MUAA PURPOSE

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

GUIDING PRINCIPLES

Continuous learning
Inclusivity of all people
Finding God in all things,
Lifetime alumni relationships
Excellence, Faith, Leadership, Service

STRATEGIC INITIATIVES

These three strategic initiatives were determined to be the areas of focus for the National Board -- work that can be controlled and driven by the board and its staff partners.

- Increase depth and breadth of alumni engagement
- Utilize the alumni network to enhance Marquette’s reputation of excellence nationally
- Broaden alumni donor base and grow giving at all levels to ensure access and excellence
STRATEGIC INITIATIVES with SUPPORTING TACTICS

Increase depth and breadth of alumni engagement

- Build on themed programming: using 7 Essentials and the alumni engagement scoring model to prioritize
- Increase engagement of key constituents through targeted segmentation and commitment to diversity and inclusion
  - Alumni of color
  - Internationally-based alumni
  - Those in non-club geography
  - Legacy families
  - Elevated engagement platforms for women
  - Chicago and Milwaukee markets
  - Recent grads/students via Marquette Nation platform
- Sustain commitment to listening and learning from constituents

Utilize the alumni network to enhance Marquette’s reputation of excellence nationally

- Solidify Marquette alumni professional network
  - Alumni to student mentoring
  - Alumni offered internships for students
  - Job placement: alumni-to-alumni and alumni-to-new graduates
- Fully leverage alumni success stories
  - Alumni National Award recipients
  - Athletic accomplishments including, but not limited to, basketball
- Capitalize on partnerships with fellow Jesuit institutions
- Partner with and support the M.U. Office of Marketing and Communication (OMC) and university leadership in efforts to improve perceptions among key stakeholders

Broaden alumni donor base and grow giving at all levels to ensure access and excellence

- Emphasize that gifts of all sizes matter and help provide a transformational experience for our students
- Develop specialized marketing/solicitation strategies, based on data and in collaboration with segmented engagement tactics
STRATEGIC DRIVERS

Strategic Drivers include factors within the university-wide context (key issues and influences) in which the National Board's work will be done. These drivers are beyond the direct control of the National Board but affect the work of the board, and are affected in part by the board's work. Three strategic drivers were identified which will be addressed within the work of the board, and by partnering with university leaders and other stakeholders.

Diversity and Inclusion

- All work done within this plan can and should include examination by staff and volunteer alike of how the work enhances diversity and inclusion

Redefining Excellence

- All work done within this plan can and should include examination by staff and volunteer alike of how the work redefines excellence

Technology

- All work done within this plan can and should include examination by staff and volunteer alike of how the work can be maximized with the use of technology.

STRATEGIC PLANNING COMMITTEE

This plan was developed between September, 2011 and April, 2012 by a Strategic Planning Committee (SPC) made up of National Board directors and supported by University Advancement staff and an outside facilitator/consultant.

Committee Board Members

Greg Curtis (Comm ’92) – Chair,
James Milner (CPS ’03) and Gina Ryan (Arts ’63) – “Seniors”
Michael Grimaldi (Jour ’71) and Paul Porretta (Arts ’81) – “Juniors”
Gary Bettin (Bus ’76), M. Katherine Dillow (Bus ’00), and Francie Reding (Arts ’92) – “Sophs”
Joel Andryc (Sp ’79) and Catherine LaFleur (Law ’88) – “Freshmen”

Staff

Meg Brzyski (Arts ‘93/Grad ‘07), Associate Vice President, Engagement and External Relations
Tim Simmons (Sp ’82), Executive Director, Marquette University Alumni Association

Facilitator

Brenda Skelton, Principal, Brenda Skelton Consulting
STRATEGIC PLANNING PROCESS

- SPC met six times by conference call, twice together on campus in conjunction with MUAA Board conferences, and communicated often electronically.
- Developed SWOTT analysis to understand the current state of MUAA.
- Identified possible initiatives that could build on strengths, address weaknesses, or anticipate trends.
- Conducted three workshops on campus with the full National Board, as part of scheduled MUAA Board conferences, to seek input and engagement with this process, and to approve work to date.
- Examined and agreed that the MUAA Purpose and Guiding Principles (included above) are bedrock upon which this plan is built. No changes were made to them from the 2010-12 board strategic plan.
- Developed three strategic initiatives.
- Identified and defined strategic drivers -- key issues within and beyond board influence.
- Formal board approval of plan (April 27, 2012).
- Detailed work plans and a committee structure -- to best utilize volunteer power and solicit alumni voice -- will be created by staff prior to the National Board Fall Conference in September, 2012.