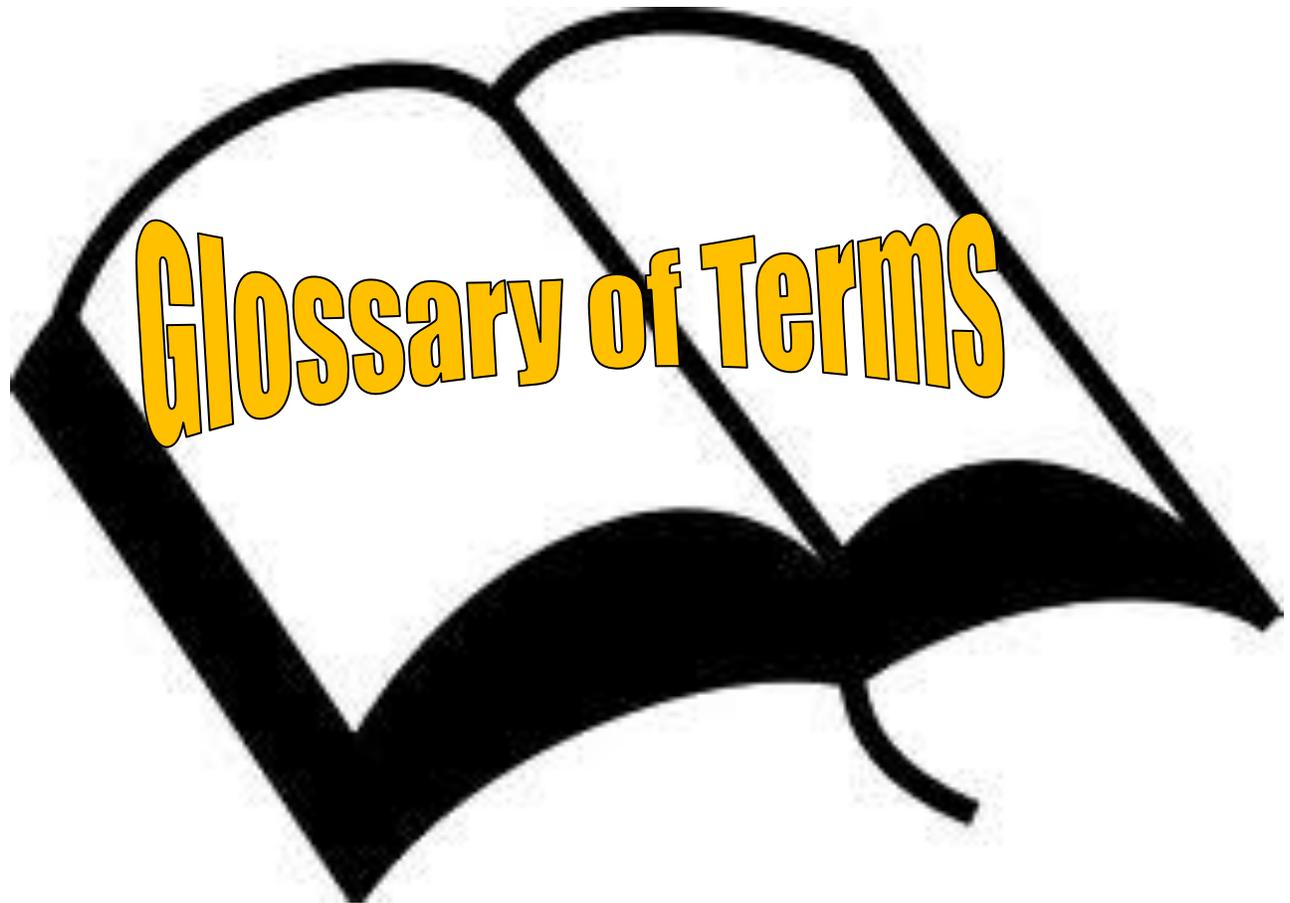




**Marquette University Alumni Association
National Board of Directors**



Agenda

A meeting program designed to make the best use of a volunteer's time and ensure the most important business is covered. Every National Board weekend has an agenda, as does every committee meeting and every conference call.

All-University Alumni Awards

(See Alumni Awards) The Saturday night portion of the April National Board weekend each year is the black-tie reception and dinner honoring the All-University alumni award winners, chosen by the Awards committee of the National Board. National Board directors and their guests attend this evening's events. Past board members are invited to attend a special pre-reception.

Alumna

A female college graduate of Marquette University. (See alumnus)

Alumnae

Women graduates of Marquette University. (See alumnus)

Alumni

Graduates (all male or mixed) of Marquette University. (See alumnus)

Alumni Awards

Honors bestowed on Marquette alumni. Each year in April, the National Board's meetings coincide with Alumni Award Weekend on campus, featuring award celebrations in each college, several programs, and the university. The board directors attend some award events, including the black-tie All-University Awards.

Alumni Donor Participation Committee

MUAA committee focused on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.

Alumni Engagement Committee

MUAA committee charged with helping us work more deeply some key identified segments of the alumni body, continuing the use of the Seven Essentials and engagement scoring tools to best meet the needs of alumni.

Alumni Engagement department

The sub-department within the University Advancement division of the university that organizes programs and events for alumni, parents, and friends of the university, and manages hundreds of volunteer relationships.

Alumni Giving

Financial support of the university by alumni.

Alumni Memorial Union

The campus location that is usually home to all National Board weekend meetings.

Alumni Memorial Union, 5th Floor

Home of Père Marquette Discovery Suite, the location of where Father Pilarz, S.J. occasionally host the board for lunch.

Alumnus

A male college graduate. (MUAA Bylaws defines an alumnus as anyone completing at least 24 credit hours and requesting membership after his/her class graduates.

Ambassador Hotel

The near-campus hotel that is the lodging headquarters for out-of-town directors, and sometime meeting space for the National Board. Also the hotel of choice for many alumni during Reunion (July) and Alumni Awards weekends (April). Found online at www.ambassadormilwaukee.com or by phone at 888-322-DECO (3326).

Awards Committee

Standing board Committee to oversee the alumni awards process and select all-university award winners, and the Pedro Arrupe Award for student service excellence.

Big Breakfast

Often, the National Board's Saturday meetings begin with a breakfast including (but not limited to) bacon, sausage, eggs, and hash browns. Designed to fuel a big day of work!

Black Tie Dinner

The formal event occurring on Saturday night during Alumni Awards Weekend which honors the All-University Award recipients.

Blue & Gold Fund

The scholarship aid fund benefitting our student athletes.

Board Conference

Convening of full board for meetings in the Fall, Winter and Spring.

Board Officers

The MUAA National Board President, President-elect/Vice President, and Immediate Past President. Bylaws dictate that officers serve on Awards, Governance and Executive Committees.

Board Weekends

The three times each year when the MUAA National Board of Directors visits campus. Set annually for September, January, and April. (See also Board Conference).

Business Meeting

The portion of the Board Weekend reserved for committee reports and general conversation. Usually at the end of the weekend.

Bylaws

The rules of the MUAA National Board of Directors, filed in the Online Toolbox.

Chapter

A group of Alumni Association members who have an allegiance to Marquette University through a particular connection, such as through their college or city of residence. There are three basic types of chapters: college-based, interest-based (together often referred to as CIBs), and regional club.

Chapter Effectiveness Committee

The committee charged with ensuring our many and varied chapters are strong operationally, and have the best programs and volunteers to effectively engage our alumni.

CIB

(See Chapter) An acronym for College and Interest-Based chapter.

CIRCLES

A highly-effective networking program and series of events operated out of the Alumni Engagement department focusing mainly on business networking. Used as a means of pulling together and linking hundreds of Marquette alumni, parents, and friends.

Circles e-mentor Network

An online community designed to help guide students and young alumni by sharing personal experiences and knowledge within a specific industry; provide insight into different career options and professions and help students prepare for their professional careers beyond Marquette.

Club

(See Chapter) A regional club alumni chapter. There are forty domestic clubs and five international clubs listed on the MUAA website. Each regional National Board director represents approximately five domestic regional club chapters.

Committees

(See Strategic Plan) The work groups of the National Board that address the Strategic Initiatives outlined in the board's Strategic Plan. They usually meet on Friday afternoons of Board Weekends. Committees include Alumni Donor Participation, Alumni Engagement, Chapter Effectiveness and National Reputation. There are also three standing committees of the board, including Governance, Alumni Awards, and Executive. Special committees may be formed from time to time.

Committee Work Plans

The list of actions outlined for each Strategic Initiative, and used to guide each corresponding board committee. They are filed in the Online Toolbox.

Conference Call

Often, the board, or more likely, committees may hold meetings between Board Weekends by phone. These are scheduled as needed with volunteers and staff involved.

Diversity & Inclusion

(See Strategic Drivers). One of three strategic drivers guiding the Board's work.

Edu/faith

The prayer page of the MU website.

Engagement

The state of an alumnus/a being connected to, interlocked with, or having an affinity toward Marquette University. The subject of great ongoing discussion by alumni leaders as the key to securing passionate investment of time, talent, and treasure.

Engagement and External Relations (EER)

The department within University Advancement comprising the areas of Alumni Engagement, Donor Relations, MUAA, Scholarship Aid & Annual Campaigns, and Development Communication.

Engagement Scoring Model

The formula used to help us categorize a constituent's possible engagement level with Marquette. The higher the score on this sixteen-point scale, the more likely the alumnus/a may be engaged with Marquette. Factors weighed involve event/program involvement and philanthropic giving.

Fiscal Year

The Marquette fiscal year extends from July 1st through June 30. This year, ending June 30, 2014 is FY14. Sometimes referred to as the academic year.

Gift in kind

Alumni gift credit can be earned by Regional board directors when they "donate" their meeting travel expenses. Forms to complete this transaction can be found filed in the Online Toolbox.

Governance Committee

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

Guiding Principles

(See Strategic Plan) Those beliefs stated in our Strategic Plan that lead us in our board work, regardless of initiative or goals.

International Clubs

MUAA chapters organized outside of the United States. Currently there are five international clubs: China, Europe, Africa, Malaysia and Indonesia.

Itinerary

The official, detailed guide for each conference.

Job Description (MUAA director)

The document summarizing the role of a National Board director. This document outlines how directors work at a figurative 10,000-foot level as they fulfill their roles as advisors, advocates, ambassadors, visionaries, and "the alumni conscience."

Listen and Learn

The method of creating focus groups to listen and learn about our needs and wants of alumni.

Marquette Nation

A comprehensive program designed to bring students and alumni together to continue Marquette's traditions, establish class unity, fundraise for student scholarships and keep students engaged with the university after graduation.

Mentor

A board director who volunteers to be the year-long guide of a new director as part of Orientation (see Orientation).

Milwaukee Leadership Committee

A forum for idea sharing, support and collaboration among local, Milwaukee-based alumni leaders representing college and interest-based boards; this group, which meets quarterly, works together to build awareness around engagement opportunities for local alumni. Collective effort also is put into sustaining and promoting the Milwaukee Alumni Scholarship Fund, awarded each year to deserving students from southeastern Wisconsin.

Minutes

Every National Board weekend is summarized in notes published and filed in the Online Toolbox. (Referred to as Conference Notes).

MUAA

Marquette University Alumni Association.

MU Connect

The online alumni community found at www.marquette.edu/alumni.

National Marquette Day

The annual celebration featuring game-watching parties of a nationally-televised Marquette men's basketball game.

National Reputation Committee

MUAA committee charged with working with campus partners to focus on how we best share Marquette successes with our alumni wherever they live and work, and continue to build the Marquette networks and connections crucial to a strong national reputation.

OMC

The abbreviation for Office of Marketing and Communication, the university partners in much of the work done in communicating with the MUAA in general, and through our National Reputation committee particularly.

Online Toolbox

The invaluable repository online for key MUAA National Board documents, plans, minutes, and resources. Found at www.marquette.edu/alumni/clubschapters-muaa.php Directors should bookmark this site for frequent usage!

Orientation

The process of on-boarding new MUAA National Board directors to enable them to be comfortable and productive in their very first board meeting and through their first year. This process is one of READ-CHAT-MEET. New directors read up on key areas of the board operations, then chat (and meet) with a peer mentor, and then participate in a meeting at the start of our September Board Weekend. Mentors stay with new directors for the entire year.

Pedro Arrupe Award

The student service award presented by the National Board to a senior student who exemplifies the ideals of Rev. Pedro Arrupe, S.J., (superior general of the Society of Jesus from 1965-1981), by being involved to an outstanding degree in service within and beyond the Marquette community, by being “one with” rather than “one above.” Nominees and recipients have provided significant leadership in community service and have been advocates for those in need.

Pride Points

An electronic monthly compilation of interesting Marquette stories, facts and tidbits that don't typically make headlines, forwarded to the board by MU staff.

Redefined Excellence

(See Strategic Drivers). One of three strategic drivers guiding the Board's work.

Reunion Weekend

The last weekend of each July when alumni are invited back to reconnect with their classmates and friends. Reunions are held every five years from five to fifty years out, with special reunions incorporated each year. In July, 2012, class years ending in “2” and “7” will celebrate.

Scott R. Pilarz, S.J.

The 23rd president of Marquette University.

Seven Essentials (of Highly Engaged Alumni)

The seven alumni involvement needs identified through research of past alumni surveys and volunteer reports. The Seven Essentials are a highly-useful tool to plan and evaluate alumni association programming and events.

Social Media

Marquette is among the leading universities in the use and reach of social media tools. Alumni can connect with Marquette online in these ways:

Facebook: www.marquette.edu/facebook

Twitter: www.twitter.com/marquetteu

You Tube: www.youtube.com/marquetteu

The Difference Network: www.marquette.edu/differencenetwork

Linked In: www.linkedin.com

Flickr: www.flickr.com/marquetteu

Marquette Magazine: www.marquette.edu/magazine

Marquette Athletics: www.gomarquette.com

Spirit Wear

A state of dress incorporating Marquette clothing in an effort to boost spirit.

SP15

(See Strategic Plan)

Strategic Initiative

(See Strategic Plan) The three key areas the National Board has identified to concentrate in its current strategic plan. The Initiatives involve Increasing depth and breadth of alumni engagement, utilizing the alumni network to enhance Marquette's reputation of excellence nationally and broadening the alumni donor base and growing giving at all levels to ensure access and excellence.

Strategic Drivers

Three strategic drivers (diversity and inclusion, redefining excellence and technology) were identified which will be addressed within the work of the board, and by partnering with university leaders and other stakeholders.

Strategic Plan

The document guiding the work of the National Board, including our purpose, guiding principles, strategic initiatives, drivers, and committee work plans. This plan incorporates the years of FY13 through FY15.

Student Alumni Ambassadors

A well-trained, impressive group of students who work to tell the Marquette story to alumni and others.

Technology

(See Strategic Drivers). One of three strategic drivers guiding the Board's work.

Travel Reimbursement

Regional directors may receive reimbursement for their meeting travel expenses (air fare and auto mileage). Forms to complete this transaction can be found filed in the Online Toolbox.

University Advancement

The division of the university housing our alumni programming staff and volunteers – including, of course, the MUAA National Board -- as well as our university fundraisers.

Zilber Hall

The building that houses university advancement, admissions, and the president's office.