



VITERBO UNIVERSITY ALUMNI ASSOCIATION

Tuesday, August 30, 2016 5:30-7:30 p.m. Reinhart Center Boardroom
WiFi information - Username: alumni1 PW: Summ3r16

Members Present: Laure Artz, Jackie Baures, Dean Beinborn, Laura Deering, Linda Digby, Doris Doherty-Gasper, Alyssa Gray, Margaret Hammell, Sarah Havens, Sandra Hoeser, Juan Jimenez, Joelle Kaufman, Ann Kiel, Karen Kouba, Marie Kyle, Mary Lella, Brady Lowe, Katie Marti, Leah Misch, Wayne Oliver, Abby Ryan, Kristina Schoh, Ed Smudde, Cassandra Walters, Neal Zygarlicke

Ex Officio: Kathy Duerwachter, Director Alumni Relations; President Rick Artman

Alumni Emeritus Members and Guests Present: Carolyn Hogan, Rose Ann Kazmierczak, Marlene Hendrickson, SFSN Chapter Rep; Tyler Stapleton, MBA Alumni President; Holly Dwyer, SAA President; Alyssa Gostonczik, Career Services; Vickie Unferth, International; Wendell Snodgrass, VP Institutional Advancement

- I. Call to Order Juan Jimenez 5:30 pm
II. Prayer Cassandra Walters 5:32 pm
III. University Update President Artman 5:34 pm

- A. Thank you and gift presentation to Joelle Kaufman, outgoing alumni board president.
B. President Artman introduced his successor, President-Elect Dr. Glenna Temple, who will take over on January 1st.
C. Viterbo welcomed 30 new full-time employees this fall, many of whom are alumni.
D. Enrollment is well ahead of last fall. International student enrollment is also up from last year.
E. The Charles D. Gelatt Finance Simulation Lab is new this year.
F. High impact practices are proving to be successful.
G. Commission on Collegiate Nursing Education (CCNE) accreditation was received for a 10-year period.
H. About 30 university employees were impacted by the new Department of Labor overtime rules.
I. New financial aid policy will be implemented; enrollment impact unknown at this time.

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- IV. Welcome and Introductions Juan Jimenez 5:50 pm
- V. Career Connect – Purple Briefcase Alyssa Gostonczik 6:10 pm

Alyssa demonstrated Purple Briefcase, the new system released in mid-June that powers CareerConnect. It is a job and internship board for Viterbo students and alumni. The system is gamified for students to achieve certain point levels. All alumni have access and can also use the Career Services office. The system can help connect students to alumni. Employers are now working to build their platforms on the site, and Alyssa can help with that.

Alyssa also explained the grant that was awarded to the university to provide students with paid internship opportunities for the next 3 years. Students need placements. Pay rate is \$10/hour, and Career Services will complete the I9s and facilitate the payroll, the employer only needs to monitor and sign timecards. Holly Dwyer of the Student Alumni Ambassadors group stated that her organization intends to conduct a promotion hosting event (similar to the LinkedIn event they held last year) to talk about how to use Purple Briefcase. The system is also available as an app. Just over 200 employers are in the system at this time, with an emphasis on La Crosse-area opportunities.

- VI. La Crosse Friends of International Students Vickie Unferth 6:30

Vicki distributed information on the La Crosse Friends of International Students program. “Friendship families” are needed to support international students from Viterbo and UW-L. A picnic is scheduled for Thursday, September 8, at Myrick Park where families and international students will meet their matches for the first time. Please complete an application and submit it very soon. Viterbo students are from China, Greece, Nigeria, Cameroon. Most students are in the program for one year, but some UW-L students are here for only one semester.

- VII. Alumni Board Business 6:40

- Approve Minutes from April Board Meeting Juan Jimenez

Motion to approve–Ann Kiel, seconded by Jackie Baures. Approved and passed.

- Binder Updates and 2016-17 Calendar Juan Jimenez

Updates include yearly calendar (check online for updates throughout the year and sign up for volunteer assignments for Viterbo Days), board directory, institutional advancement directory, board committees and terms listing, FAC productions and new admissions view books.

- Board of Trustees Spring Meeting Joelle Kaufman

Meeting took place May 16. In the breakaway session they learned about what Wendell’s team is doing. Talked about alumni dashboard, keeping metrics on what we’re doing and

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opportunities for improvement. Learned about fundraising and community connections. John Desmond retired from board and is now emeritus. He was part of the finance committee. 5 trustee renewals. Also discussed outdoor athletic complex and the presidential search. Margaret is now representing the alumni board on the Board of Trustees.

- 100% Alumni Board Participation

Cassandra Walters

Thanks to alumni board members for past donations, 100% participation is requested again this year. If you wish you may designate your donation to support a specific fund, such as the Sr. Celestine Alumni Children's Scholarship. Remember to check with your employer for company matches. Submit your donation by our last meeting in April 2017.

- Wendell provided fiscal year giving percentage. Alumni were at nearly 8%. It takes 204 alumni to move giving percentage 1 %.

- Events Dashboard - Alumni Outreach & Engagement Juan Jimenez

Dashboard, board calling, and marketing events. 3019 people have attended alumni events since January and 1990 were alumni. Great help with phone calls and attendance at events. Let Kathy know if you're unable to help with calling or if you prefer contacting alumni with a specific major.

- Viterbo Days

Juan Jimenez

Board involvement and signups for Viterbo Days board opportunities. Kathy will send out information for signups or you can sign up tonight.

- Chapter Rep Updates

- MBA Alumni Chapter Update

Tyler Stapleton

Kathy reported on Tyler's behalf. The group held their first meeting and have 3 new board members from 3 class years that weren't represented before. They're doing planning for the year at their next meeting. Thursday, 10/13, 5:30 to 7:30 in Dahl School of Business. Sara Cook will give an MBA update, followed by speaker Misty Lown. This event is open to all and is listed on the calendar located on the alumni website.

- Wendell noted that the university website is being redone and will go live in September.

- St. Francis School of Nursing Alumnae Update

Marlene Hendrickson

200 in attendance at 6<sup>th</sup> annual lunch in August. Scholarship has grown to \$63,000 with \$6400 awarded in scholarships to 4 students since its inception.

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- Student Alumni Ambassadors

Holly Dwyer



SAA started last year to strengthen relationship between students and alumni. This week they'll participate in the Welcome Back Bash, where they'll recruit new members and talk about their events. The group will be doing LinkedIn and Purple Briefcase events and will continue to volunteer at First Thursdays.

Meeting adjourned at 7:10 p.m.

VIII. Dahl School of Business – Finance Lab Tour

7:10 pm

IX. Alumni Board Social - Houghton's

X. Upcoming Events

- **September 1 -- Welcome Back Bash – Student Alumni Ambassadors**
- **First Thursdays – Java Vino, Recovery Room, Pearl Street Brewery**
- **October 7-8 --Viterbo Days**
- **October 13 – MBA Speaker and Social Event – Misty Lown – 5:30 – 7:30 pm**
- **November 15 – Speed Mock Interview Event 5:30 – 8:00 pm**
- **November 17 – Countdown to Commencement 3:30 - 5:30 pm**

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