AGENDA

I. Welcome and Prayer

   Greg Curtis

II. Pedro Arrupe Award
   a. Materials/promotion to students and faculty
   b. Information on candidates for committee members
   c. Questions for April interviews
   d. Next steps and dates

   Martha Moore

III. 2014 Alumni National Awards
   a. Recipients
   b. Opportunities to discuss
      i. Overall structure/process
      ii. Weekend as a whole

   Jill Ott

IV. Next Steps
AGENDA

I. Welcome and Prayer
   Tim Vetscher

II. Strategic Framework
   a. Revisit/overview
   b. Progress
   Vetscher

III. Volunteer Appreciation Recap
   a. Social Media Thank You
   b. Nomination Process
      i. Email to full board
      ii. Involving regional club leaders (Mike Addy)
   Emily Carroll/All

IV. Volunteer Resources
   a. Regional Volunteer Conference call
   b. Online volunteer training
   Vetscher/All

V. Understanding Alumni Engagement by Region
   Dan Pfeifer, Information and Data Services Specialist,
   University Advancement

VI. Marlee draft doc. (externalizing the alumni engagement score)
   Carroll/All
   a. What's missing?
   b. How can we best use this as a tool?

VII. Wrap-up
Marquette University Alumni Association
National Board of Directors
National Reputation Committee
Friday, January 17, 2014
1:15 p.m. – 2:45 p.m.
Alumni Memorial Union, Room 254

AGENDA

I. Welcome and Prayer
   Francie Reding

II. Online Alumni Mini-courses
    Heidi Schweizer and Shawn Longstreet

   Engage in conversation with Drs. Schweizer and Longstreet of the
   Marquette University Center for Teaching and Learning, about the
   possibility of offering online courses directed to alumni, using our
   academic tools and talent to enhance MU’s reputation for excellence.

III. Regional Marketing Plans
     Alyssa Klopatek

     Dialogue with Alyssa Klopatek, assistant director of interactive media,
     about proposed regional marketing plans to best target Marquette’s
     constituents; presentation of West Coast pilot with opportunity for
     feedback, ideation, reaction.

IV. Update:
    Kim Perez and Jennilee Schlinsky

   National Opportunities via Marquette Athletics
   a. National Marquette Day
   b. New BIG EAST – Midwest expansion
   c. On the road, at home, online
Marquette University Alumni Association
National Board of Directors
Alumni Donor Participation Committee
Friday, January 17, 2014
3:00 p.m. – 4:30 p.m.
Alumni Memorial Union, Room 313

AGENDA

I. Welcome and Prayer                        Francie Reding
II. Updates on donor participation through 12/31 Sara Harvey
III. Updates on “Battle of the Beaks” promotion Harvey Michael Kelly
IV. Crowd funding for Higher Education         Tim Cigelske
V. Feedback for staff/Future planning       All
Marquette University Alumni Association  
National Board of Directors  
Alumni Engagement Committee  
Friday, January 17, 2014  
3:00 p.m. – 4:30 p.m.  
Alumni Memorial Union, Room 305

AGENDA

I. Welcome and Prayer  
   Diane Munzenmaier

II. Alumni of color focus groups  
   a. Update  
      Kelli Rael  
   b. Next steps

III. Marquette Quotient  
    a. New ideas to externalize  
       Molly Eldridge  
    b. Reaction and ideation

IV. Engaging non-club regions  
   a. Event in a box ideas  
      Alysia Dvorachek  
   b. Ideas for maintaining momentum
Marquette University Alumni Association  
National Board of Directors  
Governance Committee  
Friday, January 17, 2014  
3:00 p.m. – 4:30 p.m.  
Alumni Memorial Union, Room 231

AGENDA

I. Welcome and Prayer
   Mary O’Toole

II. Review of renewals/discussion
    Tim Simmons/all

III. Review of vacancies to fill
     Simmons

IV. Changing landscape discussion
    O’Toole/all