

**MARQUETTE UNIVERSITY ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS
January 2013 Minutes**

Friday, January 18, 2013:

After breakfast, Greg Curtis called the room to order and welcomed all to the winter meeting of the MUAA National Board of Directors. Greg gave an update on some absences for the weekend:

- Francie Reding could not join us in person this weekend, but she participated in committee meetings on the phone.
- Sandy Casper had the flu and did not join us

A reflection was led by Rev. Fred Zagone, S.J., and included acknowledgement of the trials a number of board members are enduring with sick or dying family members.

VP/President-elect Vision Statements: Greg introduce this topic by explaining that the three candidates have all completed at least one full year on the National Board, and been deemed “qualified” to be on the ballot by a vote of the board. The vote will be taken on the Saturday morning of our April meeting.

The candidates spoke in random order, as chosen out of a hat. Each had five minutes and was timed by MU Alumni Association Chaplain Fred Zagone, S.J.

In order, Jessica Koth, Katie Dillow, and Michael Grimaldi each provided a five-minute vision statement. All directors were encouraged to carefully read the candidates’ self-nomination papers included in the weekend packet.

Greg Curtis informed the board that family matters in Chicago required him to leave and ask President- elect Mary O’Toole to preside over the meeting.

Examining the Mission Statement

Stephanie Russell, Arts’ 83, Vice President, Mission and Ministry

As part of the whole university strategic planning process, Stephanie is leading the charge to re-examine the Mission Statement, known so well by alumni for its oft-quoted four pillars of Service, Excellence, Faith, and Leadership. She visited to discuss the statement and get feedback on the elements that resonate strongly, hear how our alumni refer to the statement, and discuss any suggested additions or amendments.

There was suggestion that Ethics and Social Justice are themes that should be overtly included in the statement. Also, the discussion included the merits of combining our (new) Vision and Mission statements.

Specifically, there was strong suggestion that Service, as a pillar, was under-represented in the statement. This should be built out to represent the place this has in alumni memory. It is one of the things that set us apart from state schools and others. Do it justice.

Update on Strategic Planning Process

Mary DiStanislao, Executive Vice President

Mary addressed the National Board for the first time. She introduced herself and talked a bit of her scope of responsibilities, providing impressions she developed early about Marquette:

- There is a special spirit at MU that is clear
- Our fundamentals are strong
- Our commitment is strong

She provided an update on the progress of the strategic planning. She began by sharing the recently unveiled Vision Statement, developed by Father President:

Marquette University aspires to be, and to be recognized, among the most innovative and accomplished Catholic and Jesuit universities in the world, promoting the greater glory of God and the well-being of humankind.

We must reach beyond traditional academic boundaries and embrace new and collaborative methods of teaching, learning, research and service in an inclusive environment that supports all of our members in reaching their fullest potential.

Marquette graduates will be problem-solvers and agents for change in a complex world, so in the spirit of St. Ignatius and Jacques Marquette they are ready in every way “to go and set the world on fire.”

Lunch with Provost John Pauly:

The board adjourned to AMU fifth floor for lunch with the Provost. John shared some updates on campus, including a list of “opportunity hires”, which are people we were able to bring on board through creative means, such as using a soon-to-be-retiree lines.

Committee Meetings:

Alumni Donor Participation Committee

Strategic Initiative: Broaden alumni donor base and grow giving at all levels to ensure access and excellence.

Directors Present:

Reding, Francie – Chair (via telephone)
Boehler, Bob
Bettin, Gary
Goulet, Dick
Healy, Brian
La Fleur, Cathy
McMahon, Mary Kay
Vetscher, Tim

Staff Present:

Harvey, Sara – Staff Lead
Burkhart, Sarah
Krainz, Angie

Gary Bettin opened the meeting with prayer. Due to family obligations, Francie Redding participated on the call via telephone.

Sarah Burkhart from Marquette’s donor relations office introduced a new stewardship program for young alumni donors as part of the President’s Society. Undergraduate young alumni can gain membership into the society at reduced giving levels based on their graduation year:

0-4 years since graduation	\$250
5-9 years since graduation	\$500
10-14 years since graduation	\$1,000

This program was well-received by the committee. Cathy La Fleur asked why the program is only targets undergraduate alumni. Burkhart explained the law school and dental school maintain similar (but separate) programs for their recent graduate constituencies.

Sara Harvey updated the committee on an idea that was suggested at the committee's September meeting. The committee brought forward the idea of using a mobile payment solution for use at alumni and other relevant Marquette events. Using this tool, volunteers could receive credit card gifts on site, which is very convenient for the donor.

After the committee meeting, Harvey met with Stacy Mitz and members of our gift service team to see if this might be a feasible project. Although there are still a few barriers to overcome; specifically those related to recording donor contact information and PayPal account integration, we hope to pilot this program with our Senior Challenge program this spring. Tim Vetscher asked if the pilot could also include an alumni club or chapter. Harvey will follow-up with Mitz regarding the feasibility of this suggestion.

Angie Krainz (from the annual campaigns staff) then presented a summary of upcoming fundraising programs aimed specifically at increasing alumni donor participation. Focus areas include Chicago-area alumni, alumni couples and those interested in supporting Campus Ministry at Marquette. All of these initiatives were well-received by the committee, which then lead into a discussion of other opportunities for increased participation.

The committee developed many additional ideas for the staff to investigate moving forward. Specifically, the ideas included:

- The development of a Marquette Christmas card, the proceeds from which could support the university.
- Soliciting those engineering students who have participated in and benefitted from the co-op program.
- Soliciting Study Abroad participants.
- Providing the opportunity for Marquette to be the beneficiary of donations in lieu of wedding gifts (or anniversary gifts) for alumni couples.
- Send Father Pilarz on the road (virtually) to spread the "good news" about Marquette. This could potentially be paired with a spiritual retreat opportunity. MUAA board members might be willing to host such events in their region.
- Promote more cross-discipline opportunities that would interest several groups of alumni.
- Find projects where the donations allow Marquette to do something special (above and beyond the usual) with donor support.
- Approach groups to fund things as a group (such as coming together to fund a scholarship, etc.)
- Be very specific regarding the use of gifts we do receive...especially if we can show an investment today saves Marquette money in the future (such as the university buying solar panels or investing in infrastructure to reduce heating costs).

Sara Harvey will evaluate these ideas with the staff between now and the next meeting. Additionally, she will send the committee a list of some niche groups the staff is considering for targeted solicitations for the committee to evaluate.

Alumni Engagement Committee

Strategic initiative: Increase depth and breadth of alumni engagement

Directors Present:

Koth, Jessica – Chair
Ballweg, Emili
Casper, Sandy (absent)
Grimaldi, Michael
Hunn, Drew
Mathie, Tricia
McDonald, Molly
Munzenmaier, Diane
Newman, Rebekah
Porretta, Paul
Smith, Ron
Zielinski, Gail (absent)

Staff Present:

Mitz, Stacy – Staff Lead
Rawski, Marlee – Staff Lead
Eldridge, Molly
Rael, Kelli
Schlinsky, Jennilee

- I. Jessica Koth provided a welcome and opening prayer
- II. Stacy Mitz shared an update on the impact focus group work has had in Chicago, a direct result of the input and participation of this committee (and previous alumni involvement committee). *See PowerPoint for details.*
- III. Jennilee Schlinsky shared a young alumni and student (Marquette Nation) update. *See PowerPoint for details.*

The committee brainstormed ideas to enhance Senior Week activities and increase participation:

- No charge (sponsorship from recruiting companies, could college boards sponsor?)
- What would make students want to go to Senior Week? (that is the key question)
- What do we consider success?

- Gain awareness and understanding of the Alumni Association
 - To know that their Marquette journey is continuing
- Theme (ala Beat Bucky or Winter Flurry)
- Senior Ball on campus, cheaper
- Turn Brooks Lounge into a bar...
- Camping trip (who runs it?)
- Boat cruises – set up by Caffrey’s and Murphy’s
- Students don’t really know what “alumni” means
- Students aren’t trying to become alumni, they are desperately trying to stay a student for one last week
- Saying goodbye to campus and their friends
 - Lower the cost and keep it on campus
- Tired from finals, you want to party and hang with friends
 - How can we get the information from them so we can contact them later?
- Discounted event rates if students provide their updated information
- Use Marquette Nation language – You are still part of the Marquette Nation
- Bring back Square Dance for Senior Week
- What can you do in a dorm for anyone who lived there?
 - Come back to the dorm you lived in. Party in McCormick! (actually being allowed to drink in the dorms would get people excited)
- Do something in Sobleman’s (keep it local, on campus)
- Keepsake photo shoot (group likes this idea) – collect updated email to send photos
- Senior Scavenger Hunt (unofficial event)
- Last Lecture – at Caffrey’s, drinking with your professor
 - Back to Marquette Hall for Western Civ
- Symbolic Walk or exit on Campus (reminiscing back to orientation/freshman year)
 - Senior Square Dance
 - Capture the Flag on Central Mall
- Instead of champagne toast (too fancy), Happy Hour – beer with president/favorite professors
- Use Hunger Clean Up as an opportunity to connect with seniors instead of Senior Week service project
- BEFORE senior week, the “meet the survivors” alumni panel
- Snow Ball, turn it more into a senior event (but you have to be able to drink)
- Senior Parents Weekend
 - Basketball game
 - Not going to make two trips to campus if coming from far (Feb and May)
 - Who is it engaging? Seniors or parents?
- Replay a “famous” basketball game
 - For example 2003 road to the final four with Novak or Diener

- Re-brand – Give it a break and start again in 2014 or 2015
 - They won't know it wasn't well-attended three years ago

The committee also brainstormed ideas around student-alumni programming:

- Dinner series that gives members of the senior class an opportunity to connect with alumni
 - More specific the better, affinity-based (i.e. Les Apsin, Greek Life, O-Staff, etc.)
- Strike up a conversation
 - Earlier in senior year
 - Take it to THEIR atmosphere. Students are the ones to invite alumni to their apartment ... reverse Supper for 12 Strangers
 - Pizza with Professionals (Comm); hosted by alumni board; free pizza
- Thinking Ahead: Alumni 101 – alumni write articles for Marquette Tribune
 - Yes, like this idea but try to get it on the front page (more visibility)
 - Participation among alumni – utilize eMentor network and boards who would be eager to write a column or attend a dinner
 - Could be on Marquette Nation's Facebook page
- Other ideas
 - How to get acquainted with the alumni tab of the website

- IV. Kelli Rael and Marlee Rawski shared an update on LGBT Listening and Learning including findings from benchmarking with peer institutions, an overview of recruitment process and highlighting sections from the facilitation guide. See *PowerPoint for details*.

Preview for April: Staff will share themes/analysis from LGBT focus groups and one-on-one interviews. We'll also be working on planning for alumni of color focus group research; Kelli asked for recommendations on universities who have successful alumni of color programming to benchmark with – Loyola Marymount was recommended.

Awards Committee

Standing committee to oversee the Alumni National Awards process and select All-University award winners, and the Pedro Arrupe Award for student service excellence.

Directors Present:

Kuehl, Justin- Chair
 Andryc, Joel
 O'Toole, Mary
 Brown, Vanessa
 Kroeff, Eugene

Dillow, Katie
Sheridan, Rondell
Ryan, Greg
Curtis, Greg - absent

Staff:

Ott, Jill
Moore, Martha – traveling for Men’s basketball

Justin welcomed everyone. Katie offered a brief reflection on her daughter singing “Glory.”
Thanks for sharing Katie!

Jill provided an update on the Pedro Arrupe Award for 2013.

The discussion also included a review of the selection process for the 2013 Award recipient. The list of questions for the nominations was reviewed. Martha will add an additional question – How has your Marquette experience to-date changed you in a way you didn’t expect? – to the list. A request for nominations has been sent out to faculty/staff and students. Martha will distribute the information (student applications and essays, and sponsor forms) to the committee members in late March for review prior to the April interviews. The interviews will take place during the April meeting and a selection will be made. The Pedro Arrupe Award dinner will be in September 2013. The amount of the stipend will be \$3,700 for this year and then return to \$1,800 (approximately) for the upcoming years. Martha and Sara Harvey will be meeting in the next few weeks to look at the Pedro Arrupe Endowment.

The committee members discussed the list of 2013 Alumni National Award recipients. Several enhancements will be made for this year. Discussion also occurred about ways to promote other alumni awards being given out by various groups on campus included NROTC. Martha and Jill will look into getting a full understanding of what groups on campus are giving out awards to alumni and report back to the group.

We are always in need of nominations.

Chapter Effectiveness Committee

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present:

Katie Dillow - Chair
Emili Ballweg
Bob Boehler
Gary Bettin
Dick Goulet
Brian Healy
Drew Hunn

Tricia Mathie
Francie Reding

Staff Present:

Randi Bergey
Emily Carroll
Kelli Rael
Carol Winkel

Volunteer Recruitment and Retention

- Offer training for volunteer leaders (webcasts? Follow up to regional conference calls? Other formats?)
- Create on the alumni webpage a drop down box or questionnaire to match volunteers with opportunities (longer term initiative that would need to involve Office of Marketing and Communication)
- How do we market the volunteer leader manual?
 - Little awareness around/use of current format (not user-friendly)
 - University Advancement can more creatively market volunteer leader manual
 - New National Board members not getting a copy
 - To help make it user-friendly: copy/paste sections into email (still include link)
 - Should manual be revised, format updated?
 - Create a “cliff notes version”
 - Look at each topic – how are these delivered?

Regional Volunteer Conference Call

- Need to analyze/define staff role vs. volunteer role in regard to club operations (agenda item for regional volunteers to discuss)
- Katie Dillow, Gary Bettin, Francie Reding, Emili Ballweg (lead on April call) all expressed interest in helping to host the next regional conference call (April)
- Schedule of regional volunteer conference calls will be sent to the full committee along with call-in information

Follow up to club events

- Create a step-by-step form for past club events; ask volunteers to fill this out following event

Volunteer Recruitment Strategies

- Encourage documentation of past events (see above) as a way to offer historical data/guidance to future volunteers
- Engineering, Young Alumni, Business, NYC (Paul Porretta) all exercise best practices in terms of volunteer recruitment
 - Engage student leaders

- Personal contact and outreach

Annual Alumni Reports

- Data collection; young alumni example

Volunteer Appreciation

- Email from Fr. Pilarz will go out to volunteers this spring (April – targeting National Volunteer Week)
 - Spirit Shop coupon will be included
 - Prior to Fr. Pilarz email going out club presidents will be asked to review/update their volunteer rosters
- Social media recognition
 - Engagement staff currently working with Marketing and Communication on folding alumni volunteer recognition into already-existing “Thank You Thursday” recognition of young alumni donors (featured alums respond to “Why do you give back?”)
 - National Board members will help with submitting nominations; a template nomination form will be developed and shared with full board
 - Alumni Engagement can follow up on process for submitting nominations
 - Interested in volunteering? [Click here](#) – name and city
 - Send a friend request to “club president”

Club Operations

- Create tiers of clubs (active vs. inactive) to help with directing resources to those clubs who are most impactful at any particular time.
- Inactive Club would be indicated as such on MU Connect
 - However, language would encourage anyone interested in activating the club to contact Alumni Engagement
 - Information about how to get involved/examples of past events would be shared
 - Contact information for past president(s) (if approved) and applicable engagement officer also would be shared

Governance Committee

Standing committee to oversee the appointment and nomination process of all directors, develop and administer the board’s election process, and propose amendments to by-laws as appropriate.

Directors Present:

Curtis, Greg – Chair (absent)

Casper, Sandy (absent)

Kuehl, Justin

McDonald, Molly

O'Toole, Mary
Sheridan, Rondell

Staff Present:

Tim Simmons – Staff Lead

The committee reviewed the procedures, as dictated in the By-Laws, for guiding the voting process for April's Vice President/President-elect decision. With five candidates we will be prepared for secondary ballots.

The list of renewable and retiring directors was reviewed, and is included below. Candidates for replacing retiring directors will be secured and organized by Tim Simmons for committee review and discussion. In the April meeting the committee will compile recommendations for renewals and a slate of recommendations for new directors to be presented to and voted on by the entire board.

Outgoing Directors

Name	Position	School/College
Rebekah Newman*	Student	Arts and Sciences
Justin Kuehl	Past President	Arts and Sciences
Jessica Koth	AMUW	Communication
Vanessa Brown	EAA	Engineering
Paul Porretta	Northeast	Arts and Sciences
Eugene Kroeff	Mideast	Arts and Sciences
Michael Grimaldi	Midwest	Journalism
Brian Healy	Chicago	Engineering

*One-year student director term

Directors eligible for renewal

Name	Position	School/College
Mary Kay McMahan	Arts and Sciences	Arts and Sciences
Greg Ryan	Business	Business
Catherine La Fleur	Law School	Law School
Gail Zielinski	Nursing	Nursing
Drew Hunn	YAA	Business
Joel Andryc	At-Large	Speech

Drew Hunn has declined a second term, so a replacement will be sought.

National Reputation Committee

Strategic Initiative: Utilize the alumni network to enhance Marquette's reputation of excellence nationally.

Directors Present:

Paul Porretta – Chair
Andryc, Joel
Brown, Vanessa (absent)
Grimaldi, Michael
McMahon, Mary Kay
Munzenmaier, Diane
Newman, Rebekah
Vetscher, Tim
Zielinski, Gail (absent)

Staff Present:

DeWeerd, Dan
Eldridge, Molly Eldridge
Klopatek, Alyssa
Schlinsky, Jennilee

- ***Opening Comments.*** Paul Porretta welcomed members, including Greg Ryan and Ron Smith, who were unable to attend the September meeting. Mary Kay McMahon provided the opening reflection.
- ***Follow-up on September Meeting.*** In the September meeting, the Committee determined that increasing participation in MU Connect, MUAA groups on LinkedIn, the CIRCLES Webinar series and the eMentor Network, and focusing on reputation-building content in such networks, can help Marquette achieve a stronger national reputation. The Committee discussed related developments with respect to such networks, including:
 1. A fourth quarter 2012 increase of 800 registrants on MU Connect, the alumni service that provides access to the alumni on-line directory and thousands of on-line publications, journals and research findings. This 10% rise in registration was attributed primarily to the MU Connect ad on the back cover of the fall edition of *Marquette Magazine*. There are now approximately 10,000 alumni registered on MU Connect.
 2. A fourth quarter 2012 increase of 1,000 members in the MUAA LinkedIn group, bring total membership to 14,100.
 3. In 2012, approximately 600 alumni from more than 20 states participated in the CIRCLES Webinar series, which features Marquette graduates, faculty and other professionals on topics ranging from the fiscal cliff to how to use LinkedIn.

4. Fourth quarter 2012 registration in the eMentor Network increased from 250 to 300. The eMentor Network, launched just over a year ago, enables students and young alumni to connect and network with alumni who are interested in providing career advice in their professions. The Committee reviewed feedback from students who have participated in the group; all of which was very positive.
- ***eMentor Network Initiative.*** The Committee noted that all members of the National Board have an opportunity to increase the mentor pool in the eMentor Network by registering and reaching out to other Marquette alumni to register and serve as mentors. The Committee identified the following strategies to increase eMentor Network involvement:
 1. Increase Student Awareness. Staff is promoting awareness of the eMentor Network by working with other partners on campus, including Student Development, student organizations, professors, academic advisors, residence halls and the Office of Marketing and Communication. Staff will also promote the eMentor Network at eMentor Speaker Series events, which offer students the opportunity to hear first-hand accounts about careers. The two Speaker Series events thus far featured executives from the Bucks and Brewers. Each event attracted nearly 80 students and generated front-page coverage on the *Marquette Tribune*. Students have given ringing endorsements to the eMentor Network, including a student who secured a job at Northwestern thanks to an alumna in the Network.
 2. Increase eMentor Network Alumni Pool. The Committee set a goal for each of its members to invite 10 alumni known personally to them to join the eMentor Network by the April meeting. As part of this goal, the Committee hopes to build-up Network representation in certain professions, such as healthcare and law. Staff will e-mail information to each National Board member on how to register in the Network and share the information with others.
 3. Increase Network Activity. The Committee identified the importance of posting questions and comments on the eMentor Network site and other Marquette LinkedIn group boards and generating more discussion between alumni and students. The Committee encouraged its own members and the MUAA Board as a whole to post their own questions or respond to those asked by other members in the network.
 - ***Marketing Marquette Accomplishments.*** The Committee noted some of the University's latest accomplishments and the ability to build Marquette's national reputation communicating the good news to stakeholders, including the following:
 1. National publicity generated around the Law School Poll in 2012 and a class about JRR Tolkien, author of *The Hobbit* and *Lord of the Rings* series.

2. The Office of Marketing and Communication (“OMC”) has undertaken a concerted effort to generate stories in the Chicago media market. Since October 2012, there have been three placements in the Chicago Tribune and numerous WBBM Newsradio interviews featuring Marquette professors.
3. Media initiatives in alumni on-line newsletters continue as a valuable and effective vehicle to share the Marquette story with alumni worldwide. The average open rate for such newsletters is over 28%, which is significantly above the industry average open rate of 18%. Segmented newsletters to specific audiences have been even more successful. This includes the REACH diversity newsletter and communication to alumni in the Northeast and Chicago, as well as a new graduates newsletter. More data analytics are scheduled to be shared with the Committee at a future meeting.
4. The Committee noted that possible reasons for the on-line newsletter success and effectiveness include content of interest, brevity, localizing/regionalizing stories when possible (such as in Class Notes), offering career tips and providing a link to the *Marquette Tribune*.
5. The Committee discussed that newsletter content may be divided into four areas:
 - (i) Nostalgia - Past events/accomplishments;
 - (ii) Recent recognition - a new program on campus, an initiative that’s generating media coverage;
 - (iii) Future plans - new goals, what’s next, announcement of a new building; and
 - (iv) Relevant to audience segment - Northeast, Chicago, REACH, new graduates segmented enewsletters.
6. Another topic of interest related to packaging the latest news and Marquette excellence beyond the newsletter. This included events like National Marquette Day game-watching parties or working with OMC and the Office of Admissions to heighten awareness of Marquette to guidance counselors to build upon the University’s national reputation.

Board Dinner in Historic Third Ward

Ryan Braun’s Graffito

A casual evening of mixing and mingling was a refreshing change of pace after a content-heavy day of business.

Saturday, January 19, 2013

Reflection:

Immediate past president Justin Kuehl provided a stirring reflection, recalling moments of his board tenure. We then all joined in singing the Marquette Anthem.

Strategic Planning Review:

Meg Brzyski and Tim Simmons led a conversation aimed at reviewing Friday's strategic planning sessions and ensuring that all feedback was given.

Adjournment