

Marquette University National Board of Directors

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

**Fall Conference
September 18 – 20, 2014
Conference Notes**



Thursday, September 19th – Inauguration Mass and Reception

The Inauguration Mass for Dr. Michael Lovell was held in Church of the Gesu, followed by a reception in the Zilber Forum of Eckstein Hall. Many National Board members attended.

Strategic Planning Committee

Chaired by MUAA President Katie Dillow, this hour-long meeting was the first of this committee, and the official kick-off of Strategic Planning. Katie provided an overview of the process, and discussed the role of the full board and scheduling of committee conference calls.

Katie reviewed a PowerPoint presentation that would be presented to the full board on Friday. It was agreed that a copy of the current strategic plan would be included in all board member

packets, there would be a review of the progress on the current plan, periodic reports would be made to the full board, and we would incorporate staff input/review sessions throughout the year.

Friday, September 20 – AMU 227

President Katie Dillow called the board to order at 8:30 a.m. She welcomed all to Milwaukee and back to campus for our first MUAA conference of the year.

She announced that since we met in April, we have had two board members resign from the board: Nicole Anderson and Mary Kay McMahan. We have reached out to each to understand their reasons and to make any adjustments we can if needed.

She discussed the planning work done this summer, including the input from her director survey. Katie encouraged all members to contribute to Marquette to continue our tradition of 100 percent member giving.

Katie shared and asked for “good news” items.

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

Executive Director Report

Tim Simmons welcomed all members back to campus. He acknowledged a gift for each director – a Marquette journal – and stressed that this was an economical gift, and hoped that the use by our directors would be good advertising.

Tim welcomed our only new board member, student Kyle Whelton, who also serves as President of the Marquette University Student Government. Kyle shared some details, and each board member introduced themselves.

He reviewed our packet contents and the itinerary for our busy weekend, including the Inauguration ceremony the board would attend on Friday afternoon.

Overview of Strategic Planning

Katie Dillow presented the Executive Committee’s plan for developing the board’s next strategic plan. (See Katie’s PPT in the online toolbox)

University Advancement Update and Reflections on MUAA

University Advancement vice president Michael VanDerhoef provided a university update, including more information on the Inauguration of Dr. Lovell, university leadership position searches, University Advancement leadership planning in the wake of Meg Brzyski Nelson’s departure, and the university’s financial status.

Michael reflected on the current focus of the National Board, endorsing the three strategic initiatives as good and viable, and sharing how staff works in alignment with each. He also spoke of our current strategic drivers and the importance going forward of having awareness of these and other issues that drive our work.

Finally, Michael encouraged the board to always consider ways we can add value to Marquette University as we plan, especially around the issue of alumni giving. There is a gap between alumni love for MU and alumni giving. Survey work in the past couple of years reveals that 9 of 10 alumni are very satisfied with their MU education, but far too many see no reason to give back. Michael asked for our special attention to this divide as we plan our work going forward.

Enrollment Management Overview and Working Session

Interim Provost and College of Nursing dean Dr. Margaret Callahan presented on the university's efforts to design an enrollment management plan. (See her presentation in the online toolbox)

Lunch working session

The board enjoyed lunch while viewing the EOP Documentary "Answering the Call: Celebrating 45 years of the Education Opportunity Program". Dr. Joe Green, director of the Educational Opportunity Program provided opening remarks and facilitated a question and answer session after the movie.

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:

Detesco, Andrew (Andy)

Goulet, Richard (Dick)

Monaco-Wilcox, Rachel

Whelton, Kyle

Zielinski, Gail

Staff Present:

Harvey, Sara

Keller, Kathleen

McMahon, Dr. James (Jim)

The meeting began with an introduction of Dr. Jim McMahon, Associate Vice President of Student Affairs.

Sara started by explaining the details of what Student Affairs encompasses; counseling center, Residence Life, student programming, etc. Harvey proposes several questions for discussion. 'What is/ is not appealing to you?' 'What would you want to know more about?' 'What programming do you have an affinity to/resonates with you?'

Dr. Jim McMahon explained that as budgeting has gotten tighter, it has become increasingly difficult to sustain the current programming offered for students. Therefore, there is an increasing need for Student Affairs to be viewed as a philanthropic campaign on campus.

Andy Detesco suggested that using Fr. Naus would sell/resonate well with alumni.

Rachel Monaco-Wilcox suggested that the work that Chris Daood does with the counselling center is very important. She also discussed the affinity groups that have a relation to current events; i.e. social media campaigns. Monaco-Wilcox said that if social media was what it is today, she would have been more involved in social justice issues. Kyle Whelton suggested the White House Call to Action as a current programming for students.

Harvey transitioned into a discussion on Chris Daood and the Counseling Center, mentioning that there has been a large increase in use over the years. There has been success soliciting past parents in this category but would like to do more. Monaco-Wilcox mentioned our enrollment strategy discussion earlier in the day and that it appeared the number of students needing help will increase in the future. The tricky part is pitching that this is the 'new norm' in a positive way.

Whelton suggested using Mrs. Lovell's campaign, RedGen, an organization promoting mental health in teens. He also mentioned the growth in Active Minds on campus. Whelton recommended doing a campaign during Mental Health Awareness Week for those services, because 'we are a little town and need those services in place.' Monaco-Wilcox suggested using '*cura personalis*' as a marketing tool. The concept of caring for the whole person was her experience with the Counseling Center. It would be beneficial to share stories of the students who have benefitted from those services.

The discussion transitioned to Residence Halls. McMahon gave brief discussions of the living-learning communities. McMahon also mentioned the positive experience of Global Village for students as a potential solicitation strategy.

Whelton mentioned the Dorothy Day floor. The application is in the process of getting re-vamped. Detesco suggested using the fact that Dorothy Day papers are kept here and few people know that as a marketing strategy; her legacy is here and we must preserve that. Zielinski was curious if there was an anniversary month or day to celebrate. Detesco was curious if there was videos available, saying that TED Talks are always received in a positive manner.

The discussion transitioned to Recreational Facilities on campus. Whelton opened with the fact that Marquette stands below the national average for space per student in regard to

recreational facilities. Dick Goulet wondered if there was a plan in place to be utilized for marketing purposes. Goulet said that the campaign would work best if there was an exact amount/goal in place with a plan/strategy for what it would be used for. The only caution in this kind of campaign is taking money away from other areas.

Harvey questioned with a campaign for rec facilities, would it be best to pair it with student wellness or student experience with competitiveness? Detesco and Zielinski agreed on the competitive angle because as a university we need to remain competitive with peer institutions. Zielinski feels that wellness is not at the top of student minds. Whelton also emphasizes the need for a grocery store because we are in a food desert.

The discussion moved to student organizations. Whelton explained how the popularity of Greek life continues to grow. Other programming suggested was Campus Ministries and M.A.P. trips.

Other programming discussed was leadership opportunities for students, such as STAR. Zielinski said that in the past big donors can fund a student's tuition for four years. However, you do not hear opportunities to sponsor a student course or one day programming for student. A good marketing strategy would be breaking it down into smaller dollars for a donor to sponsor. Whelton agreed. Detesco questioned whether or not we advertise affordable donations for alumni, particularly to young alumni. Detesco and Zielinski agreed that we should be looking to make it affordable and manageable for young alumni. Goulet agreed, relating it to giving at church; only 20% give but all you need is for 100% to give \$4, which is not asking much. Zielinski shares that something similar was done at United Way.

Harvey concluded the meeting by emphasizing the fact that these programs are expensive to fund. The committee adjourned to attend President Lovell's inauguration.

Take-Away Points:

- Counseling Center would be a strong campaign if you can include student testimonials on the benefits of the center.
 - Having the campaign during Mental Health Awareness Week would be beneficial and improve marketing strategy
 - Other strategy suggestions:
 - Mrs. Lovell's philanthropy
 - Cura Personalis-care for the whole person, bettering the entire community
- Residence Hall campaigns
 - Dorothy Day- center around an anniversary month/date
 - Make known about the papers being located here (her legacy)
 - Global Village- this group has a strong affinity to this experience and might be an interesting group to explore
- Recreational Facilities
 - Having a distinct goal and execution plan would be important on this campaign
 - Utilize the competitive element in a student experience

- Wellness does not seem to be as important to students
- Student Programming
 - Programs such as Campus Ministries and M.A.P would be of interest to alumni
 - Leadership opportunities- i.e. STAR
 - Would be of interest to those alumni
 - Market as sponsoring 1 student
 - Must look to make these campaigns smaller dollars for young alumni
 - Put into terms that still make their gift seem impactful
- Overall
 - Programs are important for the students growth and overall experience here
 - Making it known without support from Marquette's operating budget, these opportunities would not be available for students

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

Governance Committee

Directors Present:

Dillow, Katie (chair)
 LaFleur, Cathy
 Addy, Mike
 Haffner, Amy
 Stanton, Mary Beth
 Andryc, Joel

Directors not present:

Mary O'Toole
 Ron Smith

Staff Present:

Simmons, Tim

Review of Current Directors' Terms:

Outgoing Directors

<u>Name</u>	<u>School/College/Year</u>
Kyle Whelton*	Arts '15
Mary O'Toole	Engineering '79
Greg Ryan	Business '90
Gail Zielinski	Nursing '76
Joel Andryc	Speech (Comm) '79

*One-year student director term

Directors eligible for renewal

<u>Name</u>	<u>School/College/Year</u>
Mary Beth Stanton	Arts '02
Michele Owens	Business '79
Amy Haffner	Business '10
Mike Addy	Business '03
Andy Detesco, Jr.	Arts '69
Rachel Monaco-Wilcox	Arts '99 / Law '04

Tim Simmons reviewed current directors' terms and confirmed that he would, by January's meeting, contact each director eligible for renewal to confirm their desire to serve a second term if offered.

Review of Board Membership Reporting:

Katie Dillow reviewed some tools developed to analyze the board makeup and guide the Governance Committee in board appointments. A matrix was developed to look at such factors as College, Geography, Generation (decades of graduation), Ethnicity, and Gender. By laying out these factors with the current board, and looking at upcoming vacancies, the Committee can define the factors most prevalent in future candidates. Additionally, a scoring model was discussed to guide the Committee in evaluating candidates in the April meeting each year.

Discussion included suggestions to set board membership goals based on alumni population, current or desired student population, and to break out the Geography "pie" to include the regions of the country and/or key metropolitan areas.

There was also discussion that we could include a "Professions" category in our board analysis.

It was determined that the preference (at least this year) should be:

1. Ethnicity (need to find alumni of color)
2. Geography (Southeast region)
3. Gender (men)

Inauguration of Dr. Michael Lovell

The board traveled to the Al McGuire Center for the inauguration of Dr. Lovell, Marquette's 24th president. After thanking family, friends and the Marquette community, President Lovell announced a series of new university initiatives that aim to propel Marquette forward and further position it as a leader in Milwaukee and beyond. A reception followed in the Helfaer Recreational Center.

From November, 2104: Update on initiatives announced by Dr. Lovell at Inauguration:

These initiatives continue to evolve. For the latest information, you can check out the News Center, <https://news.marquette.edu/> and also visit the website:

www.Marquette.edu/innovation

Future Center for Advancement of the Humanities

- We are in the very beginning of planning for the Center, which will be established through a lead, planned gift from a generous alumna and humanities scholar.
- The humanities are the cornerstone of a Marquette education; there is great excitement about this future Center.
- The Center will serve two purposes:
 1. Focus on interdisciplinary scholarship within our faculty
 2. Bring in humanities scholars to augment the excellence of our own faculty (this may include such initiatives as: visiting scholars in residence, Fellows doing scholarly work here, annual symposium to gather scholars in particular fields or across certain fields on a single topic).

Strategic Innovation Fund

- Designed to provide start-up support for ideas with promise that are initiated by faculty, students and staff.
- In addition to providing seed money, Marquette will invest funds in a university-wide infrastructure for interdisciplinary initiatives and to support discipline-specific innovation and entrepreneurship across campus. Included will be developing a dedicated innovation space on campus to provide a collaborative environment, technology and faculty support.
- More than \$5 million in funding to date: University leadership designated \$2 million in its budget, and trustees, alumni and friends have invested an additional \$3+ million. Fundraising is ongoing.
- Establishing partnerships with community groups is part of this initiative.
- In late August, President Lovell hosted an academic summit of presidents and senior academic leaders from 20 colleges and universities across the region to foster collaboration around student innovation and entrepreneurship.
- The Commons – this is an accelerator that is being developed in the Milwaukee area. It would be the next step for ideas nurtured on the Marquette campus. Ideas that continue to have promise would receive additional mentorship and resources through The Commons to accelerate growth of the idea.
- In October, President Lovell discussed the initiative with the campus community and shared the timeline and process for submitting proposals. He announced the establishment of the Innovation Council, to be convened by Dr. Jeanne Hossenlopp and to include faculty, staff and student representatives. Proposals from faculty, students and staff will be reviewed in spring 2015 with funding beginning July 1, 2015.

Global Water Center

- There is a movement underway to make Milwaukee one of three worldwide centers for water research along with Stockholm, Sweden and Singapore. (Already, Milwaukee has a Federal designation as a U.S. water center.)
- The Global Water Center is both a program and a physical space located in the Fifth Ward where water researchers come together to create synergy in their work. It houses water-related research facilities for universities, existing water-related companies and accelerator space for new, emerging water-related companies. Its aim is to address key local and global water-quality, technology and policy issues.
- Marquette will have space on the 6th floor of the Center, providing direct proximity to companies and other universities which are researching water quality and availability issues.
- Who/how Marquette will use this space is still being determined. Information sessions on Marquette's presence at the Water Center (Nov. 7 and 18) are open to the campus community.

Innovation Campus

- A 71-acre public-private research park in Wauwatosa, Innovation Campus is like the Global Water Center but focused on health care; it is in the formation stage and Marquette wants to be part of it.
- Our involvement likely would include our College of Health Sciences, bio-med program, neuroscience research, College of Engineering programs that focus on human performance and biomechanics.
- The campus would provide proximity to clinical populations through top regional medical facilities including Froedtert Hospital, the Medical College of Wisconsin and Children's Hospital.
- Recently announced: Dr. Kristina Ropella, interim Opus Dean of the Opus College of Engineering, will launch a joint bioengineering department with the Medical College of Wisconsin.

Campus Expansion (Property Purchase)

- This was a rare opportunity to be able to purchase land contiguous to the university's existing properties.
- Includes seven acres of land just south of Straz Tower in the 800 block of West Michigan Street.
- We have an opportunity to decide on best use for the land and should have clearer direction on its use by early 2015.

Neighborhood Development

- Combined efforts with companies, non-profits and others within the Avenues West neighborhood and near northwest side are being pursued to make the area west of campus safer and more welcoming.
- This combined effort focuses not on buying property and developing it, but on fixing systemic issues in the neighborhood in order to elevate it into an area in which, over the long term, people would want to live and work.
- At end of October, President Lovell co-led a symposium with Harley-Davidson, Inc. CEO Keith Wandell to discuss the future of Milwaukee's near west side neighborhoods. The group included neighboring executive leaders from 20 area institutions. They explored opportunities to collaborate on safety initiatives, residential opportunities and economic development on Milwaukee's near west side.
- The near west side focus area is bounded by I-94 to the south, I-41 to the west, West Vliet Street to the north and I-43 to the east. It includes the Avenues West, Concordia, King Park, Park View, Midtown, Miller Valley, Martin Drive, Merrill Park and Cold Spring Park neighborhoods.

Friday night, Pedro Arrupe Award

The Pedro Arrupe Award was presented to Brittany White, 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. (See the online toolbox to view Lisa's video)

Saturday, September 20 – AMU Room 227

President Dillow 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).

Walking Tour of Historic Core

The board had a tour of the buildings in the historic core: Sensenbrenner, Johnston, and Marquette Halls. The tour was led by Bill O'Brien of University Advancement and Charlie Haas of the Office of the University Architect.

Academic Spotlight: Marquette Democracy Lab: Working with Nonprofits and Local Governments to Improve our Communities

Dr. Amber Wichowsky

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.

Weekend Adjournment