



VITERBO UNIVERSITY ALUMNI ASSOCIATION Board Meeting Minutes
Thursday, November 16, 2023 – 5:30 p.m. – 7:30 p.m.

Board Members Present: Caitlin Caliri, David Caliri, Amanda Christianson, Mary Ann Gschwind FSPA, Jacob Hart, James Lawrence, Christopher Nelson, Joan Schreck, Pat Stellflue, Maribel Wehrenberg, *Virtual:* Jed Barton, Amanda Clark, Avery Gerstenberger, Jacqueline Guilbeault, Kyle Jennings, Andrew Kaiser, Mary Kay Krupa, Marjorie Stieve, Abby Toufar.

Emeritus Members: Margaret Hammell, Linda Digby, Ann Kiel, Rose Ann Kazmierczak, Leah Misch, Sr. Marie Kyle, Sandra Hoeser

Special Guest: Viterbo Student, Ellie Groth

Ex Officio: Steve Bissen, Kathy Duerwachter, Marlene Hendrickson, Jim Salmo, Rick Trietley, Jessica Schneider

Christopher Nelson called the meeting to order at 5:30 p.m. and led the prayer.

Mission Moment: Ellie Groth, Junior Viterbo student

- Ellie and her mother, Jane Mathison, a Viterbo alum, have volunteered with Service Saturdays since she has been a first year student
- Ellie emphasized how she is amazed on the service, hospitality, and contemplation that takes place during each Service Saturday by the volunteers and host sites. She is now a Service Saturday coordinator for the program and is enjoying the opportunity to give back to Viterbo and surrounding communities.
- Ellie went on the Viterbo Alumni Heritage trip with her mother when she was in high school where she learned how Viterbo embodies the Franciscan values.
- December 2 is Viterbo Rings Service Saturday where Viterbo sponsors various kettles around the La Crosse area from 10 am until 8 pm in 2 hour shifts.

University Update: Jim Salmo

The university is at the mid-way point and is heading into the holiday season. Several exciting gatherings and presentations are going on at campus. Our traditional Festival of Lights and Carols celebration, which marks the official start of the holiday season is scheduled for Friday, December 1st. We have had a great semester to date and look forward to a strong finish over the next six weeks.

Financial report: Campus divisions and departments are hard at work preparing FY '24 -'25 budget submissions for cabinet/deans' consideration. In December the leadership team will prepare a final budget parameter recommendation for review by the Finance and Owning our Future committees at



their January meetings. The Finance Committee will present an official motion for approval of FY '24 - '25 budget parameters at the January 29, 2024, board of trustees meeting.

The '22 -'23 Audit is nearing completion by WIPFLI. The Audit and Risk Committee will review the audit results in December in preparation for full board approval on January 29th.

Enrollment Report: Enrollment efforts for spring '24, summer '24 and fall '24 remain focused on building the “top-end” of the enrollment funnel. Campus visit volume, admissions counselors' recruitment visits, the implementation of the Common Application, and several enrollment events have generated strong momentum and positive energy. To date, inquiries, applications, completed applications, and acceptances for fall '24 are all higher than last year on the same date.

Dean of the College of Business, Leadership, and Ethics (CBLE): The national search for our new Dean of Business, Leadership, and Ethics is complete with Dr. Diane Monahan formally accepting the position. She began working remotely on September 1st and will arrive on campus September 15th. Dr. Monahan brings over 25 years of experience in higher education, including the last thirteen years at Saint Leo University in the Tapia College of Business. She has extensive experience in leading innovative initiatives and supporting student success. Dr. Monahan and her husband, Dirk Livingstone, will be relocating from Tampa Bay, Florida. They have four adult children and three dogs

New Academic Program: After comprehensive conversations with both Gundersen and Mayo senior leaders as well as completion of detailed market analysis, we have developed a proposal and proforma for a new undergraduate degree in data analytics. This program and associated skill sets were identified by our health care partners as an area of current and future need in the workplace. We also expect that this major will resonate with other regional businesses and non-profit organizations. Board approval was granted on October 16. We will offer this major effective fall '24.

Engineering Accreditation: The Viterbo University bachelor's degree program in engineering has been accredited by the Engineering Accreditation Commission of ABET, the global accreditor of college and university programs in applied and natural science, computing, engineering, and engineering technology.

Sought worldwide, ABET's voluntary peer-review process is highly respected because it adds critical value to academic programs in the technical disciplines, where quality, precision, and safety are of the utmost importance. Developed by technical professionals from ABET's member societies, ABET criteria focus on what students experience and learn. ABET accreditation reviews look at program curricula, faculty, facilities, and institutional support and are conducted by teams of highly skilled professionals from industry, academia, and government, with expertise in the ABET disciplines. ABET is a nonprofit, non-governmental organization with ISO 9001:2015 certification. It currently accredits 4,564 programs at 895 colleges and universities in 40 countries and areas.

The engineering major at Viterbo began in fall 2018. The program's first cohort of graduates received their degrees in spring 2022, at which time the university was eligible to apply for ABET accreditation. ABET accreditation is retroactive to Oct. 1, 2021. A unique aspect of the Viterbo engineering major is that it allows students to apply academics and theory to real world, hands-on projects. The program also features a very active advisory board consisting of representatives from eight local employers.

Day of Giving Summary: The 2023 Day of Giving was a resounding success with \$581,270 raised as of October 30th (goal of \$325,000). The total number of donors was 993, which includes 115 Viterbo



employees. Numerous campus departments and student organizations will benefit from the amazing generosity of our alumni and community donors. A special thank you to our Advancement and Alumni teams for a job well done!

December Commencement: This is scheduled for December 16th at 11a.m. in the Fine Arts Center Auditorium. Board of Trustees member, Dr. Cynthia Hougum '88, will serve as the commencement speaker.

President's Holiday Dinner: The annual President's Holiday Dinner is scheduled for December 6th from 4:15 – 6:30p.m. in the dining hall. Please consider joining us to participate in this Viterbo tradition. Please let Kathy Duerwachter know if you would like to participate.

Presidential Travel: Planned trips for donor/alumni engagement and professional development during the upcoming months include Sioux City (Nov 28-Dec 1), Milwaukee (Dec 4-6), ACCU and Washington D.C. (Jan 31-Feb 6), Minneapolis (March 5-6), and Florida/Arizona (March 21-28).

{Note: Jim will be retiring in the next several months.}

Alumni Association Updates and Events - Kathy Duerwachter reporting

- Welcomed Greg _____ into the role of _____

- **Additional details on the Day of Giving** – A great 91% increase in giving dollars with a 45% increase in donors which is great! We didn't quite get the student involvement we were shooting for but we have a lot of ideas on how to incorporate their time, talent and dollars next year. Alumni donations were also up 71% with employees being up 6%. The actual dollars donated were \$581,270. We are also still seeking the 100% of our alumni board to participate in giving this year.

- A discussion was had on how to better capture and share the story of time and talent donations of students and alumni in addition to the financial donations. Interest was expressed in being part of a committee to potentially explore this between now and March.
 - o December 1 – Festival of Lights and Carols Events (donors \$200 and above)
 - o December 2 – Alumni Children's Christmas Party from 10 a.m. to noon
 - o December 2 – Viterbo Rings – Alumni Association sponsoring Hy-Vee 10 am-8 pm sign up was sent to the board
 - o December 15 – Commencement Quick Stop Station – need 2 volunteers from 9:45 to 11:15 a.m.
 - o January 15 – Sr. Celestine Alumni Children's Scholarship deadline
 - o February 1 – First Thursday at the Hatchery in Riverside Park with Apothik catering
 - o February 3 – Alumni Basketball games
 - o February 22 – Alumni Board Meeting
 - o April 18 – Alumni Board Meeting

Alumni Board Business/Updates

- Approve minutes



Christopher Nelson recapped the minutes from the previous meeting. There were no questions or discussions. Christopher asked for approval of minutes from our August meeting, James Lawrence motioned to approve the minutes, Pat Stellflue made a second motion. The motion passed. August minutes approved.

- Alumni Board participation goal

Discussion about the resolution that 100% of alumni board members donate financially to Viterbo University each fiscal year, which is from July 1 – June 30, especially participating in the Day of Giving. We appreciate board members giving of their time and talents; however in financial giving remember, it's not about the dollar amount, it's about everyone participating. We are almost at our alumni board goal of 100% and hope those that have not given since July 1, 2023 will do so before Christmas.

- Chapter reports

SFSN – preparing for their spring meeting to plan their annual August luncheon reunion.
MBA/MASL – had a meeting this week, Dr. Diane Monahan from the College of Business, Ethics, and Leadership was the guest speaker and provided what the leadership team is working on in that college. The chapter board agreed to co-sponsor a Viterbo Rings site with the alumni board and are planning a service event at Place of Grace in January.

Board Activity – Polling Feedback – Menti Program – Facilitated by Christopher Nelson

Communications

When should we start reaching out to student/alumni? (Responses are in order of most votes)

1. Immediately – within 6 months
2. Before graduation to raise awareness of the association
3. Viterbo community & day of giving for students

How often should we reach out?

1. Majority said quarterly
2. Updates, events, volunteer etc. not just money

Strides – Would you prefer to receive a physical copy or an electronic copy?

1. Physical - 9
2. Electronic - 4

Feedback: Alumni can share what their preferences are physical vs. electronic
Sustainable, monetary issues

What content would like to see in Strides?

- What alumni are doing
- Spotlight stories
- Info on alumni



VITERBO UNIVERSITY
ALUMNI OFFICE

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- New things on campus
 - ROTC/FSPA/Campus Ministry
 - How to stay connected
 - Interviews and updates

Meeting adjourned: 7:30 pm

Updated Calendar of Events and Registration: www.viterbo.edu/Alumni or
<https://www.facebook.com/viterboalumni/events>