



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

Present: Amanda Christianson, Amanda Clark, Avery Gerstenberger, Jill Haram, Jacob Hart, Jessica Himmer, Kyle Jennings, James Lawrence, Andrew Kaiser, Carrie Kirsch FSPA, Mary Kay Krupa, Brett May, Christopher Nelson, Terri Pedace, Pat Stellflue, Scott Stene, Marjorie Stieve, Sandra Hooser, Ann Kiel, Leah Misch

Ex-Officio: Rick Trietley, Jim Salmo, Kathy Duerwachter

Special Guest: Caitlin Fallon '20, Mission Moment

Called Meeting to Order at 5:30 p.m.: Christopher Nelson

Prayer: Christopher Nelson

Mission Moment

- Caitlin Fallon '20 went on the two-week Viterbo chorale trip to Austria over Christmas break. She described the Franciscan moments they had while on the trip and the Franciscan ornate Cathedral they visited. They performed daily, whether it be a scheduled performance, watched a performance, or an impromptu song of gratitude to those that served them while on the trip. Andrew Kaiser, alumni board, also went on the trip. It was a trip of a lifetime and is scheduled every four years so students have an opportunity to attend during their time at Viterbo. A few alums were on the trip.

University Update – President Rick Trietley

- Rick thanks Caitlin Fallon and Andrew for the Austria trip updates.
- Rick thanked everyone for their support of his inauguration last fall.
- January in-service went well the week before students returned in January. Employee forum with updates for all was held, opportunities for professional development, and a mission convocation session.
- Semester sports are in full swing with the track and the dance team are off to strong starts. The dance team defeated the number one team from last year. E-sports is starting out strong with a win in their first competition.
- Census day numbers are in with 1037 full-time undergraduate students, 797 master's degree students, and 127 doctoral degree student for a total of 2,243 students.
- Fall 2023 show FAFSA forms are up 9% which is encouraging. First year students have over half of the goal in deposits and athletics show half of their goal in deposits.



- October through April preparing next budget which is typically a yearlong cycle. 75% of budget is tuition, fees, room and board while 25% comes from fundraising, grants, Center for Professional Learning, Fine Arts Center programming, athletics, and the Board of Trustees.
- Currently taking St. John XXIII award nominations. The Saint John XXIII Award for Distinguished Service is the highest non-academic award conferred by Viterbo University. It was established in 1975 to recognize those men and women who have distinguished themselves through service to higher education, to community, to humankind. Please nominate if you know of someone fitting these criteria. <https://www.viterbo.edu/saint-john-xxiii-awards/saint-john-xxiii-award>
- Searches are underway for the VP Academic Affairs and VP of Finance. There is a large pool of VPAA applications and good number that the search firm has passed along to the search committee.
- Employee compensation is major priority to identify gaps in many positions and to create career ladders. One of the best higher consulting firms, Casa Grande, is instrumental in this process.
- The Higher Learning Commission indicated that Viterbo meet all the criteria with no concerns.
- Six employees will be traveling on a pilgrimage to Assisi in May funded by donors and Viterbo ministries. There will be 5 or 6 student veterans attending a veteran's trip to Assisi.
- Exploring nonmonetary incentives for employees and have put into place initiatives such as a remote policy and compressed work week.
- Student retention was up 3% and the 4-year guarantee policy has been put into place.

Alumni Board Activity – Christopher Nelson

- A day in the life activity – board members interviewed another board member and reported back to the group a general idea of their day.

Alumni Board Business

Minutes from the last meeting.

- Jim Lawrence made a motion to approve Carrie Kirsch seconded the motion.

Alumni Board Mission & Pillar Recap – Christopher Nelson

Three Pillars

- Nelson highlighted the three pillars of board focus: education, engagement, and philanthropy. He asked everyone to continue promoting Viterbo in all walks of life. Upcoming events are a great way to showcase engagement. Please consider financially giving to the university, supporting students, faculty, and the college community. As a board we have a goal of 100% of our board members give financially to the university by fiscal year end which is June 30. Giving amounts are what is comfortable for each board member. You can give online at <https://www.viterbo.edu/advancement/make-gift>

Alumni Office Updates

- Please go online and nominate deserving individuals for Distinguished Alumni awards. Only 250 words or less are needed. Distinguished alumni board nominations are due by midnight, March



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1. Service to the University and Spirit of Francis awards are sponsored and chosen by the alumni board each year.
- Sr. Celestine Alumni Children's Scholarships were chosen by board members in January. Thank you to all those that reviewed the scholarship applications and voted. Three recipients were chosen and each will receive a \$1300 scholarship in their first year at Viterbo. Kathy passed around congratulatory letters to each recipient for board members to sign.
 - Alumni Board Succession Planning – Kathy shared that she has four interested individuals but is still looking for more candidates. She will email out our list of board members and terms to all of us. Interested individuals should reach out to Kathy to learn more.
 - Oral History Project
 - 3,555 respondents
 - 125 online survey respondents
 - 2,553 stories
 - Great response on gathering contact information including emails, addresses and phone numbers
 - Viterbo gear will arrive in the spring for those that ordered. The book and digital publications will be sent out this summer.
 - A book will go to the Library of Congress and in Viterbo's archives so Viterbo alumni stories and our history will be preserved.
 - A very successful and popular project!
 - Spring events – for more information or to register go to:
<https://www.viterbo.edu/alumni/viterbo-university-alumni>
 - March 1 – deadline to submit distinguished alumni nominations
<https://www.viterbo.edu/alumni/distinguished-alumni-awards>
 - March 21 – Countdown to Commencement
 - March 24 – Phoenix, AZ, Milwaukee Brewers vs. Colorado Rockies game
 - **April 4 - First Tuesday** event at Bluffside Tavern in La Crosse
 - April 22 – Platinum and Diamond Edition Alumni Reunion & Performance
 - April 23 – Milwaukee Brewers vs. Red Sox game – tickets still available
 - June 1 – First Thursday at La Crosse Loggers vs Waterloo Bucks
 - October 23-November 1 – Alumni and Friends Franciscan Heritage Tour with Fr. Conrad and President Trietley to Rome, Assisi, Viterbo, Greccio, and Gubbio
 - Servant Leadership Conference – June 29 & 30
 - At the Weber Center for Performing Arts
 - Celebrating the 20th anniversary of the Servant Leadership master's degree with a gathering for alumni and friends on Wednesday, June 28, at the Weber Center. All are welcome even if not attending the conference. Celebrations, food, music, and networking.



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- Registration is open online/early bird ends March 31

Advancement Update with Jim Salmo

- Alumni plaza update – Space has been identified to add three more panels and a larger panel which will include a history of campus buildings. The glass entrance is being tested with window clings to provide a more finished look to the area.
- Jim is working with a consultant to facilitate a feasibility study to identify priorities and arrange them in order. It will also test support levels for the various identified priorities. This study will lay a roadmap for a successful effort.
- \$85 million of need brought forward. The study will ‘test’ allocation ideas for ~ \$50 million of the dollars
- Spring phone-a-thon is underway focused on retention of dollars with past donors.
- All board members please consider donating by June 30th so we can maintain our 100% giving level.

Motion made by Jessica Himmer to adjourn and was seconded by James Lawrence.