

Marquette University National Board of Directors

*Develop a passionate community of Marquette alumni
in support of the university and each other.*

Fall Conference September 19 – 21, 2013 Conference Notes

Thursday, September 19th – Welcome Reception at Ambassador Hotel

Led by President Mary O'Toole, New Director Orientation included participation of new directors, mentors, staff, and officers. The hour-long reception was designed to welcome new directors and 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>
Rachel Manaco-Wilcox	Catherine La Fleur
Nicole Anderson	Rondell Sheridan
Brittany Riesenbeck	Tricia Mathie
Amy Haffner	Molly McDonald
John Garvey	Sandy Casper
Andrew Detesco, Jr.	Gary Bettin
Michael Addy	Tim Vetscher
Michele Owens	Gail Zielinski
Jamie Delgadillo	Greg Ryan

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

Friday, September 20 – AMU 227

President Mary O'Toole called the board to order at 8:30 a.m. She again welcomed all to Milwaukee and back to campus for our first MUAA conference of the year.

Mary explained that Dick Goulet (At-Large) and John Garvey (Northeast) will not be with us on campus, but will join us by phone for our committee meetings. She reflected briefly on Thursday's Welcome Reception – a great chance to meet and get to know new directors. She 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.

Mary facilitated introductions by asking directors who were unable to attend the Welcome Reception to introduce themselves to all in attendance. She in turn invited MU staff in the room to introduce themselves.

Mary spoke about the pre-year planning, including the actions taken in response to survey results from last year. She shared a few adjustments to ensure minimal business overlap between committees, and the strategy to allow and encourage more general discussion and less presentation. She spoke of the effort taken to match volunteers to the best possible committees.

She took a few moments to present Mike Addy (new Midwest director) with a plaque of appreciation for serving as the Omaha Club president. She wished Michele Owens (new Chicago director) a happy birthday. She also asked for all to share any good news since our April meeting.

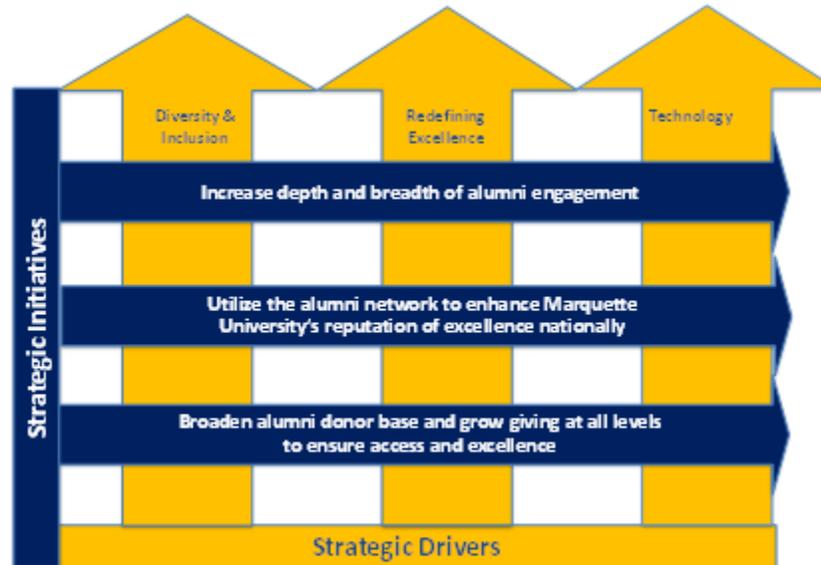
Mary then reminded the board that we strive for 100% participation in giving to the university, and have accomplished this for a number of years. Full participation is a fine example to all our alumni. She will follow up with directors occasionally and ask VP Katie Dillow to ensure 100% giving by June 30, 2014.

Mary then asked Rev. Fred Zagone, S.J., Alumni Association Chaplain to present our morning reflection .

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. Specific notice was made to the director recommendation form, which enabled all returning directors to recommend up to two fellow board directors whom they feel should be encouraged to consider running for the 2014-15 Vice President/President-elect. That form was collected from anyone making a recommendation on Saturday morning.

Tim then echoed Mary's explanation of how advice from last year's survey guided changes made in how we conduct committee business, and interact with presenters throughout our weekends. A special emphasis is paid to ensuring minimal overlap in the business conducted by our committees. It was acknowledged that there is overlap in all we do (an alumni association project or program can impact alumni engagement and giving in significant ways) but each committee will have its own focused plan. That said, all committees have been challenged to review and update plans as needed, to ensure forward movement, another sentiment heard in surveys.

As we enter the second year of the three-year plan, Tim reviewed progress made on our Strategic Initiatives, as shown in committee outcomes. The plan is represented in this graphic format, and Tim's year-one overview is found on the MUAA toolbox.



University Financial Overview

Meg Brzyski Nelson, Arts '93, Grad '07, Associate Vice President, Engagement and External Relations

(Program slides are found on the toolbox)

Meg presented information and encouraged conversation on three main topics:

- An overview of Marquette's financial situation
- Marketplace challenges for Marquette and the strategic plan response
- How this applies to our MUAA deliverables together

Meg provided an overview of MU's FY14 operating budget, the endowment status, the Composite Financial Index (CFI) which provides context of MU's financial status in relation to peers and aspirational schools. She covered a number of industry and organizational challenges facing us and spoke of the ways the university strategic plan is addressing them, and how, in turn, MUAA responds to meet the challenge through programs, services and the advocacy of

our alumni body. Meg stressed that this was initial work that should be approached continually.

Key issues discussed through board director questions and comments, and addressed by Meg were the fact that Marquette continues to be under-endowed for a university our size, the need to be more effective in our enrollment management planning and practices, need for more research dollars (such as the focus in College of Engineering under Dean Bob Bishop), and the changing face of Catholic identity in America, with continued declines since 1990.

See the MUAA Toolbox for Meg's full presentation.

Update on Higher Learning Commission (HLC) Site Visit

Dr. Thomas (Toby) Peters, Grad '97, Associate Executive Vice President and co-chair of the Reaffirmation of Accreditation Committee

Toby recapped the two-and-a-half-year process of compiling a self-study and planning a site visit for HLC reviewers. He gave an overview of the self-study results in the five areas of concentration, listed below

Criterion One: Mission

The institution's mission is clear and articulated publicly; it guides the institution's operations.

Criterion Two: Integrity – Ethical and Responsible Conduct

The institution acts with integrity; its conduct is ethical and responsible.

Criterion Three: Teaching and Learning – Quality, Resources and Support

The institution provides high-quality education, wherever and however its offerings are delivered.

Criterion Four: Teaching and Learning – Evaluation and Improvement

The institution demonstrates responsibility for the quality of its educational programs, learning environments and support services, and it evaluates their effectiveness for student learning through processes designed to promote continuous improvement.

Criterion Five: Resources, Planning and Institutional Effectiveness

The institution's resources, structures and processes are sufficient to fulfill its mission, improve the quality of its educational offerings and respond to future challenges and opportunities. The institution plans for the future.

Toby walked through each criterion and highlighted our strengths and challenges. He stressed that while this information -- that we culled in the self-study project -- is what the site visit team will look at and talk about in their meetings. It is important information to have – and honest self-evaluation – as we dive into the university’s strategic plan.

He discussed specifics around diversity progress in the past ten years and the need for continued diligence and progress. Also highlighted was the need for student advising practice enhancements. Twenty to twenty-five percent of our surveyed students expressed dissatisfaction with our advising systems. And, academic integrity is an area of great discussion, including the option of creating an honor code, similar to many universities. This would be something for students to sign onto as they begin at Marquette.

Toby discussed the transparency of the entire process, sharing the [Accreditation website](#) , where one can peruse the entire 280-page self-study book, or read the 20-page briefing document version, a hard copy of which was distributed to all directors.

He provided an overview of the scheduled September 30-October 2 HLC site visit. Eight inspectors will visit campus and conduct over 35 meetings with people from many different many areas of the university, including a group of well-informed, well-spoken alumni with current and past National Board members participating.

The Student Alumni Ambassadors will provide service as pages to the inspectors to ensure they are able to keep their tight schedule. Ambassadors will not only be way-finders, but the face of our student body with the review team.

Lunch in Engineering Hall

The board lunched on the fourth floor of Engineering Hall, enjoying a vista view of campus and the Menomonee Valley.

Dean Bob Bishop welcomed us and spoke briefly about the College and Engineering Hall – built entirely from philanthropic funds -- with its interactive and open laboratories. He also spoke about his and the college’s approach to teaching and research, which should not mutually exclusive. He stressed that teaching through research is a powerful tool, and a very Ignatian approach. St. Ignatius formed the Jesuits with the idea they live “with one foot off the ground”. He discussed the approach and challenge of raising more research dollars, a crucial source of support to go with tuition and philanthropic contributions.

Dean Bishop spoke also of the collaborative approach MU Engineering has taken, with other institutions, and more effectively within the university. Silos have come down and work being done is very much in line with our strategic plan.



Dean Bob Bishop welcomed us to lunch on the fourth floor of Engineering Hall.

Committee Meetings

Alumni Donor Participation:

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

Directors Present:

Bettin, Gary – Chair

Boehler, Bob

Delgadillo, Jamie

Goulet, Dick (via telephone)

Haffner, Amy

McMahon, Mary Kay

Owens, Michele

Reding, Francie

Staff Present:

Harvey, Sara – Staff Lead

Krainz, Angela

Bob Boehler opened the meeting with prayer.

The committee began by making introductions. Gary Bettin started the discussion by handing out the committee work plan and briefly bringing members up to speed on our progress over the past year.

Sara Harvey then handed out the alumni participation results from fiscal year 2013. We ended the year with 15,848 alumni donors. This is almost 1,000 more donors than in fiscal year 2012. Harvey reiterated the success of the committee's initiatives including the use of PayPal HERE at events and the creation of a giving webpage specifically for club and chapter scholarship fundraising.

As a follow up to the presentation earlier in the day by Meg Brzyski Nelson, the committee asked about the availability of scholarships and whether students are aware of scholarship monies that might be available to them. The committee visited the Office of Student Financial Aid's (OSFA) website so committee members might be able to see the information available online. In addition, the committee again recommended a representative from OSFA present to the MUAA board as a whole regarding the complexities of the scholarship awarding process.

The committee then provided feedback to the staff regarding videos Marquette could produce to promote the need for scholarship aid and to encourage alumni to give back to Marquette. Angie Krainz presented three different videos; each was a little different in focus and in delivery. The committee gave the staff feedback on each video; with the general consensus that videos featuring one individual were more effective than a "montage" type of video and that an info graphic format, when done well, can also be effective in communicating the message. The staff took notes on the feedback received and will utilize the information as they move forward in their work this fiscal year.

Harvey introduced the concept of the Big East Giving Challenge, which will take place in spring 2014. Harvey has been working with Xavier, Creighton and St. John's on the challenge, which will encourage alumni and students to give back to the university in competition with the other schools. More information will be available at our next meeting; Harvey believes this topic will probably take up a good deal of our time together in January.

Bettin suggested to the committee that given the work we need to do this fiscal year, it might make sense to meet at least once between each meeting to keep important initiatives moving forward. The committee was in favor of this idea, so Bettin and Harvey will follow up after the meeting to develop an agenda and a time frame for such meetings.

Alumni Engagement

Strategic Initiative: Increase depth and breadth of alumni engagement.

Directors Present:

Munzenmaier, Diane – Chair

Anderson, Nicole

Ballweg, Emili

Detesco, Andy

Mathie, Tricia

Monaco-Wilcox, Rachel*

Riesenbeck, Brittany

Ryan, Greg

Vetscher, Tim

Zielinski, Gail

Staff Present:

Rael, Kelli – Staff Lead

Dinolfo, Molly

Perez, Kim

Mitz, Stacy

Alumni Engagement Score

- Possibility of externalizing internal metric as a motivational tool
- Cutting edge tool within the industry; featured in magazine with other prestigious universities
- Don't feel ready to share at this time but there are ways we can share with volunteers leaders
- Will also continue to look at possibilities of sharing the tool in a slightly different form

LGBT Focus Groups

- Completed in Spring 2013
- LGBT Collaboration Group created on campus to share ideas and programming happening within all departments on campus
- Held a Gender and Sexuality Resource Center open house during Reunion weekend; good attendance and great conversation
 - This was promoted in print and online
- Many ideas for future events to continue programming
 - Conference call with alumni
 - Meet and Greet with faculty and alumni in Gender and Sexuality Resource Center
 - Faculty program with faculty doing research on gender and sexuality issues

Alumni of color focus groups

- In process right now; holding African American alumni focus groups in Atlanta, Milwaukee and Chicago, Hispanic/Latino focus groups in Miami, Milwaukee and Chicago
- Will have more details at January meeting
- Brainstorm around promotion of class notes and ideas for local and national organizations MU can connect with
- Ideas around using MU Diversity page for program updates

Awards Committee

Strategic Initiative: Standing committee to oversee the alumni awards process and select All-University award recipients and the Pedro Arrupe Award for student service excellence.

Directors Present:

Greg Curtis – Chair
Andryc, Joel
Delgadillo, Jamie
Dillow, Katie
Mathie, Tricia
Munzenmaier, Diane
O'Toole, Mary
Ryan, Greg
Sheridan, Rondell

Staff Present:

Ott, Jill Ott – Co-Lead
Moore, Martha – Co-Lead

Greg Curtis provided the reflection. He then welcomed everyone especially our new committee members.

Martha Moore went over the plan for the evening's Pedro Arrupe Award. The recipient's video will be posted on the College of Health Sciences website.

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.

The future of the Pedro Arrupe Award was discussed. The following was provided in a handout.

Marquette University has changed its policy on the way alumni club and affinity-based scholarship recipients are chosen, requiring that the university be solely responsible for selecting recipients of all

scholarships. This new policy brings alumni club and affinity-based scholarship and award selection in line with how the other 1,500-plus university scholarships and awards are administered. The reasons for this policy change include:

- *Ensuring that all scholarship dollars are used as effectively as possible.*
 - *Because of federal student privacy laws, volunteer selection committees cannot be informed of key information vital to awarding scholarships in the most impactful way possible.*
- *Ensuring that the university is in compliance with and follows all recommended best practices for federal financial aid regulations.*
- *Stewarding the university's resources in the best way possible.*

Although the selection process for scholarship award has changed, all else in the process remains the same. Scholarships still have an application process, and there continues to be visibility of the scholarships on the Marquette website. The Office of Student Financial Aid continues to ensure that potential recipients meet all criteria for each scholarship.

This policy change impacts how the Pedro Arrupe award is administered because there is a financial component to it.

Option One: Remove Financial Award Component

The Committee selects the recipient in the same way as the existing process, but with no monetary component to the award. The student is still honored at a Mass and dinner in September and invited to give the invocation at the All-university Awards Dinner in April.

The endowment that is currently generating income for the financial component changes names (to avoid confusion) and is administered by the university in accordance with appropriate criteria, still to be awarded to a student involved in service.

Option Two: Maintain Financial Award Component

The university selects the recipient based upon the established criteria for the award, following the same procedures for seeking nominations, letters of recommendation, etc. The National Board still honors the recipient at a Mass and dinner in September and invites the recipient to give the invocation at the All-university Awards Dinner in April.

After much discussion, the board selected option one. Martha will be working with the Office of Financial Aid to ensure the MUAA Awards committee chair is denoted as the reportee of the fund. This means the chair will receive annual information on the student that was selected, amount given etc. Martha will also work to review the fund guidelines to reflect the fund was set up by MUAA. She will also work with OFA to change the name of the fund as we will continue to award the Pedro Arrupe award.

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. MU Leadership 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 emailed the site information and a password. They will review the candidates and submit their top two recommendations for each award to Jill Ott by September 30. A conference call was scheduled for October 2 and, if needed, a second conference call will be scheduled.

The guidelines for the 2014 Awards were discussed and the committee members went over the list of the individuals who are being considered for the 2014 All-University Awards.

Chapter Effectiveness

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present:

Vetscher, Tim Vetcher – Chair

Addy, Michael

Anderson, Nicole

Ballweg, Emili

Bettin, Gary

Goulet, Dick (on phone)

Haffner, Amy

McDonald, Molly

Zielinski, Gail

Staff Present:

Rael, Kelli

Winkel, Carol – Staff Lead

Klopatek, Alyssa

Pfeifer, Dan (guest speaker)

Strategic Framework for Committee

Tim reviewed the strategic framework document for the committee and briefly outlined areas of focus in the coming year.

The work of the Chapter Effectiveness Committee is aligned well with the university's overall strategic plan: *Beyond Boundaries: Setting the Course for Marquette's Future*

Where do synergies exist between the strategic plan and the work of the Chapter Effectiveness Committee?

Academic Excellence

Use the alumni network to help create this buzz

- communicate talking points about how to share personal academic experiences
- understand what academic excellence means today (e.g. “discovery learning”; research in action involving students)
- showcase faculty/deans in regional events

Research

Use the alumni network to help create buzz

Align with appropriate industries and alumni within them

Social Responsibility, Community Engagement

Mission-driven alumni activities (men and women for others), including service

Where appropriate, align with Marquette’s Social Innovation Initiative

(<http://www.marquette.edu/social-innovation/>)

Formation of the Heart and Mind

Role model the practice of Jesuit spirituality

Rally alumni around the Jesuit tradition (pride point of distinction)

Organization Effectiveness

Internally/staff focused

Sustainable Resources

Require responsible use of university resources when planning alumni activities (e.g. is a print invite absolutely necessary? Don’t have an event just to have one. In most cases events should always be self-sustaining)

Volunteer Appreciation

Website presence

- New volunteer interest contact form and volunteer opportunity listing on MU Connect
 - Introduced in August national newsletter
 - Promotion of these resources will continue in electronic newsletters
 - Fact: August volunteer recognition newsletter had about a 20% open rate; September was about the same; either edition would be a good choice for FY15
 - Engagement team will take advantage of all promotional opportunities for the contact form and volunteer opportunity list
- Other ways to increase visitors to website
 - Stickers on mailers

- Social media promotion
- Feature benefits available to Marquette alumni (discounts, retail/professional services specials)

Volunteer appreciation on social media

- Need to let club presidents know that thank you shout outs are happening (therefore help with content – stories and pictures)
 - Engagement staff to work on developing a “How To” sheet for capturing effective pictures for social media use (large group shots don’t work well)
- Idea: create a simple form to allow for easy volunteer recognition submissions, similar to Class Note or alumni award nomination submission form
- Need to build pipeline of content; call for assistance will be made to full National Board; staff will continue to work with regional volunteer leaders

Volunteer Resources

- Looking to create archive of volunteer training vignettes (3-5 min each) on different topics; possible topics might include:
 - Using social media
 - Creating a club LinkedIn page
 - Spirituality programming – planning a mass and brunch or reflection
 - Admissions support (Summer Send Offs)
 - Planning a game watching event
 - Effective communication makes volunteer recruitment easy
- Who is the target audience for these vignettes? Any alum wanting to volunteer – local or regional
- Will also create step-by-step one pagers to be posted on web
- Goal is to create two this year

Regional Conference Calls

- Regional club presidents are more engaged/interested in call when led by National Board member; committee will try to find 2 people to help lead calls throughout year (3 calls)
- Look into ways to record calls for those that can’t join at that time

Milwaukee Leadership Committee

- Attendance small at some MLC meetings; maybe a conference call is better
- Focus this year will be more volunteer driven rather than staff driven
- Several “at large” members joining in for first meeting in October

Club Assessment

- Biggest issues facing regional clubs are geography, lack of participation from older alums and volunteer recruitment

- Looking to do more service and community & networking programs
- Opportunities to increase communication with Admissions

Complete analysis of regional annual report feedback:

Data:

62% response rate

Health of Regional Clubs:

85% of regional club presidents do not have a succession plan

60% of clubs rank themselves a 3 = strong; steady (have core group of active volunteers, average attendance at events and social media interaction)

Biggest struggles:

- Geography: large territories that clubs are struggling to reach
- Lack of participation from older alumni; club all young alums

Biggest successes:

- Basketball game watches
- Social media outreach
- Regular communication from presidents to board members and active volunteers
- More strategic events → moving beyond just social events

Programming:

Essentials covered by clubs this year:

- 95% of clubs say they cover Pride & Spirit
 - 70% say this is biggest strength – basketball game watches & other sporting events (Lacrosse, Soccer, etc.)
- 85% of clubs say they cover Community & Networking

Essentials to improve on:

- 35% Service
 - Looking to do more service projects
- 30% Community & Networking
 - Want to tap into local opportunities to connect with other alumni groups from Wisconsin or other Jesuit schools

Admissions:

65% of clubs make follow up calls to accepted students

55% staff college fairs on behalf of MU

Feedback about Admissions:

- Need stronger partnership
- Better preparation for college fairs; training and supplies

- Lack of communication

Social Media:

100% of clubs have a Facebook page

30% Twitter

25% LinkedIn

Regional Volunteer Conference Calls:

70% participate in regional volunteer conference calls

- Those who don't participate feel the time doesn't work for their schedule (60%)

Most useful takeaway:

- Ideas about club programming from fellow club presidents (85.7%)
- Updates from campus departments (42.9%)
- Updates from Alumni Engagement staff (42.9%)

Topics presidents would like to hear about:

- Ideas for increasing event attendance
- How clubs use resources
- Volunteer structure/recruitment
- Unique events
- Finding ways to appeal to new demographics

Communication with Alumni Engagement liaison:

100% of clubs feel communication is efficient and effective

Ideas for additional support:

- Template for own email blasts
- Updates about faculty/staff traveling to area or athletics events traveling to area
- Conference calls within the state or region

Understanding Alumni Engagement by Region (guest speaker: Dan Pfeifer)

Measuring Engagement



versus

MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT
LEADERSHIP · DONOR CENTRICITY · ACHIEVEMENT · EXCELLENCE · PASSION · INNOVATION



The 16-Point Engagement Score Model



MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT
LEADERSHIP · DONOR CENTRICITY · ACHIEVEMENT · EXCELLENCE · PASSION · INNOVATION





- Of course, we’ve tried, and succeeded, in developing a way to try and measure it quantitatively
 - 16-Point Engagement Score Model is our way of attempting to measure who is “more engaged”
 - Factors in a number of different things:
 - Some measure financial factors, such as how much a person has given relative to what they’ve given before and when they’ve given
 - Some measure involvement factors, such as event and reunion attendance
- Some measure our ability to keep people engaged, such as what data we have on file for them

Engagement Score by Club

- Dan shared a draft spreadsheet illustrating the kind of information that he will compile for the January meeting. By better understanding approximately engagement around the country, committee work will be better-informed.
- Close coordination will take place with the Alumni Engagement Committee that is also analyzing the engagement score and application of the Seven Essentials closely. Kelli leads that committee, which creates good synergy between both groups.

Governance Committee

Directors Present:

- O’Toole, Mary
- Curtis, Greg
- Dillow, Katie
- Addy, Mike
- Andryc, Joel
- Casper, Sandy
- LaFleur, Catherine

McDonald, Molly
Sheridan, Rondell

Staff Present:

Simmons, Tim

Mary O'Toole offered an opening prayer.

The committee reviewed the timeline for the year for our work to secure board members for those retiring; for renewals; and for VP/President-elect business. To tighten up the VP/President-elect election process, it was moved and passed to eliminate the step of each board member needing to vote on whether or not each candidate is "Qualified" before we finalize the slate of candidates. In approximately 15 years, this step has made absolutely no difference to the overall process as no nominee has ever come close to being designated as Unqualified to run.

The committee framed its work by reviewing (and sharing in report out to the entire board) the list of retiring and renewal-eligible directors. These include:

Outgoing Directors

Name	Position	School/College
Brittany Riesenbeck*	Student	Business
Greg Curtis	Past President	Communication
Sandy Casper	Dental	Nursing/Dental
Francie Reding	Southeast	Arts and Sciences
Rondell Sheridan	West	Communication
Gary Bettin	At-Large	Business
Jamie Delgadillo	Milwaukee	Business

*One-year student director term

Directors eligible for renewal

Name	Position	School/College
Molly McDonald	Communication	Communication
Bob Boehler	Engineering	Engineering
Tricia Mathie	Health Sciences	Dent Hy
Diane Munzenmaier	M Club	Arts and Sciences
Ron Smith	Pro Studies	Pro Studies
Tim Vetscher	Southwest	Communication
Emili Ballweg	Upper Midwest	Engineering
Dick Goulet	At-Large	Business

There was a discussion about the positions currently making up the board, and the need to review these to ensure they are still meeting current needs. The board has not been reorganized in many years, while the roles of members have evolved. The question of how well

form matches (and facilitates) function is a natural and appropriate question to ask and examine. This is something we should do in the spirit of two of our Strategic Drivers: Redefining Excellence, and Diversity and Inclusivity. Further discussion will follow.

National Reputation

Strategic Initiative:

Directors Present:

Reding, Francie – Chair
Boehler, Bob
Casper, Sandy
Detesco, Andy
Garvey, John (via phone)
La Fleur, Cathy
McMahon, Mary Kay
Monaco-Wilcox, Rachel
Owens, Michele
Riesenbeck, Brittany

Staff Present:

Tim Simmons – Staff Co-Lead
Stacy Mitz, Staff Co-Lead
Molly Eldridge
Kimberly Perez
Jennilee Schlinsky
Dave Murphy (guest speaker)

BRAND STRATEGY AND CREATIVE CONCEPTS with Dave Murphy, Vice President for Marketing and Communication

- Breathe new life into Be the Difference
 - Firm felt strongly that it was still a strong tagline
 - Interesting how many different audiences adopt it
 - Multiple interpretations
- Our values speak volumes
 - People don't know what Jesuit spirituality/values are, we spend a lot of effort explaining what "Jesuit" is
 - Once students graduate, they understand Jesuit values are what they identify with all along but they don't always know what it is when they enter
 - Values driven community is important to maintain
- Humility vs Owning our success

- Competition for mindshare, talent, and philanthropy isn't for humble organizations, we need to show the excellence in a Marquette story while remaining humble
- Access and Excellence
 - Need to increase first generation students and increase caliber, is that possible to do at the same time?
 - Is it mutually exclusive that you can't be high caliber and first generation
 - There is a cost to providing resources and services to students who come from more humble backgrounds
 - We want excellent students, not exclusivity
 - The perception is that BC and Georgetown are exclusive and that MU is the second tier school compared to them
 - What does excellence mean?
 - At Marquette – more well-rounded with a strong academic background
 - Question considered - Have the standards changed so much that an average student can't get into MU?
- Common Community, Common Goal
 - What is our message and be consistent with it
- Defining Innovation
 - Communication about university success is lacking
 - It is not always technology
- Permission to think even bigger
 - Similar to athletics highlighting student athletes individually, why can't we do something like that for alumni?
 - Awards is great but how can we better leverage those stories?
 - What about the other great alumni who aren't getting awards?
 - Can we do a better job in getting press releases into local news outlets when we hear of alumni doing amazing work/deeds
- Seeking awareness beyond basketball
- Brand Strategy – how they see us and how we want them to see us
- Personality terms used to describe us: hardworking, ambitious, smart, creative, community-orientated, socially aware, caring and faith filled, fun
 - Would like to add the word Stewardship
 - Students are stewards of the community, donors are more likely to give money if they know it is well spent, parents are more likely to send their student to MU if they know that their student is going to have a transformative education; stewardship can have many different meanings
- Well-received statement – *Formation of the mind and heart; poised to lead a limitless life*
- Marquette University embraces innovation and collaboration challenging its community to explore new ideas, discover new solutions, and deliver truly meaningful results.

Through intellectual inquiry and engagement, the complete Marquette experience pushes

- Concept statement proposing “Set the World on Fire”
 - Comes from the Ignatius quote, “go forth and set the world on fire”
 - Bold, empowering statements
 - When ambitious minds embrace a common goal, it starts a fire. And when we bring people who hold these convictions together, they ignite.
 - To be the force that acts for good no matter what. To set a higher standard in the workplace and the community. To go forth and set the world on fire.
 - Be aware that Boston College and Georgetown also use similar phrases.
- Another well-received statement – *The best way to be the difference is to make one*

WORKPLAN REVIEW

CIRCLES

An innovative networking program that connects constituents based on the industries in which they work. Started 7 years ago in Chicago and has morphed into many line extensions and formats.

- Materials shared that demonstrate various formats offered
- Diving deeper with industry leaders (inner CIRCLES)
- Offering relevant topics (round table discussions)

Social Media

- Marquette Alumni presence on Facebook and Twitter, opportunity to dive deeper with alumni-specific news items and recognition
- Constantly growing and changing medium, Facebook now has 1,120 fans
- Posts include volunteer recognition
- It is an opportunity to highlight interesting things that alumni are doing
- Conference call within next 30 days with National Reputation and Alumni Involvement Committees to further discuss opportunities

ATHLETICS AND NATIONAL MARQUETTE DAY

- New Big East Conference and Midwest expansion
 - Xavier, Creighton, Butler are all located in regions where we have strong alumni populations
 - Maintain presence in the Northeast (conference tournament) and traditions in Chicago (DePaul)
- On the road
 - Tempe, DePaul pre-game receptions are confirmed

- Looking at both dates and ticket availability for determining other locations (Creighton, Xavier, Butler, St. Johns)
- Highlighting other teams that are also playing on the road including Men's and Women's Lacrosse and Women's basketball
- National Marquette Day – worldwide game watching (81 locations last year across the globe)
 - Half the sites are non-alumni club regions
 - Locally programming includes college and interest based programs also hold events in conjunction with NMD
 - Chicago Flag opportunity
 - Communication includes email blasts, social media, Facebook ads, over 3 million impressions, clicked on 30,000 times
 - NMD 2014 is Saturday, February 15 against Xavier
 - Women play at home (against Xavier)
 - Mens and Women's Lacrosse are on the road and can coordinate with regional alumni to offer something around these games
 - Tennis team plays on campus too
 - While we are trailblazers and innovative of NDM, we are also looking to other schools to see what they are doing around homecomings.
 - Michigan State does "Glow Green" where alumni around the world change the lightbulbs green so that their house glows green
 - Segmented eblasts by time zone
 - Tagline for National Marquette Day, defining it and branding it
 - Idea – National Board Meeting is January 17-18 (Butler is away), look into offering event/invite alumni to join us in watching the game

2013-14 National Board of Directors Photo

MUAA national Board directors pause at the Joan of Arc Chapel for their formal portrait during their 2013 Fall Conference.



SPECIAL SESSION: Presidential Resignation

The board was gathered in the Henke Lounge in AMU to receive the announcement of the resignation of the Rev. Scott R. Pilarz, S.J. as Marquette's 23rd president. This announcement had just been made to the campus community, and the alumni leaders were asked for input into an 80,000 email announcement to all alumni, parents and friends.

Friday night, Pedro Arrupe Award

The Pedro Arrupe Award was presented to Lisa Hamann, 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 parents for being role models, and for encouraging her to explore, learn and grow. See the MUAA Toolbox to view Lisa's video.

Saturday, September 21 – AMU Room 227

President O'Toole called the room to order and reflected on the previous day's work, celebrations, and big news. The board's morning reflection time consisted of the traditional singing of the Marquette University Anthem (Hail Alma Mater).

Meet the new University Advancement Vice President

Michael K. VanDerhoef, Jour '84, Vice President, University advancement

Mary introduced Michael saying we really want to get to hear his story, but asked him to address the president's resignation. Michael spoke of change always happening, but it is how we respond that is important. He stressed the university is still the same, our mission is still the same, and that we have a strategic plan that will guide us. The plan is bigger than the CEO, as it was community-built.



In response to volunteer encouragement to be transparent and forthcoming in communication to alumni on reasons for the abrupt resignation and progress on finding a new president, Michael urged alumni leaders to direct fellow alumni to Marquette as their news source – to minimize innuendo and needless gossip, which is not helpful to any of us in our mission. He stressed the openness the university displayed in the past few years on high-level searches, and vowed to continue in this practice to share information wisely.

Michael advised those with ongoing questions or concerns for him to address, to get those to Tim Simmons. He is happy and willing to answer all.

Michael then shared his journey from Marquette journalism student to university VP. His family includes a good number of MU alumni, including his wife Patty (Dent Hy '83). Michael is from Seattle, WA; Patty is from Wheaton, IL; they moved to Milwaukee where they live in Brewers Hill, near Downtown. (His bio is included in Speaker bios on the toolbox.)

Academic Spotlight: Engineering

Adam Stroud and Darryl Ramgoolam, Juniors in the College of Engineering

Adam Stroud and Darryl Ramgoolam are studying Biocomputing in Marquette's College of Engineering. Adam is from Stoughton, WI and Darryl is from Orlando, FL. They are the driving force behind MU-L8, the robot they are building in hopes of competing in the Robocup in Brazil next year – a robot soccer competition.

Over the summer, Darryl and Adam also competed in the Midwest Social Innovation Start-up Challenge sponsored by Brady Corp. They proposed a business model that would help solve the lack of interest in STEM fields in Milwaukee schools by using humanoid robots as interactive teaching tools that students would eventually get to program.

Adam and Darryl shared their work in robotics through the HEIR Laboratory (Humanoid Engineering & Intelligent Robotics) begun by faculty member Dr. Andrew Williams. The major focus of their robot building is to devise ways to assist individuals who need physical and exercise help. They showed a number of short videos of their projects and the publicity their work has gained in the media. The board was highly engaged in their presentation, even though the robots did not perform up to Adam and Darryl's desire – Adam explained it as the "Robots' Law." There were many questions and several nuggets of advice for our students from the alumni board.

Both excellent examples of the brilliance and desire of our Engineering students – and MU students in general -- Adam and Darryl issued an open invitation to anyone who wished to visit them in their lab, where their creations are sure to fully cooperate.



Committee Reports:

The reports included above were presented orally with questions and discussion in our general board session. All are encouraged to read the committee notes in full.

Additional Conversation:

Throughout the weekend there were mentions of certain presentation slides and handouts being posted to the MUAA Online Toolbox. These notes as well as slide presentations and other conference materials will be posted under the heading of September 2013 Meeting Resources. In addition, all documents and links posted on the Toolbox will be reviewed for any needed updates. It was stressed that the Toolbox is the authoritative holder of National Board materials. The webpage should be saved among volunteers' "Favorites" on their web browsers.

Weekend Adjournment

Next National Board conference: January 17-18, 2014