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**VITERBO UNIVERSITY ALUMNI ASSOCIATION Board Meeting Minutes**  
**Thursday, April 20, 2023 – 5:30 p.m. – 7:30 p.m.**

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**Board Members Present:** Joan Schreck, Scott Stene, Carrie Kirsch FSPA, Pat Stellflue, Jessica Himmer, Sandra Hooser, Andrew Kaiser, Christopher Nelson, Terri Pedace, Brett May, Amanda Christianson. **Online** – Jed Barton, Mary Kay Krupa, Jill Haram, Ann Keil, Avery Gertstenger, Doug Beinborn

**Emeritus Members:** Margaret Hammell, Marie Kyle, Ann Kiel

**Ex-Officio:** Rick Trietley, Jim Salmo, Kathy Duerwachter, Emily Dykman

**Special Guests:** Jacqueline Guilbeault, Maribel Wehernberg, Naomi Hemesath-Harm, Mary Ann Gschwind FSPA, and Sam Morris

Called meeting to order at 5:32 p.m.

**Prayer:** Jessica Himmer | Blessings for Leaders

**University Updates - Sam Morris**

**Director of Student Military Success – Update**

Viterbo for the second year is recognized as Military Gold Top level university in the nation. Providing guidance and support for all of our military students across all branches in both active and reserve (Around 276 people – across 10 states and 2 countries). Named changed from veteran services as we actively serve all. Have 99 ‘military children’ who are currently attending Viterbo. Working to assist with funding for military spouses. Have multiple events throughout the year. Recently started a creative writing group for our military students that is a 12-month cohort. Military pilgrimage coming up with the largest group of participants since coming out of COVID. Thanks to all our alumni, alumni board, board of trustees, leadership, and all of our supporters.

**Viterbo University Update President Rick Trietley**

- Campus is very busy in April and May, and all events are celebratory this time of year. Please join us for any of the many events going on.
- Enrollment numbers for fall – 198 freshman deposits and are on track to meet the 250. We’re almost double where we were on transfers on this date last year. We also have 14 international students and 35 military aligned deposits.
- Welcome to two new vice presidents – Dr. Tonya Wagner, Vice President of Academic Affairs and Institutional Effectiveness., and Amy Schmidt ’11, Amy Schmidt named Vice President for Finance and Administration and Chief Financial Officer. Two internal dean searches are underway.
- Rick’s goal is to have the new team in place by August.
- Always looking for additional sources of revenue – exploring possible expansions of grants (2 in-hand and 1 still pending.) About \$5,000,000 out there. Will help to support our high level of quality education.
- Compensation study is being worked on. They are in draft stage and will soon be moving to building structures and organization systems to get compensation in line with comparison peers. Goal is to finish



that work next fall and then work with Board of Trustees to fill the gap. Task force has been working since November.

- Twelve total going to Assisi on the two different pilgrimages.
- Students are going to South Africa, Spain, Costa Rica, and Peru.
- Working on the budget and enrollment scenarios... excited to say the budget will be balanced for the 45<sup>th</sup> year in a row.
- Cardinal Stritch – our Milwaukee sister school is closing. We've reached out and are working with them and their students to offer a seamless transition if they would like to finish their education in a similar Christian community. The higher education environment is tough these days. Viterbo is different because we have very little debt, healthy endowment, strong index (2.2) plus a lot of initiatives in place to improve our enrollment. The university is now budgeting from actual numbers versus projections. This with conservative fiscal policy has helped know exactly what our expenses and revenue is.
- 4 alumni board members are completing their two – three year terms and have a combined board service of 24 years – Rick thanked Jessica Himmer, Carrie Kirsch FSPA, Terri Pedace, and Scott Stene. We also thank Cassie Larson for completing 3 years of board service.

#### **Advancement Update Jim Salmo**

- Nancy Allen's retirement is going to be huge on Friday and Saturday! They have created a Nancy Allen '84 Angel Fund. Students in the Conservatory or singing groups can come to this fund for emergency assistance. This will be a great tribute to Nancy and her years of service.
- Viterbo is doing activities with the Boys and Girls Clubs including summer courses. They have a new grant from the US Bank Foundation to offer to the YMCA. They are able to offer four courses. They can come on campus and take credits and get college credits at no cost to them. They can start during their sophomore year of High School. In past they've average 10 to 15 students per class. It's an excellent opportunity for students to take more than one class.
- Reaching out to companies in the local area to see if we can do an alumni event at their company on-site. They have identified 3-4 different companies they are reaching out to {Dairyland, Organic Valley, Mayo, Gunderson and Altra}
- In the advancement area they have had two people who have graduated to other opportunities within the last 2-3 weeks. The team is taking time to think through how to position these placements while also considering future needs to be more strategic in working with other campus teams.
- New campaign over the next 6-7 years. Plan to keep the alumni board engaged and informed. We are wrapping up the initial interviews with 50 alums and benefactors. Working towards the October meeting of the Board of Trustees to have approved.

#### **Alumni Board Input Activity**

Salmo shared the list of priorities and asked members to rank their top five and the five least attractive for input on campaign priorities. Approved the February 16 board minutes. Jessica Himmer seconded the motion. Motion carried.

#### **Philanthropy Pillar**

Goal of 100% alumni board participation to make a financial contribution to Viterbo University. Thank you for those who have donated and we encourage those who have not to donate by May 1. We are currently very close to 100% participation.



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### Enrollment Management

There have been 12 alumni featured in the campaign. There will be an additional 12 alumni members featured. 10 of those are on this board.

### Succession Planning

Christopher nominated Brett May for an incoming president. Watch for the voting survey. Potential new board members include Naomi Hemesath-Harm, Maribel Wehrenberg, Mary Ann Gschwind FSPA, Jacqueline Guilbeault, Judy Harpenau and Christina Repa.

### Retiring Members

Thanks to Jessica Himmer, Carrie Kirsch FSPA, Terri Pedace, Scott Stene and Cassie Larson.

**List of upcoming events you can get involved in. Please reach out to Kathy to volunteer. Watch for a First Thursday survey from Kathy.**

- **Apr. 22:** Platinum and Diamond Edition 25th Anniversary Alumni Reunion and Performance and Retirement Honoring Nancy Allen. 7 p.m. Fine Arts Center Main Theatre
- **Apr. 23:** Milwaukee, Brewers vs. Red Sox 1:10 p.m.
- **May 11:** Senior Soirée with the President (for undergrads), Fine Arts Center FSPA lobby, 5-7:30 p.m. will need **alumni board volunteers needed**
- **May 12:** Nursing Pinning Ceremony, Fine Arts Center Main Theatre, 6 p.m.
- **May 12:** Sending and Blessing Ceremony, 8:30 p.m. on Assisi Courtyard, followed by reception in FSPA lobby will need **alumni board volunteers needed**
- **May 13:** Baccalaureate Mass, San Damiano Chapel, 10 a.m.
  - May 13: Commencement Ceremony, La Crosse Center, 1 p.m. o **11:45 a.m. – 1:15 p.m. Alumni Quick Stop Station volunteers needed**
- **Jun. 1:** First Thursday at La Crosse Loggers vs Waterloo Bucks 6:35 p.m.
- **June 28-30:** Servant Leadership Conference

### *Potential Up and Coming:*

- Alumni pop up events at Gundersen, Mayo, Organic Valley, Dairyland Power
- La Crosse Queen Boat Cruise
- Green Bay area event
- Survey for 2023-24 First Thursdays

### *Mark Your Fall Calendars:*

- **Oct. 12:** Day of Giving
- **Oct. 13-15:** Viterbo Days Alumni Weekend
  - • **Oct. 23 – Nov. 1:** Alumni and Friends Franciscan Heritage Tour with Fr. Conrad, President Rick Trietley to **Rome, Assisi, Greccio, Viterbo, Gubbio**



**VITERBO** UNIVERSITY  
ALUMNI OFFICE

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**Updated Calendar of Events and Registration:** [www.viterbo.edu/Alumni](http://www.viterbo.edu/Alumni) or  
<https://www.facebook.com/viterboalumni/events>