

**MUAA National Board of Directors
Fall Conference
September 20 – 22, 2012**

Conference Notes

Thursday, September 20th – Ambassador Hotel

Led by President Greg Cutis, New Director Orientation included participation of all new directors, mentors, staff, and officers. The hour-long session was designed to follow up on the Toolbox reading by new directors, and any mentoring sessions completed. Introductions and casual discussion were the order, all with an eye toward preparing new directors to feel comfortable and able to contribute in their very first board conference. New directors and their mentors include:

<u>NEW DIRECTOR</u>	<u>MENTOR</u>
Emili Ballweg (Eng '06)	Brian Healy (Eng '96)
Bob Boehler (Eng '79)	Paul Porretta (Arts '81)
Dick Goulet (Bus Ad '74)	Gene Kroeff (Arts '74)
Tricia Mathie (DH '84)	Sandy Casper (N '71/D '86)
Molly McDonald (Comm '00)	Jessica Koth (Comm '99)
Diane Munzenmaier (Arts '84)	Francie Reding (Arts '92)
Bekah Newman (Arts '13)	Katie Dillow (Bus Ad '00)
Ron Smith (CPS '05/Grad '09)	Catherine LaFleur (Law '88)
Tim Vetscher (Comm '98)	Drew Hunn (Bus Ad '04)

Following orientation, all board directors joined together in Café Deco for a welcome reception.

Friday, September 21st – AMU 227

President Curtis called the board to order at 8:30 a.m. He again welcomed all to Milwaukee and back to campus for our first MUAA conference of the year. He mentioned that it had been a long time since he had been elected, and was very happy to finally be able to lead as President. He pledged to lead as he had promised back when he was chosen.

Greg reflected briefly on Thursday's Welcome Reception – a great chance to meet and get to know new directors. He thanked everyone for all of their work through the end of last fiscal year (through June 30th), and all the prep work for this year – especially committee chairs, and mentors to our new directors, whom Greg introduced

Greg shared that third-year director Cathy LaFleur (Law '88) was unable to be with us for the weekend, as she was traveling in France. She is the mentor to new director Ron Smith (CPS '05/Grad '09), also unable to attend the weekend due to a family emergency. Greg Ryan (Bus '90) missed Thursday night and Friday, but was with us on Saturday.

Rev. Fred Zagone, S.J., Alumni Association Chaplain presided over our morning reflection by sharing the biographical story of Pedro Arrupe, S.J., the late 28th Superior General of the Society of Jesus, in advance of the Pedro Arrupe Award dinner celebrated later in the day. He concluded with the famous poem attributed to by Father Arrupe prior to his death in 1991.

Falling in Love

*Nothing is more practical than finding God,
that is, than falling in love in a quite absolute, final way.
What you are in love with,
what seizes your imagination, will affect everything.
It will decide what will get you out of bed in the morning,
what you will do with your evenings,
how you will spend your weekends,
what you read, who you know, what breaks your heart,
and what amazes you with joy and gratitude.*

Fall in love, stay in love and it will decide everything.

MUAA Executive Director Tim Simmons reviewed the weekend Conference itinerary and Conference meeting packet, which included all materials pertinent to specific business of the board for the weekend – all schedules/agendas and presentation handouts, speaker biographies -- as well as resources to serve directors for the year, such as board roster, staff directory, Strategic Plan, and Seven Essentials handout. Specific notice was made to the director recommendation form, which enabled all returning directors to recommend up to two fellow board directors who should be encouraged to consider running for the 2013-14 Vice President/President-elect. That form was collected from anyone making a recommendation on Saturday morning.

Positioning the Marquette Brand/National Reputation

Tricia Geraghty, Vice President, Marketing and Communication

Tom Pionek, Grad '93, Senior Director, Integrated Marketing and Digital Strategy

(Program slides are found on the toolbox)

Tricia and Tom reviewed and discussed with the board the recent marketing research about the positioning of Marquette today and in the future. Surveys were conducted this summer with perspective students, current students, alumni, faculty, staff, parents, and peers at other institutions. Survey results were analyzed and looked at to see how Marquette’s brand is and should be amplified in the next ten years. This survey work is being done as the university’s strategic plan is coming together. It is necessary to get out ahead on the surveying process. Information from the surveys can inform the strategic planning process as well.

Much discussion revolved around the impressions different survey groups had of our brand today versus what it should be ten years from now. Most groups were consistent in saying we are known today for SERVICE and CORE STUDIES, and should strive to be known for POTENTIAL and INNOVATION in ten years. This is viewed as “in addition”, with Service and Core not shrinking in importance.

Possible Positioning Statements

All respondents except prospects & peers

Top 2 Mentions: Current Image of Marquette (Today)						
	UG Students	Grad Students	Faculty	Staff	Alumni	Parents
#1	Service	Service	Service	Service	Core	Core
#2	Community	Core	Core	Community	Service	Potential

Top 2 Mentions: Like to See Marquette Become (Future)						
	UG Students	Grad Students	Faculty	Staff	Alumni	Parents
#1	Potential	Innovation	Research	Innovation	Potential	Potential
#2	Innovation	Potential	Innovation	Potential	Innovation	Innovation

Question Wording: (Prospects) Which one or two of the statements you just rated increases your interest in enrolling at Marquette the most? (mark up to two) / (Internal Audience, Alumni, Parents) Which one or two of the statements you just rated best describes your current image of Marquette? (mark up to two) / Which one or two of the statements you just rated best describes the university you would like to see Marquette become in the next 10 years? (mark up to two)

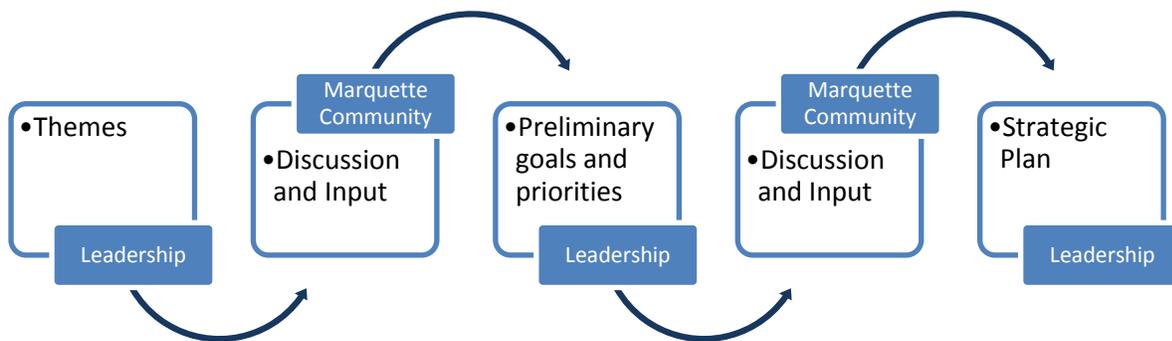
Marquette University Strategic Planning Update

Jeanne Hossenlopp, Coordinating Committee co-chair

Tom Ganey, Coordinating Committee co-chair

(Program slides are found on the toolbox)

The Co-chairs of the university's Strategic Planning Coordinating Committee shared an update on the planning structure and process. The Coordinating Committee facilitates campus community discussion (including alumni) and offers expertise and analysis to leadership on factors critical to the Strategic Plan. As the schematic demonstrates, community feedback and ideas are presented and evaluated by leadership all along the planning process.



Jeanne and Tom discussed developments thus far, elaborating and asking for input into the five major themes developing.

- Pursuit of Academic Excellence for Human Well-being
- Research in Action
- Service, Social Responsibility, and Civic Engagement
- Formation of the Heart and Soul
- Stewardship of Valuable Resources

Tom and Jeanne encouraged all board members to go online to weigh in on the themes, at <http://www.marquette.edu/president/strategic-planning.php>. They reported that they have received much alumni input as a result of Fr. Pilarz sending the themes to alumni asking for feedback.

Lunch and Committee Meetings – Zilber Hall:

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
Bettin, Gary
Boehler, Bob
Goulet, Dick
Healy, Brian
McMahon, Mary Kay
Vetscher, Tim

Staff Present:

Harvey, Sara – Staff Lead

Reding asked Healy to begin the meeting by leading the committee in prayer.

To provide the committee some context regarding the topic of this committee, Harvey presented a power point presentation regarding alumni participation and perceived barriers to giving. This presentation was compiled from several data sources, including alumni focus groups conducted in the greater Milwaukee area in 2011.

Reding facilitated a discussion based on the issues raised in the presentation, including pursuing the possibility of allowing for monthly payments to better facilitate giving. An additional idea was to provide club and chapters with the ability to accept credit card payments at club/chapter activities, using a device like Square or a similar capability provided by PayPal.

Additional ideas included:

- Mention the average gift more often to remind potential donors that not everyone is giving millions to Marquette.
- Consider implanting an “IPTAY”-type program. This is a popular athletic fundraising model at Clemson University. IPTAY stands for “I pay \$10 a year.”
- Try more promotions similar to the popular Dinner and a Game promotion.
- Consider soliciting more actively for certain club scholarships.
- Test a premium for acquisition.
- Think not only about young alumni strategies, but also strategies for empty nesters.
- Is there a way to embrace a former Marquette nick name in order to bring those feeling alienated back into the fold?
- Can we better promote areas within the university particularly needing funding?

- Planned giving sessions in club regions could be especially effective in conveying the need for support.

The committee complemented the university on its stewardship efforts; some noting that it is much improved over years past.

All agreed on the following goals for Marquette in donor acquisition/retention, and future committee meetings will focus on these issues:

1. Develop an understanding of, and appropriate responses for, barriers for giving to Marquette.
2. Be on the cutting edge of annual giving fundraising; utilizing new technologies when appropriate to do so, while continuing to evaluate the tried and true (mail and phone).
3. Assist alumni in finding a philanthropic area of interest to support at Marquette.

Alumni Engagement Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present:

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

Directors Absent:

Smith, Ron

Staff Present:

Mitz, Stacy – Staff Lead
Rawski, Marlee – Staff Lead
DeWeerd, Dan
Eldridge, Molly
Klopatek, Alyssa

Perez, Kim
Rael, Kelli
Schlinsky, Jennilee

Reflection: Brenda Ueland – The Art of Listening

- **Overview of the Alumni Engagement Committee Initiatives to increase depth and breadth of alumni engagement**
 - Expand networks of alumni of color and LGBTQA
 - Explore niche offerings – special reunions, women/Marquette Moms, legacy, young alumni, students
 - Milwaukee and Chicago
 - Generate ways to increase the Alumni Engagement Score – “Marquette Quotient”
 - Explore opportunities around professional networks and external partnerships
 - Better connect the 35% of alumni base living in non-club regions
 - Utilize *Seven Essentials* framework to re-evaluate program offerings, developing enhanced platforms based on our findings:
 - Community and Networking
 - Pride and Spirit
 - Spirituality and Character
 - Service
 - Learning
 - Connecting with students
 - Giving and Creating Legacy

- **Chicago Focus Groups Recap**
 - Identified 5 mini regions (North Shore, Northwest, DuPage, West, Chicago)
 - Three constituency groups involved:
 - Alumni (41 participated) – 4 focus groups
 - Early Career/Young Family/Mid-Career/Peak Career/Legacy years
 - Marquette Women – 1 focus group
 - Current Parents – 3 focus groups
 - Alumni first impressions:
 - Cura Personalis; Jesuit; Faith/Spirituality; Friendship; Family; Authentic; Supportive; Service
 - Alumni Preferences:
 - Career Networking; Expansion of CIRCLES; Mentoring students
 - Basketball (Pride, Spirit)

- Jesuit/Spiritual; retreats for busy people; connecting with campus faith leaders
 - Affinity based offerings – niche market
 - i.e. Decade reunions
 - Exposure to faculty, leadership and resources; Connections to Father Pilarz
 - Through things like webinars (LinkedIn topic, Inspirational Leadership, Polling, etc.)
 - Found that the Chicago Office was underrepresented
 - Alumni Communication and Chicago segmentation; Social Media
 - Coverage/Presence in the media
 - Giving of time and treasure:
 - Better promotion of volunteer opportunities (menu of options)
 - Lack of understanding where funds go
 - Peak career/legacy years would rather write a check than give time
 - Involvement in an organization makes a difference around giving
 - Supports what we've learned in our engagement scoring model – there is a strong connection between engagement and giving
 - Women are interested in a targeted programmatic approach
 - Parent first impressions:
 - Expensive; good value; good education; fun; Catholic/Jesuits
 - Parent Concerns:
 - Housing; Privacy Laws; Safety; Career
 - Data has been shared with appropriate departments on campus
 - Parent Giving:
 - Want to give to support something that will affect students today
- **Career Resources at Marquette**
 - Currently on campus for students:
 - Career Services Center on campus
 - CSC is home base for all students
 - [MU Career Manager](#)
 - CIRCLES [eMentor network](#)
 - By College
 - Some colleges are different in what they offer students
 - i.e. Education, Engineering, Business, Health Sciences, Law
 - *Question: What about students interested in Grad Schools?*
 - Currently available for alumni:

- Conference-style Speaker series
 - Health concerns
 - Adoption resources
 - Legal issues, etc.
 - Connect online
 - Looking into Creighton, Boston College, Loyola, others
 - Focus Groups
 - Three areas across the county
 - Milwaukee, Washington D.C., Los Angeles
 - What are they looking for? How can we meet their needs?
 - In person opportunities; online; opportunities to connect with each other or opportunities to connect broadly; spirituality opportunities
 - Will share facilitation guide with this group when completed
 - Mechanism for those not in the LGBTQA community to provide input
 - UA employees will help with interviews for anyone interested
 - One-on-one interview whether sit down or over the phone
 - Include Allies (the A), anyone interested in sexuality issues, friends, interested in programming, etc.
 - Alumni OPT-IN to be tracked in system
 - Being very careful how we manage data
 - Asked other institutions who promote it very broad-based.
 - Alumni of Color
 - This topic to be discussed further in January
 - Focus Groups
 - Atlanta, Chicago, West Coast

Awards Committee:

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

Directors Present:

Kuehl, Justin – Chair
 Andryc, Joel
 Brown, Vanessa
 Curtis, Greg
 Dillow, Katie

Kroeff, Eugene
O'Toole, Mary
Sheridan, Rondell

Directors Absent

Ryan, Greg

Staff Present:

Ott, Jill – staff lead
Moore, Martha – staff lead
Simmons, Tim

Justin Kuehl provided the reflection. He then welcomed everyone and committee members introduced themselves.

Martha Moore went over the plan for the evening's Pedro Arrupe Award.

She then provided an update on the Pedro Arrupe Award. Letters will go out in late November or early December to faculty and staff. These letters will not only include the criteria and deadline for the Pedro Arrupe Award, but also the two AMUW awards and the EAA/Ralph Metcalfe award. E-mails will be sent to students with all of the information. There will also be notices and reminders in *Newsbriefs* for faculty/staff and students. This year the recipient's video was posted on the College of Arts and Sciences website.

The process for the Alumni National Awards was also reviewed – how nominations are collected, the research done on each candidate and how the nominations are shared with the college alumni boards. The current nominations for college awards have been reviewed by the deans, and are now in the hands of the Provost. Father Pilarz will provide the final approval on all nominations.

The research and supporting documents for the nominees for the All-University Awards are now available on SharePoint for the members of the MUAA Awards Committee. The documents in the folder were reviewed. Each member was given the site information and a password. They will review the candidates and submit their top two recommendations for each award to Jill Ott by October 1. Conference calls were scheduled for October 2 and October 16 (if needed).

The guidelines for the 2013 Awards were discussed and the committee members went over the list of the individuals who are being considered for the 2013 All-University Awards.

Chapter Effectiveness Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present:

Katie Dillow - Chair
Ballweg, Emili
Bettin, Gary
Boehler, Bob
Goulet, Dick
Healy, Brian
Hunn, Drew
Kroeff, Eugene
Mathie, Tricia
Reding, Francie

Staff Present:

Carroll, Emily Carroll – staff lead
Winkel, Carol – staff lead
Rael, Kelli
Rawski, Marlee

- Reviewed committee work plan and prioritized in tiers
 - o Volunteer recruitment strategies – Tier 1
 - Develop/share tools for club presidents
 - Create valuable information for potential volunteers
 - o Volunteer recognition – Tier 1
 - MU used to do a volunteer recognition event; not a popular idea to reinstate
 - o Club/board best practices, assessment, collaborations – Tier 2
 - Milwaukee Leadership Committee
 - Regional Club Volunteer conference calls
 - o Engagement score collecting/tracking data – Tier 1 or Tier 2
 - Provide metrics to clubs to help with developing this practice
 - o Seven Essentials incorporated into programming; collaborating with other organizations; capitalizing on faculty travel – Tier 2
- Synergies with Alumni Engagement committee
- Seven Essentials and data collection
 - o Topic for first regional volunteer conference call – use as a tool to understand voids in offerings (shared Seven Essentials document and YAA chart as an example of how to use it); highlight through Milwaukee Leadership Committee
 - o Highlight differently in volunteer manual (currently on page 14)?
 - o Think of ways to make data tracking more actionable for alumni groups

- Track colleges of those attending events and share information (Example: If YAA hosts an event and has lots of Engineers join, they share list and partner with Engineering in future)
 - Share lists of past attendees at events
 - Sending out list of attendees before events
 - NEXT STEP: Share Seven Essential tracking chart template with local and regional clubs
 - NEXT MEETING: How engagement is currently tracking data for club programs, attendees, etc.
- Reviewed Annual Report analyses for regional and local clubs
- Shared annual report summary
 - Key themes
 - Volunteer recruitment continues to be a challenge both regionally and locally – especially drawing in new volunteers
 - Local boards seem to be in a good place in terms of strength, premier programs, sharing ideas, succession plans, etc.
 - Rate themselves strong overall; are we seeing an impact of the Milwaukee Leadership Committee?
 - Most participate regularly in MLC and report a valuable experience (an improvement over last year)
 - National Marquette Day engagement activities seem to be a common success story across the board
 - Many regional and local clubs assist with Admissions calling and enjoy the experience
 - Other discussion points from annual report analysis
 - Regional clubs can get lists but not email addresses (not considered “directory information”); some clubs create own list serves
 - Email addresses are important for consistency and branding, privacy protection; MU can track open/click rates
 - Don’t want to discourage people connecting (Facebook good alternative)
 - What about maintaining Marquette email addresses for alumni
 - Not a possibility per MU IT Department. Individuals can sign up for an alumni email address (e.g. – jane.smith@mualumni.com)
 - Some clubs have created Google accounts or Facebook pages as an alternative
 - Suggestion that email results should be shared with club leadership
- Volunteer recruitment, retention and appreciation - brainstorming
- Don’t rely solely on e-communication (social media, email) – rather reach out one-on- one to recruit volunteers (peer to peer asks are much more effective)
 - Incorporate volunteer recruitment pre-reception into existing programming
 - Minnesota CIRCLES pre-reception – events, leadership roles, admissions, reunions

- Electronic form for potential volunteers to share information and interests to then match up with potential opportunities
 - Training opportunities such as a webcast on volunteer recruitment best practices
 - Make sure opportunities are phrased in a way that doesn't intimidate (not too much of a commitment, etc.)
 - Social media – volunteer recognition especially for smaller opportunities – what they did and a quote from them about the experience, then call out for other volunteers (appreciation and recruitment tool)
 - Follow the example of Marquette's "Thankful Thursdays" on Facebook: post on main Marquette University Facebook page with a link/tag to club where volunteer is located; include link to additional volunteer options and/or track those who "like" the post
 - When alumni move to a new region – can their information be sent to the club leaders? Young alumni ("First September" programs) ...
 - STAFF FOLLOW-UP: How can this be tracked and shared?
 - Be mindful of 35% of alumni who don't reside in a club region; determine best volunteer opportunities for this segment: Admissions calls, planning basketball game watching parties in area
 - Anyone on a volunteer roster will receive a thank you email from Fr. Pilarz with a Spirit Shop online coupon
- Next Steps
- Compile ideas and generate roadmap for implementation
 - Committee members should continue sharing ideas/input/feedback on successful volunteer experiences, etc. with MU staff

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
 Casper, Sandy
 Kuehl, Justin
 McDonald, Molly
 O'Toole, Mary
 Sheridan, Rondell

Director Absent:

LaFleur, Catherine

Staff Present:

Simmons, Tim – Staff lead

Greg opened the meeting with a reflection: From the program booklet for the New Student Convocation ceremony, at which Greg delivered an Alumni Association welcome, a descriptive reading of the origin and meaning of the many elements of the seal of the university.

The committee reviewed the timeline for activities around recruitment of new board members and the renewal of those completing their first term in office. The process begins with directors' recommendations to be collected this weekend of fellow board members who should be encouraged to seek an officer position, and continues through the Spring Conference in April to the end of the fiscal year on June 30.

The committee reviewed and discussed those positions being vacated by retiring directors and those eligible for renewal. The list (below) was shared in the committee report meeting on Saturday.

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 McMahon	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

There was a discussion of By-laws and any need for updating. The section (3.04) on establishing an "Associate" (interest-based) chapter was discussed. There are multiple criteria to meet for any perspective Associate chapter, and the committee will further discuss these criteria to ensure we are thorough in our decision-making without being restrictive in our practices. This conversation took into account our Strategic Driver of "Diversity and Inclusion" as we look to be open to all alumni and the possibilities their engagement with Marquette can bring.

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
Grimaldi, Michael
McMahon, Mary Kay
Munzenmaier, Diane
Newman, Rebekah
Vetscher, Tim
Zielinski, Gail

Directors Absent:

Ryan, Greg
Smith, Ron

Staff Present:

DeWeerd, Dan – staff lead
Eldridge, Molly
Klopatek, Alyssa
Perez, Kim
Schlinsky, Jennilee

- Porretta welcomed members to the new Committee and Koth provided the opening reflection.
- Porretta stated that a role of the Committee is to identify opportunities for alumni to build on successful networks the University has established via social media, and leverage this for further visibility that enhances Marquette's national reputation.
- The Committee identified three key audiences for alumni to target in efforts to raise Marquette's national reputation:
 1. Alumni to Alumni: Sharing campus success stories, such as faculty hires, research initiatives or new academic programs. Vehicles for such communications include *Marquette Magazine*, e-communication and social media.

2. Alumni to Students. Heightening the reach of Marquette alumni to students concerning employment/internship opportunities post-graduation or between semesters. The Committee identified the CIRCLES eMentor Network as a valuable tool for this purpose.

3. Alumni to non-Stakeholders. Whether it's prospective Marquette freshmen at college fairs or celebrating Marquette's success to a non-graduate (but potential employer or contact for a student), sharing Marquette's momentum, academic reputation or quality of education increases the university's reputation.

- The Committee identified MU Connect, LinkedIn and the eMentor Network as key vehicles for enhancing Marquette's national reputation.

1. MU Connect, the online alumni page and directory, will get greater visibility in the fall issue of *Marquette Magazine* and the back cover of the magazine will encourage MU Connect registration. MU Connect provides highlights of alumni programs and initiatives, access to the alumni directory and access to EBSCOhost, an online database of journals, publications and industry magazines, which are accessible at no charge. Approximately 9,500 alumni are registered on MU Connect; the University is focused on increasing registration.

2. LinkedIn includes an MUAA group for alumni, which is maintained by the university and has approximately 13,000 members. In addition, individual colleges and programs within the University have established LinkedIn groups, as have regional and special interest alumni groups. The College of Business Administration has been very effective in expanding LinkedIn participation among its students and alumni. This may serve as a model for University-wide participation. A noted LinkedIn expert and alumni, Wayne Breitbarth, will be working with the University in this effort. Related to this, the staff will research how many MU Connect members are in the MUAA LinkedIn group.

3. The CIRCLES eMentor Network, which is through LinkedIn, enables students to connect and network online with alumni who are interested in providing career advice and related information. Participants in the eMentor Network are not tied by major or location, and can mutually determine their level of commitment. Currently, 250 students and alumni participate in the eMentor Network. The University's goal is to increase participation to 500 by June 30, 2013, and broaden representation of mentors in different industries, careers and geographic locations. Committee members were encouraged to join, as well as recruit other alumni mentors.

- The Committee raised the possibility of posting jobs on the eMentor Network site. It was noted that the Marquette Career Manager site through the Career Services Center currently serves as the clearinghouse for posting job opportunities, and that jobs can be posted through the MUAA LinkedIn group.

- The Committee discussed providing information on the eMentor Network to (i) Deans and academic advisors, (ii) incoming freshman (as part of their welcome packets), and (iii) parents of current students, in each case for the purpose of demonstrating alumni commitment and encouraging student participation.
- The Committee discussed other reputation-related issues and outlets to build Marquette's reputation:
 1. Sharing alumni-related initiatives with student development as it relates to professional development programs, such as the debut of the eMentor Speaker Series, featuring executives from the Milwaukee Bucks and Milwaukee Brewers on October 10th.
 2. Engaging alumni interested in lifelong learning through the CIRCLES Webinar series, which has attracted alumni nationwide since its inception earlier this year. This is of particular utility for the 1/3 of Marquette alumni do not reside in a club or chapter area. LinkedIn 2.0 and inspirational leadership were topics at the first two webinars, each of which attracted over 100 alumni. The next Webinar, schedule for October 18th, will focus on the nationally recognized Marquette Law School Poll.
 3. Sharing news of University highlights and achievements through alumni newsletters. Indications are that Marquette's alumni newsletters are very effective, as the "open rate" has been as high as 40%, while the higher education industry standard for alumni newsletter open rates is 16-18%.
 4. Expanding awareness of Marquette's recent *U.S. News & World Report* ranking of #83 among national universities. The Committee noted that Marquette's ranking is very respectable but seems unknown outside of Wisconsin.
- The Committee discussed the Office of Marketing and Communication presentation, *Positioning the Marquette Brand*, which was delivered to the full MUAA National Board. The Committee agreed that "potential" and "innovation" seemed to be the top two themes, and that inherent in those words are notions of forward-thinking and future success. While members weren't surprised those were the takeaways, some indicated the University wasn't to that point yet considering survey respondents ranked it low as a University attribute. Other feedback included that the University represents these themes but alumni aren't aware of what's happening on campus. Examples of universities that seem to more effectively tout their accomplishments include Notre Dame and Georgetown. Father Pilarz has observed this as well during his presidency; Marquette alumni are proud but don't talk about it.
- The Committee discussed American University's WONK ("know" spelled backward) branding campaign, which was featured in the Office of Marketing and Communication presentation. How would Marquette implement such a campaign, and what would be the theme? Members suggested embracing the University's urban aspect. It was also suggested that

such a campaign embrace and incorporate the word “warrior,” such as “warriors for education” or “warriors for justice,” but not relate it to the university’s former mascot.

- Another focus suggested for a branding campaign and a reputation building characteristic is the value and return on investment of a Marquette education. This may be particularly relevant since graduates in the foreseeable future may face a challenging economy.

Board Photo and building tour -- Johnston Hall:

Johnston Hall is the oldest original campus building, constructed in 1907. Over the decades this venerable structure has served many functions, including as a Jesuit residence. Today it is the home of the J. William and Mary Diederich College of Communication. Our board photo for the year was taken in the jPad, a state of the art gathering space for Communication students, faculty, and alumni. A brief tour of the hall by three current students highlighted our student publishing and broadcasting facilities.

Friday night, Pedro Arrupe Award

The Pedro Arrupe Award was presented to Anna Feeley, a senior in the College of Arts and Sciences from Colorado. She was recognized for her outstanding and selfless record of service to the community. As with most Marquette students, Anna’s passion for service started with family members who set the foundation and provided the leadership example. She credits her father and brother for being role models, and both her parents for encouraging her to explore, learn and grow.

Anna spent two years in City Year - an AmeriCorps program in Los Angeles. City Year focuses on near-peer mentoring and works to combat the dropout rate in cities around the country. From that experience, she knew she wanted to earn a degree in a justice-based program, and had also determined what she needed out of a university – a place to be involved and to be the difference. She shared that online, Marquette’s tagline “Be the Difference” jumped out at her.

Since arriving at Marquette, Anna has been active in service on campus, in the Milwaukee community and beyond. She was awarded a Manresa Scholarship which provided the opportunity to work with youth at the St. Francis of Assisi Church on the North side. She feels blessed to be part of this community and considers it a second home alongside Marquette. She also volunteers with VOICE which stands for Violence Opposition in Community Education. This student organization focuses on combatting sexual violence through peer education. Also, this past spring, she facilitated a trip with the Marquette Action Program (MAP) to Ogallala, South Dakota, working for a week at the Pine Ridge Indian Reservation and the Red Cloud Indian School. Anna has also found time to be a tutor and facilitator at the Milwaukee Secure

Detention Facility, and as a volunteer at the AIDS Resource Center of Wisconsin where she's helped with prevention programs.

Saturday, September 22nd – AMU Room 227

President Curtis called the room to order and reflected on the previous day's work. The board's morning reflection time consisted of "choir practice," the singing of the Marquette University Anthem (Hail Alma Mater). Greg asked that all "freshman" directors brush up for a special January performance of same.

Institutional Reaffirmation of Accreditation

Dr. Thomas (Toby) Peters (Grad '97), Associate Executive Vice President

Marquette University is accredited by the North Central Association of Colleges and Schools, one of six regional institutional accrediting bodies in the United States. The last accreditation at Marquette was in 2003-04 and the next is scheduled for 2013-14. As a follow-up to the university's self-study, a team of ten education professionals from fellow institutions will visit campus in fall of 2013. Toby articulated the framework for readying the university for the visit, including the self-study – now underway -- and the connection to the all-important strategic planning process we discussed on Friday.

Marquette Law School Poll

Dr. Charles Franklin, Director, Marquette Law Poll and Visiting Professor of Law & Public Policy

Wisconsin is very much at the heart of American politics in 2012, and the Marquette Law School Poll is measuring the heartbeat – and it has garnered a fair share of national exposure. This is especially relevant now as the MUAA focuses on enhancing Marquette's reputation for excellence nationally. To illustrate that point, consider the following data from Marquette's Office of Marketing and Communication:

- Pre-poll (in the last six months of 2011): 416 stories nationwide mentioning the Marquette Law School (This is considered "not bad")
- Since poll debuted in January (the first six months of 2012): 3,622 stories nationwide (Awesome!)

The poll is the latest major addition to the Law School's growing efforts to shed light on public policy matters. It provides the most extensive data on record of public sentiment in Wisconsin,

including not only how things are developing in the nationally significant elections to be held in the state this year, but how people feel about a wide range of issues and what factors are shaping their opinions.

Dr. Franklin shared the numbers from the latest poll done, and explained how the results compared to past polls, and previous presidential campaigns. He provided insightful information on how polling is done, and the roles of political preference polls through the years.

Committee Reports:

The reports included above were presented orally with discussion in our general board session

Weekend Adjournment

Saturday optional activities:

Directors and family who were able to take advantage, attended the Women's volleyball match vs. Syracuse in the Al McGuire Center in the afternoon, and/or the Men's Soccer match vs. DePaul at Valley Fields in the evening.

Next National Board conference: January 17-19, 2013