



Viterbo University Alumni Association

Saturday, February 21, 2015, 8:30-9:30 a.m.
Fine Arts Center - Hospitality Suite

Members Present: Julie Bartels, Margaret Hammell, Sandra Hoeser, Juan Jimenez, Joelle Kaufman, Karen Kouba, Sr. Marie Kyle, Katie Marti, Leah Misch, Abby Ryan, Kristina Schoh, Katie Rowan-Koenen, Ed Smudde, Cassandra Walters

Ex-Officio: Kathy Duerwachter, Alumni Director

Alumni Emeritus Members and Guests Present: Laure Artz, Linda Digby, Shawn Keenan-Annual Fund Gift Officer-Institutional Advancement, Paul Wilhelmson-MBA Alumni Chapter Rep, Brenna Gustafson, Alumni Office Intern, Carolyn Hogan, Paula Skoy, Deb Kappmeyer-Assistant VP of Communications and Marketing, Pat Kerrigan-VP of Communications and Marketing.

- I. Welcome and Call to Order by President-Elect Joelle Kaufman: 8:30 a.m.
- II. Prayer: Joelle Kaufman
- III. Board Business
 - A. Guest and Board Member Introductions - Kathy
Linda Digby '00 Organizational Management, Laure Artz, '76 Nursing, and Brenna Gustafson, Inter. Linda and Laure expressed an interest in joining board
 - B. Packets – Kathy
Packets contain alumni card, alumni benefits brochure, donation envelope, and information on 125th anniversary events and the humanities symposium. Also alumni board nomination form, scholarship form, board retreat suggestion form.
 - C. Approve Minutes from November Board Meeting: Move to approve by Juan Jimenez, seconded by Sandra Hoeser, minutes approved.
 - D. Alumni Board Resolution – Joelle
Alumni Board members are asked to complete and return donation cards in their folders or donate online. Board resolution is for 100% participation.
 - E. Alumni Children's Scholarship and Distinguished Alumni Award – Joelle
Complete the forms in the packet and leave with Kathy after meeting. Anyone who wants to help with the selection, notify Kathy or Joelle within the next two weeks. Kathy will send a poll to volunteers for a March meeting date.
 - F. Board Retreat – Joelle
Open to all thoughts and ideas. Purpose is to reconnect to the university, the board's mission and alumni outreach. Usually meet for 3 hours, but open to more or less time. Could include a social afterwards. Feedback sheets in packets.
 - G. Alumni Board Recruitment - Kathy
Katie Rowan-Koenen and Julie Bartels are completing their second terms. Margaret Hammell, Diane Knothe, Ed Smudde, and Karen Kouba are completing



their first terms. Bylaws state up to 30 members, currently have 22, recruitment target is 4-6. Alumni Board informational marketing and nomination sheets are in the packets.

IV. Strides and 125th Anniversary Celebration – Pat Kerrigan and Deb Kappmeyer of Marketing & Communications

- A. Update on food donation and on 125th anniversary celebration. March 21 – A Place for Us gala celebration of the arts at Viterbo. Wisconsin Public Television will be on site, and the program will be aired statewide at a date TBD. The marketing campaign continues to August.
- B. Strides: Changes are being proposed due to increases in circulation and in printing and postage costs. Board members provided feedback recommending gradual transition to online only. Use this as an opportunity to engage alumni and link with their financial support.

Presentation of a gift and card to Pat Kerrigan on his June retirement after 30 years of faithful service and ethical leadership and for his involvement in the alumni board.

V. Upcoming Events:

- Tuesday, March 24 – Speed Mock Interview – 5:30 – 8 p.m.
- Wednesday, March 25 - Countdown to Commencement Event – 3:30-5:30 p.m.

Meeting adjourned at 9:30 a.m. for board photo and Wall of Fame Ceremony

Next Board Meeting: Wednesday, April 15