



VITERBO UNIVERSITY ALUMNI ASSOCIATION

Alumni Board Minutes

Tuesday, November 12, 2019, 5:30 - 8 pm, Nursing Center 195

Members Present: Dean Beinborn, Linda Digby, Doris Doherty-Gasper, Annette Friedewald, Sarah Havens, Jessica Himmer, Juan Jimenez, Ann Kiel, Sr. Carrie Kirsch, Mary Lella, Leah Misch, Wayne Oliver, Terri Pedace, Cheryl Peters, Cassandra Walters, Jeanne Pavela, Julia Callaghan.

Remote Attendees: Josh Kornhorst, Scott Stene, Amy Jo Priesler.

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

Emeritus Members and Guests Present: Matthew Schreiner, Sandra Hoeser, Marlene Hendrickson, Kolin Huth, Vanessa Southworth, Sr. Marie Kyle, Rose Ann Kazmierczak.

- I. Call to Order - Sarah Havens
- II. Prayer – Jessica Himmer
- III. Introductions - All
- IV. Mission Moment – Veteran and Viterbo Student – Matthew Schreiner
 - Matthew shared some of his experience. For him a pilgrimage he took was a transformation for him. He took theology and learned about Catholicism. He ended up doing communion and got baptized in the Vatican by Father Conrad. He also is grateful for his Viterbo education as a retired veteran and feels the hospitality and Franciscan values in the classroom and on campus.
 - His military experience was in the Air Force for 13.5 years. He was in the area of antiterrorism. He was in charge of restricted areas. He had to ensure that rules and regulations were followed.
- V. Viterbo University Updates - Glena Temple
 - Viterbo is a military friendly campus and is continuing to seek ways to support military as a catholic institution. Currently Viterbo has 140 students who have or are serving in the military.
 - Glena thanked the board for participation in Day of Giving. Employees were the biggest win in Day of Giving. Also, students participated.
 - She thanked the board for its contributions to the Alumni Awards ceremony. Sandra Hoeser from the Alumni board was also honored.
 - Registration is currently underway for Spring Semester.
 - Viterbo Women’s volleyball team, which is ranked 6th in the nation will play again this weekend, November 16th. Viterbo has seen great success in women’s soccer and cross-country this fall.
 - Basketball is underway.
 - Weber Center productions, “Miss Bennet at Pemberly” will be performed as a sequel by the Viterbo Theatre department November 15th to 17th and November 22nd to 24th.
 - The NATS music competition was held weekend of November 9th.
 - Don Johnson Wilmot will give a concert on November 17th at 3pm.
 - On 11/13/19 at 7am, there will be a Servant Leadership Conference.
 - Dr. Paul Mueller will conduct a lecture in the Ethics Institute on Thursday night, 11/14/19.



- The Seven Rivers Undergraduate Research Symposium will be held on Friday, 11/15/19.
- To mark the 800th anniversary of the visit of Francis to the Sultan, there will be an international speaker, Father Calabria, in the Fine Arts Center Main Theatre on 11/21/19.
- Christmas lights going up and time to participate in fantastic celebrations such as the Viterbo Christmas production, Festival of Lights and Carols, and the Alumni Children's Christmas party.
- Viterbo ranked in the top 30 music theatre programs in the country
- The Strategic Plan for 2020 has passed.
- Work going on in adult learning revision.
- The dance/cheer squad has been expanded.
- New marketing campaigns have been launched with affordability messaging.
- The Alumni board should continue to help Viterbo play an important role in telling the Viterbo message.
- Message in newspaper on 11/12/19 on Viterbo's community policing.
- On 11/12/19, an applied math and analytics major was approved and is a revision to the math major.
- Music major to reflect DPI requirements and interest in more link to MT.
- Summit on how to work more closely with WTC. There were 26 participants – 13 from Viterbo and 13 from WTC.
- The Welcome Center has been well received.
- Project to start to fundraise for Murphy is underway. This project will include:
 - The naming for the entry way.
 - Two offices.
 - Request for assistance made to the board on how to connect this project to the Viterbo story.
- Partnering with Boys and Girls Club to help children to see future paths for them.
- Viterbo currently has 60-80 international students.
- Diocese of La Cross, Monsignor and Viterbo collaborating to provide leadership development outside of theology in areas such as managing a board, finance, non-profit leadership certificate. One meeting will be held per month for a whole year. Hope to do more cohorts. This will result in increased collaboration with the Diocese. About 10-12 will participate in program.

VI. Board Business

- Thank you from Mary Marshall - Sarah Havens
 - Mary Marshall sent the board a card thanking the board for the "Spirit of Francis Distinguished Alumni Award" that she won at the Alumni Awards Ceremony. The card was shared with all board members.
- Approve minutes from the Fall meeting - Sarah Havens
 - A correction was made to the minutes of adding Jeanne Pavela of being in attendance at the last board meeting in the Fall. Then a motion was made to approve the minutes from last meeting as corrected by Juan Jimenez; 2nd Ann Kiel.
- Viterbo Days – Kathy Duerwachter
 - Glenna requested feedback on the new format of Viterbo Days.



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- Feedback was that the events were easy to find, there was good signage and the events went well.
 - St. Francis Choir – Students sung with Alumni. Reception followed and all went very well.
 - 50-year ladies, the Golden Girls, had lunch together and went on a campus tour, choir concert and Sunday mass and reception.
 - There was a choir concert and a reception before this show.
 - There was a “Weekend of the Arts” event.
 - The Psychology Reunion was not well attended, but went ok.
 - Sandra thanked the board for the awesome experience of her award.
 - Sandra was a part of the Golden Girls celebration as well as she was in the class of '69.
 - It is not known how many alumni attended the Viterbo Days as the alumni traffic to the event is difficult to track right now. This is due to visitors strolling through the events. Thus, assistance was requested from the board of how to engage these stealth visitors.
 - The board was also asked for ideas how to engage the younger population. A 5-year reunion was tried in the past.
 - Days of Giving Recap – Kathy Duerwachter
 - This year once again, the Alumni Board had 100% donation participation. Congratulations and thank you all for donating to your Alma Mater, Viterbo. Sarah Havens
 - The Prayer Garden was the location that attracted a lot of gifts - \$52,000 with 53 people donating.
 - 23 people gave \$1,000 over 4 years.
 - The sisters will be presented at the end of the Prayer Garden Project with a memory book that lists all people who made contributions.
 - 603 persons gave donations for Day of giving. ½ of donors were alums. There was strong Viterbo staff participation. Gwen goal was \$25,000. Last review of donations was at \$58,806.
 - The Undergraduate Alumni Giving last year was 1.66% at the end of October. This year, it is 2.44%. Alumni Giving goal is 8% by fiscal year end of June 30th.
 - Chapter Reports – Chapter Leaders/Reps
 - Student Alumni Ambassadors – Kolin Huth
 - Sponsored a table at Welcome Back Bash for recruitment and provided Franciscan hospitality and handed out water.
 - Philanthropy week appreciation
 - Franny Fest – served over 200 bowls of soup
 - Volunteered at the Day of Giving event
 - Sponsored the Senior Class Gift – to get seniors involved in giving process
 - Christmas cards for Gundersen’s Children’s Miracle Network
 - Sponsored a table at Countdown to Commencement
 - Marlene Hendrickson
 - Nothing to report.
 - MBA Alumni Chapter – Vanessa Southworth



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- Two meeting for MBA and MASL group.
 - Plan to do a day for Viterbo Rings. Viterbo Rings will be at Festival in Holmen on December 7th from 10am to 8pm. Alumni are asked to volunteer in two-hour shifts.
 - Looking to review board by laws.
 - In planning stages of two groups coming together.
 - Meeting with Jim Salmo about scholarship for people in MBA program to evaluate an endowment or annual scholarship.
- Strategic Plan – Jim Salmo
 - Strategic plan was approved. There were no major changes. The skeleton of the plan has been outlined for the alumni board. Now the board will need to assist with helping to develop the plan for execution over the next five years.
 - Several areas connected to Alumni – Alumni engagement and partnership within the community.
 - Three major areas to the Strategic Plan:
 - Priorities for Owning Our Future
 - Priorities for Strengthening Our Connections
 - Priorities for Growing Our Value
 - What are the priority areas that alumni would like to be involved in?
 - There will be a meeting in January to identify what the alumni board will focus on in connection to the Strategic Plan.
 - Where does the board want to focus its energy to be most successful?
 - Viterbo was one of the universities that did not have a drop in recent recruitment in private colleges around the state.
 - The Steering Committee of the Strategic Plan will meet the whole year.
 - Board Mission: To foster a lifetime involvement and commitment....
- VII. Committee Breakout Session – Handout “Strategic Plan Outline – Relative to the Alumni Board
- Recruitment Committee
 - Through remote alumni members, plans to reach more remote/geographic areas.
 - Local effort and more discussion in January retreat.
 - Passionate about how can help.
 - Consider writing review on Viterbo of your experience at Viterbo via Facebook, Yelp or Google.
 - Alumni Engagement and Giving
 - Partner and connect with Alumni.
 - Focus on giving and having a specific ask.
 - Student emergency fund, guardian angel.
 - Focused on student veterans.
 - Grow engineering department.
 - Internships and Careers
 - Participate in Career Day.
 - Speak in classes.
 - Speed mock interviews



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- Mentor program in business department as advisor and someone to network with.
 - 100 students signed up for mentorship
 - Increasing connection through internships, job shadows.
 - Developing our goals.
 - Growing our values using match dollars.
 - Student Engagement
 - Priority of growing value.
 - Help to support the Guardian Angel Fund and the Student Emergency Fund.
 - Students just need a little bit of help at times.
 - First year is easier financially. It becomes more difficult financially in future years.
 - How do we support those who need the most?
 - Ask for a donation of food pantry at the Children's Christmas Party.
 - Food pantries are available on campus. For example, The Port under Marian.
 - Reinhart Center bagels
 - Campus Ministry has food programs.
 - The possibility of bringing food donations to meetings.

VIII. Upcoming Fall Alumni Association Sponsored Events

- Nov. 13 – Speed Mock Interview
- Nov. 13-15 Alumni Engagement Conference
- Dec. 6 – President's Festival of Lights and Carols
- Dec. 7 – Alumni Christmas Party (Will need over 40 volunteers)
- Dec. 7 – Service Saturday
- Dec. 7 – Viterbo Rings
- Dec. 14 – Alumni Association Commencement Quick Stop
- Feb. 15 – Saturday – Alumni Board Meeting and Homecoming
 - Mark your calendars for Viterbo's Servant Leadership Conference scheduled for June 24-26, 2020 at the Weber Center. (24th – pre-conference workshop and the 25th and 26th will be the regular conference).

IX. Adjournment – Sarah Havens

- Motion to adjourn the meeting by Ann Kiel; 2nd Sr. Carrie Kirsch.

X. Social Time