior Class Gift

- Why important
- Ideas for where/when education to start
 - Personal finance
 - Partner with professors in VUSM classes
- Engagement ideas
 - Marketing ads

All Groups

- Ideas for alumni to be featured in Enrollment Marketing Ads
 - Alumni board members features is the general consensus
- Ideas for Distinguished Alumni Nominations

Meeting adjourned 7:45 p.m.

Mark your calendars for 2023 board meetings:

- Thursday, Feb. 9, 5:30-7:30 pm
- Thursday, April 20, 5:30-7:30 pm – In Person if Possible