



\Viterbo University Alumni Association

**Wednesday, April 13, 2016, 5:30 p.m.
Reinhart Center Boardroom**

Members Present: Jackie Baures, Sandra Hoeser, Linda Digby, Brady Lowe, Margaret Hammell, Joelle Kaufman, Laure Artz, Juan Jimenez, Karen Kouba, Ann Kiel, Katie Marti, Abby Ryan, Leah Misch, Alyssa Gray, Cassandra Walters, Neal Zygarlicke, Dimitar Dzikov, Marlene Hendrickson, SFSN Chapter Representative; Sr Marie Kyle

Ex-Officio: Kathy Duerwachter, Alumni Director; President Rick Artman; Wendell Snodgrass, VP, Institutional Advancement

Alumni Emeritus Members and Guests Present: Carolyn Hogan, Dean Beinborn, Mary Lella, Sarah Havens

- I. Call to Order by President Joelle Kaufman at 5:30 p.m.
- II. Prayer by Joelle Kaufman
- III. Welcome and Introductions - Joelle Kaufman
- IV. University Update – President Artman
 - A. Presidential search process update: Due to President Artman’s retirement at the end of academic year 2017, the Board of Trustees selected 2 members, Jim Birnbaum and Dan Gelatt, to serve as co-chairs of search committee. They’ve prepared a position profile, engaged a consultant, conducted interviews on campus, and prepared report for Board of Trustees. The alumni board may be involved when interviews are conducted.
 - B. Alumni Board member Margaret Hammell was nominated to join Board of Trustees. They will vote May 16.
 - C. Enrollment: A consultant was engaged to address enrollment decline. 95% retention from fall to spring. 8 years ago it was 87%. Fall recruiting cycle goal is to reach 2014 targets. Applications are 29% ahead of 2015 and 6% ahead of 2014. Acceptances are 18% ahead of 2015, 3% ahead of 2014. Deposits are 4% behind 2015 and 18% behind 2014. Admissions consultant advised we build emotional tie with students first, then address deposits in spring. Must determine a way to encourage commitment.
 - i. Accepted Students Days were successful. Over 50 student athletes came to campus in February. April 2 expectation was 70-80 students, 150 attended.
 - ii. Financial aid packages went out 3 weeks earlier than last year, but students are waiting for the other schools. Last year we were late. Must get somewhere in the middle.



- iii. Changed music theater admissions process due to very high number of applicants. Last year accepted 40-50 and kept a wait list of 15. This year accepted 100 students.
 - iv. International students: At least 10 Chinese students are interested.
 - v. All signs very good except for deposits. Definitely will be higher than fall, but not sure yet if we'll hit goal.
 - vi. Transfers – a little early yet, but well ahead in transfers. 325 freshmen, 140 transfer students is the goal.
- D. New finance major, health care management major, marriage & family track in counseling. New financial simulation lab will open this fall. This is a gift from TrustPoint in honor of Charles Gelatt. Will be located in south end of Brophy.
- E. Academic personnel changes: Ted Wilson transitioning back to faculty, so search is underway for his replacement. Sara Cook was promoted to assistant VP of academic affairs. MBA director responsibility will be determined.
- F. Test neutral or test optional: Decision on whether or not to require standardized testing to admit freshmen should be made by fall.
- G. High Impact Practices (HIP): A strategic plan initiative. Made long-term difference in student retention: intern, study abroad, relationships with faculty. Over 100 students studied abroad or were away over spring break.
- H. Service Saturdays program. Mission to work for common good. Three programs so far. For the first 2 programs, 40 students had breakfast and went to 3 different agencies: Children's Museum, Salvation Army, Habitat for Humanity. Students returned for lunch and reflection time.
- I. Athletic facility construction should be underway again soon. We're close on the financial campaign.
- J. First Thursdays: Congratulations on this success.
- K. President Artman told of a Viterbo student who donated his shoes to someone in need. Also mentioned Viterbo graduate Melissa Herek, who was named 2016 Wisconsin Elementary Principal of the Year.
- V. Fiscal 2016-17 – Wendell Snodgrass
- A. Every educational institution in Wisconsin is struggling to enroll students. Alumni involvement is far more than getting people to give money and includes student recruitment. We need more alumni sending their kids and grandkids to Viterbo. Recruit students on a regular basis. Talk about job placement and internships. Wear your university gear.
 - B. Alum participation in giving is up, thank you.
 - C. We will have close to 21,000 alumni after May graduation.
 - D. In midst of preparing 2016-17 plan, end of May first of June, launch July 1. Want your feedback on the plan for next year. Questions: What are you hearing from alumni and how do they want to be engaged?
 - i. More events and outreach in their areas.



- ii. Connect via email. Help alumni office keep contact information current and notify them to update.
- iii. Enjoy Facebook communications.
- iv. Survey.
- v. Teach a class session.
- vi. Refer students to Viterbo.
- vii. Consider breakfast opportunity or other ways to get parents on campus during state track meet.
- viii. Be a guest speaker. Have a guest speaker/network /pool for faculty and for alums to utilize.
- ix. Don't forget non-traditional students.
- x. Provide support for those seeking a career.
- xi. Create Viterbo cards similar to a business card for alumni to distribute. Add a QR code.
- xii. Encourage alumni updates and student referrals.

E. What feedback have you heard from alumni? Good, bad, challenges?

- i. Madison alumni very happy that a board member called.
- ii. Opportunity to connect with nurses on their night shift break.
- iii. Anna Sprague suggested that out of town alum want professional development such as connections, resume help, interview prep, mentorship, as a priority for Viterbo support.

F. What one piece of advice would you give us going into this next year?

- i. Consistent messaging.
- ii. Communications from other campus offices should include alumni. Example: health fair survey asked who you were (student, community member) but alum was not a choice.
- iii. Cell phone app with calendar event reminder.
- iv. Continue putting events on Facebook and LinkedIn.
- v. Utilize Events Ads on Facebook.
- vi. Promote Viterbo at school fairs.
- vii. Color code name tags at Viterbo events to highlight alumni.
- viii. Brief 5 minute message to group at First Thursdays.
- ix. Board members mingling at First Thursdays and other events.
- x. Alumni appreciate engagement alumni board outreach is creating.
- xi. Alumni table at events – Servant Leadership conference.
- xii. QR code on items for alumni to scan.
- xiii. Honor all the alumni doing great things, thank them.
- xiv. Strides needs more focus on alumni. Alumni want to hear about alumni.

VI. Alumni Board Business

A. Approve Minutes from February Board Meeting – Joelle



- i. Motion by Jackie Baures, seconded by Juan Jimenez, February minutes approved.
 - B. New Executive Committee members & Board Terms
 - i. Sandra Hooser, Katie Marti, Joelle Kaufman are ending their first terms and will serve a second term. Any interested board members are welcome to join the executive committee.
 - C. Distinguished Alumni Award Recipients – Congratulations to Sr. Marie Kyle. Additional communication will go out regarding the other recipients.
 - D. Alumni Children’s Scholarship Recipients – Thanks to all who donated additional funds to provide four \$1000 scholarships.
 - E. 100% Alumni Board Participation – Complete.
 - F. Bylaw Subcommittee Update – Juan

Bylaws were approved last meeting. Subcommittee met to review one more time to answer questions. Recommended changes were made. Sandra Hooser moved to accept bylaws as amended, motion carried.
 - G. Inauguration–Viterbo Representation – Juan Jimenez

Juan attended Illinois Wesleyan’s inauguration. The speech was on the importance of liberal arts. Learned a bit about their alumni association. If any board members are interested in participating in these events, notify Kathy.
 - H. First Thursdays Alumni Board Calling, Dashboards – Kathy

Charmant-80, Homecoming total attendance–86, 74 alumni, 6 guests, 6 staff. Old Crow–60, 52 alumni, 2 guests, 5 staff, Arizona–57 total, 24 alum, 30 guests, also friends of university with some benefactors, 3 staff. Speed mock interviews-49, 16 alumni, 5 guests, 3 staff, 25 students. Countdown to Commencement–267, 1 alum (Sandra), 2 guests, 17 staff, 4 faculty, 1 brought child, 2 volunteers, 240 students, newest alumni members. 53% of all grads attended. Madison -36 total, 24 alum. Café d’Vine- 22 alum, 1 guest, 1 staff, 1 student. Thank you! Since first of the year 829 people in attendance at events-336 alum, 311 students, 100 guests, 66 staff, 11 faculty, and 1 child.
 - I. LinkedIn and Facebook – Kathy Duerwachter

Thanks to Brady for spearheading the LinkedIn event with student alumni ambassadors. Very well received. Marketing Communications took professional headshots. We could consider presenting this to our board. Encourage people to join Viterbo’s Facebook and LinkedIn pages. Career Services will change their software this fall so all can connect better. Beth Dolder-Zieke may come in and talk to us once it’s done.
 - J. MBA Alumni Chapter Update – Stefanie Kline absent.
 - K. St. Francis School of Nursing Alumnae Update – Marlene Hendrickson

Group will meet shortly to plan summer get-together.
 - L. Student Alumni Ambassadors – Holly Dwyer – Absent
 - M. Congratulations to Juan on his upcoming wedding and his acceptance into doctorate program.
- VII. Upcoming Events
 - A. First Thursday – May 5, Recovery Room



- B. Commencement & Quick Stop Station – May 7
- C. First Thursday – June 2, Pettibone Boat Club
- D. Des Moines Alumni Event – June 9
- E. Minneapolis Alumni and Admissions Event – June 23

Meeting adjourned 7:30 p.m. followed by Alumni Board Social Year End Celebration