NATIONAL BOARD OF DIRECTORS

MEETING AGENDA
January 2011

“Developing a passionate community of Marquette alumni in support of the University and each other”

Friday, January 21
Business Professional Attire

8:30 – 9:00 a.m. Breakfast AMU Ballroom A/B

9:00 – 9:30 a.m. Call to Order
Valerie Wilson Reed, Sp ’79, MUAA President

Weekend Agenda Review and Critical Successes
Tim Simmons, Sp ’82, MUAA Executive Director

Reflection
Fred Zagone, S.J., Alumni Chaplain
Assistant to the Vice President, University Advancement

9:30 – 9:45 a.m. VP/President-elect Candidate Vision Statements
❖ Greg Curtis, Comm ’92
❖ Brad Kalscheur, Bus Ad ’89, Law ’95

9:45 – 11:15 a.m. Alumni Engagement: Measuring for Success (break included)
Stacy Mitz, Senior Director, Engagement Outreach and Affinity-based Giving

Making the Interactive Case: National Marquette Day and Spirituality
Dan DeWeerdt, Senior Director, Engagement Communication

11:15 – 11:30 a.m. Break (and transition to 5th floor)

11:30 a.m. – 1:00 p.m. Lunch with Robert A. Wild, S.J.
President, Marquette University AMU 5th Floor
Père Marquette
Discovery Suite

1:00 – 1:15 p.m. Break

1:15 – 2:30 p.m. Gold Committee Meetings
❖ Governance AMU 313
❖ Interactive Marketing (NMD winners selected) AMU 254
❖ Scholarship Aid AMU 231
❖ Students and Young Alumni AMU 163
Friday, January 21 (continued)

2:30 – 2:45 p.m.    Break

2:45 – 4:00 p.m.    Blue Committee Meetings
                     ▶ Alumni Involvement    AMU 305
                     ▶ Awards              AMU 233
                     ▶ Chapter Evaluation  AMU 313

6:00 p.m.           Board Dinner and Urban Scholars Presentation    Joey Buona’s
                     George Koonce, Community Consultant    Paesano Room
                     Urban Scholars Program                  500 N. Water Street
                     Charles Ries, Senior Director           Milwaukee, WI 53206

Saturday, January 22

Marquette Spirit Wear

9:00 – 9:30 a.m.    Breakfast    AMU 163

9:30 – 9:45 a.m.    Welcome and Updates
                     Valerie Wilson Reed, Sp ’79, MUAA President

9:45 – 10:00 a.m.   Reflection
                     Douglas Leonhardt, S.J.
                     Associate Vice President, Mission and Ministry

10:00 – 10:30 a.m.  Endowed Scholarship Aid Campaign Update
                     Tim Rippinger, Senior Associate Vice President, Development
                     Paul Porretta, Arts ’81
                     MUAA Director
                     Scholarship Aid Campaign Regional Co-Chair

10:30 – 10:45 a.m.  Break

10:45 – 11:45 a.m.  Homer Simpson Goes to College: Pop Culture in Today’s Classroom
                     What role does popular culture play in today’s college classroom? Is it harming our students or helping them become better thinkers?
                     Dr. James South, Chair, Philosophy Department, Marquette University
                     Editor of Mad Men and Philosophy: Nothing Is as It Seems

11:45 a.m. – 12:00 p.m.  Break

12:00 – 1:00 p.m.    Lunch with Student Alumni Ambassadors    AMU Ballroom A/B

1:00 – 1:15 p.m.    Break
Committee Reports and Strategic Initiatives Discussion  
- Chapter Evaluation  
- Alumni Involvement  
- Scholarship Aid  
- Interactive Marketing  
- Students and Young Alumni  
- Awards  
- Governance  

Wrap up and Review Critical Successes  

Adjournment  

Marquette vs. Notre Dame Game-Watching Party and Dinner, Sponsored by MUAA  

Tip-off
Marquette University Alumni Association
National Board of Directors
Alumni Involvement Committee
Friday, January 21, 2011
2:45 p.m. – 4:00 p.m.
Alumni Memorial Union, Room 305

AGENDA

I. Welcome and Opening Prayer
   Patrick Klein

II. Overview of Seven Essentials Finding
    Stacy Mitz/Marlee Rawski
    (based on materials distributed by Pat)

III. Seven Essentials Discussion
     All
     a. Life stages: Have we accurately defined them?
     b. Focus group recruitment: What approach should we take? Is it worth including alumni
        who have shown some form of engagement with Marquette (in addition to those who
        are currently uninvolved but still connected with the community?
     c. Focus group questions: Is there a piece that should be included in all focus session
        regardless of life stage? Is there something missing?
     d. Feedback regarding document: Are we missing any voids or opportunities? Thoughts
        and reactions regarding the finding and work?
Marquette University Alumni Association  
National Board of Directors  
Awards Committee  
Friday, January 21, 2011  
2:45 p.m. – 4:00 p.m.  
Alumni Memorial Union, Room 233

AGENDA

I. Welcome and Prayer

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. 2011 Alumni National Awards  
   a. Recipients  
   b. 2011 Promotion  
   c. Committee guiding principles  
   Jill Ott

IV. Next Steps
I. Prayer/Reflection

II. Update: Deployment Framework  Brad Kalsheur
   a. Continued work on:
      i. Improved communication locally & regionally
         1. Regional conference calls
         2. Milwaukee Leadership Committee
         3. Peer-to-peer
         4. Social media (collaboration w/Interactive Marketing Committee)
      ii. Flexible club structures (more committees vs. formal boards)
      iii. Volunteer engagement (recruitment strategies)
         1. Sell the benefits
         2. Creating collateral?

III. Visioning: What does a “successful” Milwaukee look like?
   a. Overview of the committee
      i. Who participates
      ii. What’s happened so far
   b. Validating the current challenges in Milwaukee
      i. Is there still cannibalism?
      ii. Quality vs. quantity of events
      iii. Other?
   c. Creating a map for Milwaukee Leadership Committee
Marquette University Alumni Association  
National Board of Directors  
Governance Committee Meeting  
Friday, January 21, 2011  
1:15 p.m. – 2:30 p.m.  
Alumni Memorial Union, Room 313

AGENDA

I. Call to Order  Valerie Reed

II. Director Replacement Timeline  Tim Simmons/Discussion
   A. VP/President-elect process
   B. Director renewals/replacements status and timeline
AGENDA

I. Welcome and Opening Prayer

II. National Marquette Day Photo Submission Judging

III. Subcommittee Reports
   a. Applications
   b. E-mentorship
   c. Social media

   All

   Michael Grimaldi
   Katie Dillow
   Diana Mathis
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<td>II.</td>
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I. Welcome and Prayer
   Jessica Koth

II. Students
   Jennilee Schlinsky
   a. Update: Student Ambassador Program
      1. Event involvement
      2. Mentor Assignments (a new direction)
      3. E-mentoring
   b. Update: Student Philanthropy – Creating the culture of giving back
      1. Partnership with Student Development
      2. STARS
   c. Update: Student Data
      1. Partnership with Student Development taking shape

III. Enhancing engagement of recent graduates (1-4 years out)
   a. Brainstorm/review of ideas (Goal: develop touch point timeline)
      i. 3 or 6 month “reunion” happy hour for recent grads
         1. Hosted locally and regionally by clubs (?)
         2. Thursday night out at a local hot spot
         3. Also invite those two years out
      ii. One and two year grads Summerfest bash
      iii. E-communications (what’s our messaging?)
      iv. Incorporating “soft” giving and volunteering asks (how do we do this?)
         1. Incorporating/engaging Senior Challenge leaders
      v. Events around travel, sports, arts/culture, music, spirituality
      vi. Online lectures (favorite professors; hot topics); keeps young alums drawn to campus