



VITERBO UNIVERSITY ALUMNI ASSOCIATION

**Saturday, February 10, 2018
Reinhart Center Boardroom**

Members Present: Dean Beinborn, Margaret Hammell, Sarah Havens, Jessica Himmer, Sandra Hooser, Sr Carrie Kirsch, Karen Kouba, Mary Lella, Jason Lepke, Leah Misch, Flowers Nash, Wayne Oliver, Terri Pedace, Amy Jo Priesler, Ed Smudde, Cassandra Walters, Neal Zygarlicke

Ex Officio: Kathy Duerwachter, Director Alumni Relations; Glenna Temple, Viterbo University President

Emeritus Members and Guests Present: Ryan Anderson, Assistant Professor, Criminal Justice; Marlene Hendrickson, SFSN Alumnae Chapter President; Kathy Ivey, Miranda Myszka, student, Mission Moment; Colin Burns-Gilbert, Integrated Learning & Programs Coordinator; Cassie Schultz, SAA President; Wendell Snodgrass, VP for Advancement & University Relations; Sr Rochelle Potaracke, Josh Gates, Director of Development; Tyler Stapleton, MBA Alumni Chapter President

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| I. Call to Order | Sarah Havens | 8:30 a.m. |
| II. Prayer | Margaret Hammell | 8:32 a.m. |
| III. Mission Moment | Miranda Myszka | 8:35 a.m. |
| | | <ul style="list-style-type: none">• Miranda shared a summary of her experiences during a service immersion trip to Chicago during winter break |
| IV. President's Day of Service/Service Saturdays | Colin Burns-Gilbert | 8:45 a.m. |
| | | <ul style="list-style-type: none">• Colin provided board members with a handout containing 2017-18 Service Saturdays information. These events are open to all alumni plus our friends, family, co-workers, etc. Alumni in other communities are also encouraged to participate in their locations. Visit the Service Saturdays web site, which includes a link to Ugetconnected as well as links for providing feedback and suggestions.• President's Day of Service is April 14. Expecting 300-350 participants for 18-22 different locations in the La Crosse area. Meet for breakfast & socializing in the Mathy Center, serve from 9 to 12, then return to campus for lunch and sharing and reflecting on the morning and service projects.• Wendell added that President's Society members will be invited to attend the President's Day of Service instead of the evening social event they've had in the past. |

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- Kathy said a goal is for 10-15 alumni to adopt a site. Some of our off-site alumni could start their own groups, too; i.e., Milwaukee, Minneapolis.
- One person acts as a site leader. As a leader your role is to introduce yourself to the group you're serving and act as their contact with Colin and when you go to the organization you are serving. Site leaders can also troubleshoot any issues that might come up, work with Colin, send an email to the volunteer group, etc. Some examples of sites are Habitat for Humanity, Hamilton Elementary School, Junior Achievement, Coulee Region Humane Society.
- Terri Pedace pointed out that an important benefit of the Service Saturday experience is working alongside students, so do we really want to volunteer as a separate group? Suggestions were made to invite students to join our group, having alumni go out to other sites in addition to the alumni-sponsored site, etc. President Temple said it is still important to demonstrate alumni involvement to students by working as a group and as a site sponsor. That visibility is important. Cassie Schultz suggested the alumni group could co-sponsor with the student ambassadors and adopt a bigger site. Wayne Oliver asked that Kathy and Sarah/Juan choose a site and tell us how many volunteers are needed. This information will be emailed to us as soon as the site is identified.
- The alumni board is asked to spread the word about the President's Day of service to their classmates and other Viterbo alumni. Alumni can be local or perform service in their own community.

V. University Update

President Temple

8:55 a.m.

- Day of Service: As an institution we are trying to be recognized as a service organization. This is in accordance with our core values, and it's what this generation of students are looking for.
- Forty prospective student athletes are visiting Viterbo today. The admission visit is tied in with Homecoming.
- Theatre department presents Prime of Miss Jean Brodie this weekend at the Weber Center.
- Music department presents Love Songs tonight in Recital Hall.
- Thursday this week is the annual Humanities Symposium. Theme is "Creativity & Imagination: Celebrating Play in a Risk-Averse World." This is open to the public and the schedule is online.
- Yesterday was the annual health sciences scholarship competition. Thirty-seven high school students compete for a scholarship in health sciences & dietetics. The students enjoyed hearing about Service Saturdays.
- A week ago nursing students were on campus for the Nightingale nursing scholarship competition.
- Yesterday was the Celebration of Teaching and Learning, an event for faculty to share research, practices and learn from one another.
- University Sponsorship Change: President Temple has had many questions regarding the sponsorship change with the Franciscan sisters. Mary Lella suggested she provide us with a list of FAQs. The documents for the sponsorship change were recently submitted to Rome for approval, may be finalized in July.
- Branding update: Lots of positive feedback on the changes. Now working through athletic branding. Phasing in the change slowly and prioritizing in order to be fiscally responsible. We will have a mix of old and new logos during the transition.

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- Student Affairs: Hired several new people who are doing many exciting things. Service Saturdays is one example. Leading an identities project now with dialogue around broad diversity issues; i.e., national anthem, bullying, civil dialogue, Black Lives Matter movement, disabilities, etc. Over 100 students participated in the first event.
- Enrollment Report: Retention up. This semester it's back up to 93%, which is above our 5-year average, compared to 88% at this time last year. Attributes the increase to the Student and Residential Life departments with their initiatives and increased staffing.
- New Program Launches:
 - Monday and Tuesday visitors from the accrediting body for the educational counseling doctorate will be on site.
 - February 17 is an engineer-specific visit day. Getting hands-on with students, a panel of engineers will be on-site, an additional \$500 scholarship will be offered to students participating next Saturday.
 - A proposal has been submitted for a master's in nutrition and we are waiting for a response.
 - We received a large nursing grant to promote nursing in rural areas, and specifically students from diverse backgrounds, trying to build enrollment in those areas. The first cohort has started and there's a lot of good work happening with this initiative.
- Glena reported on program review.
- Board of Trustees: Approved 2018-19 budget parameters and a sophomore-live-on-campus requirement. No start date yet, but requirement may be in place for fall 2019. Most area schools have a sophomore live on campus requirement.
- Approved modifications to strategic plan, will go through 2020. Approved campaign to fund raise; i.e., creating a welcome center. Currently reviewing a plan to renovate Reinhart Center to accommodate the center.
- Enrollment Update: Spring exceeded goals for budget. Twenty-nine students above what we budgeted for. On-campus graduate and adult learning are holding steady, but we've had a dramatic decrease in off-campus graduate education programs due to the change in state licensing for teachers to respond to rural teacher shortage (reduced requirements for licensing). Next year \$500,000-\$600,000 loss in net revenue predicted from this change. We are making adjustments as a result.
- Fall numbers are 5% up, but this may be due to filing for FAFSA at an earlier date.
- Special scholarship for education students resulted in an uptick with those students. Launched effort right after Christmas to try to recruit local students, but it was not that successful.
- Increase in diocesan school outreach. There are seven schools in our diocese. Guaranteed minimum scholarship is a talking point for those students.
- Competitive Dance & Cheer was recently added. This is an up-and-coming sport at the collegiate level. Scholarships are available, Misty Lown is encouraging recruits. Eleven deposits were made even before a coach was hired.

VI. Board Business

Sarah Havens

9:15 a.m.

- Approved minutes from previous meeting

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- Alumni Giving Update

Kathy Duerwachter

- Undergrad goal is 10%, as of yesterday we're at 6.6% of goal. Last year at this time was 5.9%. Wendell added that it takes 220 alumni to move us one percentage point.
- Overall giving 4.9%, last year we were at 4.5% at this time.
- Phonathon started this week, all board members are invited to help with calls, provide a meal, or support the effort in any other way. Email Shawna Bonney sjbonney@viterbo.edu or call her at 608-796-3067 to sign up. Students really enjoy the help and meals alumni board members have provided in the past. The phonathon takes place until March 8, Monday through Thursday. Wendell stated that our Board of Trustees is really noticing our alumni giving so continue the focus and drive forward.

- Leah Misch provided four cards for board members to sign. A card will be given to each alumni children's scholarship recipient.

- Alumni Travel

Kathy Duerwachter

Trip is planned for May 18-25, 2019. Brochure is being finalized by Marketing. See the alumni travel tab on the alumni web page starting next week. Payment of 20% is required to reserve your spot. Cost is about \$2400, plus air fare is on your own. We need people to commit so we can save the spots, space is limited to around 30 people. Kathy has 36 on a list who indicated interested last year. This information will also be published in Strides. Already talking about future alumni trips, including some smaller ones.

- Bylaws

Sarah Havens

Juan will bring recommendations for changes to April 16 meeting. Review the bylaws in your binder in advance of the meeting.

- Succession Planning

Kathy Duerwachter

Three board members are leaving after two three-year terms. Seven members are completing their first three-year term. We will need a secretary. Juan Jimenez will move to past president; Sarah Havens will become president. If anyone is interested in the secretary know please let someone from the executive know.

- Distinguished Alumni Nominations

Sarah Havens/Kathy Duerwachter

Nomination forms were provided today. Complete and send them to Kathy. You can also make your nominations online. You can nominate more than one person. Forms are due March 1.

- Let's Change Our World in next issue of Strides – Kathy received many names from board members. She'll forward them to Admissions so they can also use the stories in promoting Viterbo.

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- Will be doing something at Viterbo Days around alumni who met and got married at Viterbo.
- Alumni Quarter-Zips were distributed to those that ordered them. If anyone else would like to order a quarter zip please email Kathy.
- Recruitment Committee – Admission Profile brochure was distributed to board members, along with another brochure containing good talking points for promoting Viterbo. Purpose is to help you be more educated to help with recruiting as you're out and about.

VII. Alumni Board Photo 9:35 a.m.

VIII. Wall of Fame Ceremony 10 a.m.

IX. Upcoming Alumni Engagement Opportunities

- February 22 – MBA Alumni Speaker & Social Event 6:30-8:30 p.m.
- March 1 – First Thursday – Love Child 5:30-7:30 p.m.
- March 1 – Distinguished Alumni Nominations Due
- March 21 – Countdown to Commencement - 3-5:30 p.m.
- March 27 – Speed Mock Interview – 5:30-8 p.m.
- April 5 – Old Crow – 5:30-7:30 p.m.
- April 14 – President's Day of Service
- April 16 – Alumni Board Meeting
- April 16 – SAA Philanthropy Week
- April 19 – Madison Alumni Event 5:30-7:30 p.m.

Meeting adjourned at 9:30 am.

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