Marquette University Alumni Association
National Board of Directors
Alumni Involvement Committee
Friday, January 20, 2012
1:15 p.m. – 2:30 p.m.
Alumni Memorial Union, Room 305

AGENDA

I. Welcome and Prayer ........................................... Pat Klein

II. Seven Essentials Focus Group Research ............... Marlee Rawski and Stacy Mitz
    a. Review of next steps
    b. Overview of focus group plans for Chicago
       i. Segments/Locations
       ii. Recruitment
       iii. Highlights from facilitation guides

III. Questions and Feedback .................................. All
    a. Questions from morning presentation
    b. Feedback on Chicago plan
Marquette University Alumni Association
National Board of Directors
Awards Committee
Friday, January 20, 2012
1:15 – 2:30 p.m.
Alumni Memorial Union, Room 233

AGENDA

I. Welcome and Prayer
   Valerie Wilson Reed

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
   Jill Ott

III. 2012 Alumni National Awards
   a. Recipients
   b. Committee guiding principles
   c. Opportunities to discuss
      i. Overall structure/process
      ii. Ad-hoc committees
      iii. Weekend as a whole
      iv. Number of awards
   Ott

IV. Next Steps
Marquette University Alumni Association
National Board of Directors
Chapter Evaluation Committee
Friday, January 20, 2012
1:15 p.m. – 2:30 p.m.
Alumni Memorial Union, Room 313

AGENDA

I. Welcome and Prayer
   Diana Mathis

II. Quick Review
   Mathis
   a. Purpose of committee
   b. Target goals

III. Repositioning MUAA locally/regionally
   Dave Murphy (OMC)
   a. Review of September discussion
   b. Strengthening our overall alumni brand
      (examples of how we do that)
   c. Creative brainstorm

IV. Impacting the Engagement Score
    Carol Winkel/Kelli Rael/
    Emily Carroll
    (follow-up to all-board presentation)
    a. Event participation/tracking
    b. Volunteer tracking, recruitment, recognition

V. Local/regional updates
   Winkel/Rael
   a. Milwaukee Leadership Committee
   b. Regional chapters

VI. Wrap-up
Marquette University Alumni Association
National Board of Directors

Governance Committee Meeting
Friday, January 20, 2012
2:45 p.m. – 4:00 p.m.
Alumni Memorial Union, Room 231

AGENDA

I. Welcome and Prayer                Justin Kuehl
II. Review of renewals               Discussion
III. Review of vacancies to fill     Tim Simmons
IV. April election process; run-off ballots Simmons
Marquette University Alumni Association
National Board of Directors
Interactive Marketing Committee Meeting
Friday, January 2, 2012
2:45 p.m. – 4:00 p.m.
Alumni Memorial Union, Room 305

AGENDA

I. Reflection
   Gina Ryan

II. Latest interactive trends
    All

III. Subcommittee reports
    a. Social media
       Diana Mathis/Ryan
    b. Faith
       Michael Grimaldi
    c. eMentor
       Dan DeWeerdt

IV. National Marquette Day
    Staff

V. Committee structure in FY13
   Maureen Bergan/All
Marquette University Alumni Association  
National Board of Directors  
Scholarship Aid Committee  
Friday, January 20, 2012  
2:45 p.m. – 4:00 p.m.  
Alumni Memorial Union, Room 313  

AGENDA

I. Welcome and Prayer  

TBD

II. President’s Society Rollout  

Christine Baranoucky

III. Scholarship Aid Toolkit  

Sara Harvey  

a. Summary of work on toolkit since conference call  
   i. Recap of toolkit materials  
   ii. Use of regional conference calls  
   iii. Timeline for roll out

IV. Alumni Volunteer Solicitations  

Emily Schultz  

a. Update on progress to goal  
   b. Review of potential calling script  
   c. Discussion of list distribution
Marquette University Alumni Association
National Board of Directors
Students and Young Alumni Committee
Friday, January 20, 2012
2:45 p.m. – 4:00 p.m.
Alumni Memorial Union, Room 374

AGENDA

I. Welcome and Prayer
   Jessica Koth

II. Young Alumni Giving Initiatives
   Michael Kelly
   a. Dinner with Father Pilarz
   b. Point of Sale Mailing
   c. Stewardship
   d. Brainstorm: Young Alumni Volunteer Development Committee

III. Marquette Nation
     Jennilee Schlinsky
     a. Countdown to Tip-off
     b. Students of Marquette Nation
     c. National Marquette Day
     d. Tuition Runs Out Day
     e. Web

IV. Young Alumni Data
    Schlinsky/Kelly
    a. What We Have Been Doing
    b. Shortfalls / Data Breakdown
    c. Brainstorm: Ideas to Address Shortfalls