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**VITERBO UNIVERSITY ALUMNI ASSOCIATION**

**Alumni Board Meeting Minutes**

**Saturday, February 15 – 8:00 am – Continental Breakfast; 8:30-9:30 am Board Meeting  
Nursing Center 101**

**Members Present:** Juan Jimenez, Terri Pedace, Linda Digby, Sr. Carrie Kirsch, Jessica Himmer, Jeanne Pavela, Cassandra Walters, Sarah Havens, Neal Zygarlicke, Julia Callaghan, Wayne Oliver

**Remote Attendees:** Ann Kiel, Josh Kohnhorst, Amy Jo Priesler, Leah Misch

**Ex-officio:** Kathy Duerwachter, Director, Alumni Relations; Jim Salmo, Vice President of Advancement

**Emeritus Members:** Sandra Hoeser, Margaret Hammell

- I. Call to Order - Sarah Havens
- II. Prayer - Jessica Himmer
- III. Mission Moment - Ann Kiel

President's Day of Service will be April 18<sup>th</sup>. 8 alumni board members participated last year so requesting more to participate this year. This is a great opportunity to interact with students. This event will be collaborated with the MBA/MASL alumni chapter. There will be more information to come. The alumni board adopted site will be announced next month.

IV. Board Business

- Approve minutes from the previous meeting- Sarah Havens
  - Typo “severed” will be corrected to “served.”

Minutes approved: Sr. Carrie Kirsch – 1<sup>st</sup>; Terri Pedace – 2<sup>nd</sup>.

- Distinguished Alumni Nominations - Sarah Havens

Please ensure to fill out nominate alums for awards. This is due March 1<sup>st</sup>. You can also email Kathy Duerwachter.

There are types of awards for distinguished Alumni – College-based Awards (Rising Professional & Professional Achievement) and Viterbo University Alumni Association Awards (Service to the University & Spirit of Francis Award). The latter two are the alumni board selected awards so be sure to nominate alumni.



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- Sr. Celestine Alumni Children's Scholarship - Sarah Havens  
Executive committee got together and selected the winners of the Sr. Celestine Alumni Children's Scholarship. There were three winners and each will receive \$1,265.  
The winners were:  
Hannah Kirchner  
Ivy Kartman  
Caitlin Hause  
These recipients also receive \$1,000 per year for four years.  
Three letters to students were signed by Alumni Board members who were present at the board meeting.
  - Alumni Board People, Terms, Recruitment - Sarah Havens  
There are 8-10 new positions that will be available and we are asking board members to recruit between now and April. Thus, we welcome any nominations for joining the board. Kathy will be emailing the nomination form.

We would like to have a variety of backgrounds and degrees on the board. Everyone on the board will be on a committee. From the recommendation from the strategic planning team, we will review to see if committees we currently have would remain the same. Committees may be similar to what we have now.

We need committee chairs and are looking for four Alumni Board members to lead the four committees. Additionally, a secretary will be needed as the current Alumni Board secretary will be leaving the board this year. We have 5 Alumni Board members who are completing their 2 terms of service this June and thus will be leaving the board this year.

If you are nominating someone, please ensure that they know the requirements of being a member on the board. They should have the time and energy to be on the board and be ready to dive in and make a difference. There will be voting on the nominations. If more nominations are received than available slots, we will keep some as standbys for the next round of selections. If you have a nomination, please invite the person to



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April board meeting so they can observe what being a part of the Alumni Board is about. The Nominees do not have to live in the La Crosse area. We will use technology to keep those individuals involved in the board.

- Ex-Officio Members

An Ex-Officio at the university has been identified to work with the Recruitment Committee. Abby Brueggen '10 will start working with the Alumni Board in conjunction with the Recruitment Committee. She will be the boards' Recruitment Committee liaison to the university.

- Alumni Travel Update - Kathy Duerwachter

A trip has been planned to California in March of 2021 for Alumni and Friends. Glenna will be on this trip. There are 25 to 30 slots for this trip. We could go over 30 if needed. The itinerary for this trip will be out within a month. The cost will be \$2995 plus airfare. This trip will consist of exploring San Francisco and the Napa Valley area.

A trip has also been planned for Spring of 2022. This trip will be to Italy and will consist of visiting Assisi and southern Italy area.

These annual Viterbo trips feature a domestic trip on the odd year and an international trip on the even year. The trips have something to do with the Franciscan theme. These trips are for Viterbo Alumni and Friends.

For next year's trip, 20% is due at registration for the trip, which is \$600. The balance is due in about 90 days before the trip.

- Alumni Giving - Kathy Duerwachter

Undergraduate giving is currently at 5.02%. The goal for undergraduate is 8%. The more alumni that are involved and support the university, the stronger the university is and the stronger your degree is. The Student Ambassadors educate current Viterbo students on the importance of giving back.

The university is exploring options for the younger generation to donate to the university as they sometimes do not have checks, but tend to use online payment media. For example, Venmo is an option. It usually involves



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more for non-profits to use such payment media so the university is negotiating. This will be under the purview of the new director of alumni and affinity giving. This person will focus on increasing alumni giving by 1% each year. This person will start with Viterbo week of 2/24/20.

If you have ideas for giving, please get with Kathy Duerwachter or Jim Salmo.

V. Strategic Plan - Writing Team – Neal Zygarlicke

Thanks to everyone who had been at the Compression Planning meeting. There were about 200 different ideas presented during this planning meeting. The Writing Team is taking the information, is compiling and working through ideas to hone in on a draft of goals for the next 2 years. The draft will be presented to the Alumni Board at the April board meeting. This plan will go into effect in July.

The Writing Team has been provided with templates and will be condensing and writing the goals. This team will meet every 2 weeks, for a total of about 3 meetings, and will go through all four areas. These meetings will be 1.5 hours long and will be focused on defining the initiatives and goals of the board. The goals will be SMART. The team will work to combine ideas and determine how to measure our success in achieving those goals. By creating these goals, over the next 2 years, it will be easier for our committees to know what they are going to do and focus on doing those tasks. So the goals will be a road map for our committees.

If you are interested in attending a Compression Planning class there is one in March at Viterbo. Consider signing up and registering for this Peter Hughes class.

VI. Upcoming Alumni Association Sponsored Events:

- Feb. 15 – Homecoming
  - 10:00 am Wall of Fame – Reserved Seating for Alumni Board, Hors d'oeuvre Social
  - 11:45 a.m. Alumni Women's Basketball Game, Varsity Athletics Center
  - 12:00 pm 1999 Men's Soccer Alumni team lunch
  - 11 a.m.–1 p.m. Bookstore Open - 10% off this day only for all alumni
  - 1 p.m. Alumni Men's Basketball Game, Varsity Athletics Center
  - 4 p.m. V-Hawk Women's Basketball vs. Presentation College
  - 6 p.m. V-Hawk Men's Basketball vs. Presentation College, Alumni Social following in Skogen's Family Welcome Center, Reinhart 134



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- Feb. 20 – MBA/MASL Speaker and Social Event, with Tom Thibodeau – Servant Leadership in our organizations and communities 5:30-7:30 pm. – All alumni are invited
  - Mar. 1 – Arizona Brewer Game Alumni Event 1:05 pm
  - Mar. 25 – Speed Mock Interview, FAC Lobby, 5:30-8 pm
  - Mar. 25 – Milwaukee Social, The Mecca (Across from the Bucks Stadium) 5:30-8 pm
  - Mar. 26 – Countdown to Commencement, FAC Lobby, 3:00-5:30 pm
  - ***Apr. 1 – Date change: First WEDNESDAY, Leo and Leona’s with Tom Thibodeau, sponsored by MBA/MASL chapter***
  - Apr. 18 – President’s Day of Service
  - Apr. 22 – Alumni Board Meeting 5:30 pm
  - June 16 – Minneapolis Event – Twins vs Brewers
  - June 24-26 – National Conference on Servant Leadership at the Weber Center  
(the pre-conference is on June 24<sup>th</sup>)

**VII. Adjournment & Group Photo - Sarah Havens**

The motion to adjourn the meeting was made by Linda Digby, 2<sup>nd</sup> by Julia Callaghan.