Friday, January 21, 2011:

After breakfast, Valerie Reed called the room to order and welcomed all to the winter meeting of the MUAA National Board of Directors. She quickly pointed out that this meeting would have us hear from two directors (Greg Curtis and Brad Kalscheur) who are running for 2012 VP/President-elect (election scheduled for April), and celebrate lunch with Father Wild to honor him in his upcoming retirement. All about leadership, coming and going.

Val reminded all of the personal collection for a gas gift card to be presented to Father. The collection took place, and a card would be presented at lunch with Father.

Val introduced Tim Simmons, MUAA Executive Director to review the weekend agenda and discuss the “Critical Successes” for the weekend. The Critical Successes are a handful of objectives to be accomplished (among many other accomplishments) in our weekend of work together. The list was to be reviewed as well at the end of the weekend to review how we had done. (On Saturday, January 22 all agreed that we did, indeed, accomplish all six). The successes were as follows:

- Begin the discernment process of choosing a future leader for our organization.
- Gain a keen(er) knowledge of the Alumni Engagement Scoring Model, and understand how each of us can own a piece.
- Become versed in National Marquette Day celebration arrangements and engagement objectives, and choose our “Get Your Marquette On” contest winners.
- Experience and document progress within each of our five Strategic Initiatives (Chapter Evaluation, Alumni Involvement, Scholarship Aid, Students and Young Alumni, and Interactive Marketing)
- Honor Fr. Wild for his fifteen years of strong support of Marquette alumni and the MUAA.
- Continue to learn of the need for scholarship aid, and the varied and directed efforts around securing our future students.

Val introduced the Rev. Fred Zagone, S.J., to provide a few moments of reflection. Included was a brief quiz about Jesuit colleges and universities in America.

Val then provided a few items of “Good News.” In the past, this time was dedicated to personal developments in our directors’ and staff’s lives. However, today we shared a few organizational accomplishments:
• The suggestion has been made on a few occasions by the National Board to arrange for traveling faculty to visit with alumni and share their expertise. This has been done with some success, specifically this past fall in San Diego with some of Health Sciences faculty, including the dean.
• Gene Kroeff recently was instrumental in securing the speaker for next year’s College of Business Administration “Business Leaders Forum.” This is a great example of advocacy. Others have helped identify good CIRCLES presenters – please continue to help the university secure great talent. See Stacy Mitz with your ideas.
• Board advocacy has helped our staff’s efforts to be able to access some appropriate student data. We now can see more about our future alumni before they graduate and scatter. We all know that getting our alumni informed and involved early is the key to long-term success. Our board support of this has helped make it a reality.

VP/President-elect Vision Statements: Greg Curtis and Bradley Kalscheur each provided a five-minute vision statement. All directors were encouraged to carefully read Greg and Brad’s self-nomination papers, included in the weekend packet. Each will be invited to provide a two-minute refresher statement in April, and the election will take place on Saturday, April 30. The winner will serve next year as VP/President-elect under Justin Kuehl, next year’s President. He will then serve as MUAA board president in 2012-13.

Morning Session: Val introduced our morning session as such:

Stacy Mitz, Senior Director, Engagement Outreach and Affinity-based Giving:
Our mission, as stated in our own strategic plan is to “create a passionate community of Marquette alumni...” We know that to do this we need to have varied ways to connect with alumni. We need to facilitate participation in a mix of programs, events, and services. We must meet people face-to-face and engage them via social media. And we must convince our alumni to put and keep Marquette on their philanthropic agenda. So how do we know we are making the right choices? How do we know that our efforts are paying off? Can we measure our progress toward creating this “passionate community”, and can we use data from these measurements to plan for future success?

Dan DeWeerdt is Senior Director, Engagement Communication:
With nearly a third of our alumni living in geographic regions not served by a club or chapter, our online presence and interactive marketing efforts are more important than ever to these alumni and all of our constituents. And the online world is constantly evolving. Dan shared some details around the work overseen by our Interactive Marketing Committee, specifically as they have to do with Ignatian Spirituality – taking it to the people – and National Marquette Day. He shared outstanding news about international sites for National Marquette Day on January 29th.

See Stacy’s presentation in the MUAA Alumni Toolbox under the January 2011 Meeting Resources.
See Dan’s presentation in the MUAA Alumni Toolbox under the January 2011 Meeting Resources.

Lunch with Father Wild: The board adjourned to AMU fifth floor for lunch with university president Rev. Robert A. Wild, S.J. Joining in were a few surprise guests. They were our volunteer predecessors, and all past MUAA presidents, having served under Father Wild.

- Pat Kraninger (S’68) (served 1999)
- Therese Weiter Bergholz (J’85) (served 2000)
- Sheryl Leonard-Schneck (MT’86) (served 2002)
- Douglas Kelley (B’79) (served 2007)
- Lisa Flynn Ross (B’95) (served 2009)

A number of current board directors participated in a brief program to honor Father, thanking him:
- For his support of alumni volunteers and leaders
- For his encouragement of innovative MUAA programming
- For being a champion for our students (future alumni)
- For building a strong campus, and
- For working to secure the future of Marquette (through scholarships)

Val Reed pledged the board’s support of scholarship aid with a renewed promise to be at 100% giving for the board this year. She also presented Father with (the promise of) a gas gift card to use in retirement. (While the card was not actually presented that day, it was subsequently delivered to his office in the amount of $750). Father was quite pleased, and he presented a few remarks of thanks and an update of goings-on on campus. He fielded questions from the directors and concluded with his expression of thanks.

Friday night Dinner: Urban Scholars Program
The board convened for a working dinner at Joey Bouna’s (500 N. Water Street). In the Paesano Room the board heard from Charles Ries, Senior Director, Development Design and Innovation, and George Koonce, Community Consultant. Charles and George spoke to our group about a new initiative, aimed at raising scholarship and support aid, and known as the Urban Scholars Program.

As an urban, Jesuit university, Marquette is committed to educating talented first-generation students from economically disadvantaged neighborhoods in Milwaukee and Chicago. These students face financial challenges, and scholarships play a major role in offering them the chance to attend Marquette.

Marquette’s Urban Scholars Program provides awards ensuring full tuition support for ten new students annually, based on academic merit, financial need and demonstrated leadership in curricular and extracurricular activities. These awards can be renewed for each year of a
recipient’s four-year undergraduate program as long as the student maintains good academic standing.

A key to the program is to establish a cohort (these students progress through their studies and college experience together as a team) provide a coach, mentors, internship opportunities, etc., to guide these students, but also to establish the valuable connections and network to keep them in the Milwaukee community. Local civic leaders, consulted on this program, have encouraged this aspect of the plan. This is also a valuable component to donors (our investors), including foundations and corporations, whose inherent missions are to grow the community.

Charles and George sought feedback on the program, but also on the style of presenting it. This was only the second time this presentation had been made outside of Marquette’s campus, and they were seeking the advice of our National Board directors. All seemed to complete an extensive questionnaire, designed to give focused feedback to the team at MU charged with bringing this program into the community seeking partnership.

See the Urban Scholars Fact Sheet in the MUAA Alumni Toolbox under the January 2011 Meeting Resources.

Saturday, January 22, 2011:

Reflection: Rev. Doug Leonhardt, S.J., provided our reflection by discussing the university’s Mission Week (February 6-11) theme of “Imagine God.” Mission Week is time for us all to stop and reflect. This is especially important in the busy life of a college campus.

Endowed Scholarship Aid Campaign Update: In September Meg Brzyski, Associate Vice President for Engagement and External Relations gave an overview of a plan to raise $30 million in scholarship aid by June 30, 2011. Tim Rippinger, Senior Associate Vice President, Development, and Paul Porretta (A’81) MUAA Director and Scholarship Aid Campaign Regional Co-Chair provided an update on the campaign.

Goal of the Endowed Scholarship Campaign is to raise $30 million in FY2011 in honor of Father Wild

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51% of goal

170 open proposals for $43,280,000

See the Endowed and Current-use Scholarship Aid Brochure in the MUAA Alumni Toolbox under the January 2011 Meeting Resources.

Homer Simpson Goes to College: Pop Culture in Today’s Classroom: Dr. James South, Chair, Philosophy Department, Marquette University, presented a lecture on pop culture’s influence and place in philosophy. Dr. South has written and edited a number of books on the subject, including “Buffy the Vampire Slayer and Philosophy” and “Mad Men and Philosophy: Nothing Is as It Seems.” He joined us for lunch, which was a format for roundtable discussions including Student Alumni Ambassadors.

Committee Reports (from meetings of Friday, January 21):

Governance Committee
Directors Present:
Reed, Valerie – Chair
Bell, Charlie
Casper, Sandra
Curtis, Greg
Kalscheur, Bradley
Kuehl, Justin
Novotny, Diane

Staff Present:
Tim Simmons

Val Reed called the meeting to order and reviewed the agenda.

The committee reviewed the member replacement timeline and agreed we are on schedule. Renewable and retiring directors were reviewed. In the April meeting the committee will be compiling recommendations of renewals and a slate of recommendations for new directors to be presented to and voted on by the entire board.
A discussion occurred and was presented to the entire board on Saturday about the fairly detailed procedures for selecting new officers (i.e. VP/President-elect) each year. This is a year-long process beginning with recommendations in September and concluding with an election in April. There was no doubt the directors felt we had a solid system in place and no recommendations for change were made.

**Interactive Marketing Committee**

Strategic Initiative: *Optimize interactive media programs and capabilities to ensure greater awareness and involvement of alumni.*

**Directors Present:**
Bergan, Maureen - Chair
Grimaldi, Michael
Miller, Liz
Milner, Jim
Mathis, Diana
Ryan, Gina
Sherman, Jay

**Staff Present:**
DeWeerdt, Dan
Klopatek, Alyssa
Pilak, Michelle
Serge, Joe
Get Your Marquette On promotion
The entire committee meeting was dedicated to the selection of the five winners of National Marquette Day’s Get Your Marquette On photo promotion. More than 500 photos were submitted by alumni, students and friends of the university. Winners selected:
   o Nate Holmes (current student) Middleton, Wisconsin
   o Jorge Martinez (N’01) Jacksonville, North Carolina
   o Capt. Dan Nilsson (A’02) St. Paul, Minnesota
   o Rick Schumaker (L’77) Kewaskum, Wisconsin
   o Joe Stopulos (B’08) Des Moines, Iowa

Winners were notified on Saturday, Jan. 21, and invited to attend the National Marquette Day game. Two winners were not able to attend. More information on National Marquette Day can be found on www.nationalmarquetteday.com

Next Steps
The committee will continue to have monthly meetings to discuss priorities, including social media, apps and career e-mentoring

Scholarship Aid Committee
Strategic Initiative: Create awareness and involvement of alumni in the university’s scholarship aid initiatives through partnering with University Advancement.

Directors Present:
Kroeff, Gene (chair)
Gallagher, Marguerite
Klein, Pat
O’Toole, Mary
Porretta, Paul
Sheridan, Rondell
Warmuth, Maureen

Staff Present:
Harvey, Sara
Emily Carroll

Gene Kroeff began the meeting with a prayer. Last meeting, the committee assisted our Development Communication team revise and improve a leave-behind, one-page summary for endowed scholarship programs (specifically, the Urban Scholars Program). Committee work continued between meetings and the final product was handed out at the meeting. Paul Markovina and his team passed on their thanks to the committee for their hard work.
Gene reintroduced the committee’s deployment framework relating to our strategic initiative. As the committee began to discuss making changes to the document, Paul Porretta introduced an idea he had recently presented to Tim Simmons and Tim Rippinger. The idea is to create an endowed scholarship, with the money being raised by current and past MUAA national board members. The committee spent the remainder of their time discussing this idea and its merits.

It was concluded that the committee would present this idea to the board as a whole during the reporting out time on Saturday. If the board agreed that the idea has merits, this committee would discuss it further through conference calls prior to the April 2011 meeting. The board discussion revealed that most board members were supportive of the idea of establishing a scholarship to be funded by current, past, and future directors. There were questions raised about how it would be communicated to directors, with some fear of the appearance of mandatory giving to this fund. This, of course, is not the case. While the director job description does call for annual giving to MU, donors can direct their support to any fund they wish. A new fund would be meant to be another option for giving.

**Students and Young Alumni Committee**
*Strategic Initiative: Leverage alumni in recruiting and retaining students to promote young alumni involvement upon graduation.*

**Directors Present:**
Koth, Jessica
Ali, Shazia
Brown, Vanessa
Edwards, Genyne
Healy, Brian
Hunnn, Drew
Reding, Francie

**Staff Present:**
Batti, Tanya
Kelly, Michael
Mitz, Stacy
Schlinsky, Jennilee
Winkel, Carol

Jessica Koth opened the meeting with a welcome and prayer. The meeting started later than scheduled and to accommodate our guest speaker’s schedule, we moved him to the beginning of our agenda.

One of our main objectives of this meeting was to spend some time on brainstorming ways to enhance engagement of our most recent graduates (from graduation up until 5 years out). To help provide us with some context for this discussion, Michael Kelly, Advancement Officer -
Annual Campaigns, presented to the committee on the current Senior Challenge program and our solicitation efforts with young alumni.

The committee learned that the Senior Challenge is led by a volunteer committee of 20 members of the senior class. Each volunteer selects 50 seniors whom they “manage” during the campaign. The committee plans a variety of events including a Marquette Men’s Basketball Pregame Reception, Dialogue Dinner, Brewers Tailgate and Game, a Thank You Signature Event and much more. The main vehicle of information sharing for Senior Challenge is social media (Facebook, YouTube, Twitter, LinkedIn and text messaging). Lastly, the committee sends out three e-solicitations per year in February, April and May. All first time donors of Marquette University, in addition to a thank you letter, receive a first time donor packet. This includes a note from the Executive Director of the Marquette University Alumni Association, thanking them for their support and explaining the impact of their gift.

The committee also learned that the Annual Campaigns office solicits young alumni with valid phone numbers by the Phonathon each fall and spring. Those with valid home addresses are solicited numerous times throughout the year through direct mail. However, in recent years the ability to solicit young alumni nondonors has mostly been eliminated due to return on investment. Lastly, young alumni with a valid email are solicited numerous times throughout the year through email.

Committee members recognized several opportunities from Michael’s presentation. One opportunity would be to continue to build upon the close relationship with Senior Challenge committee members after they graduate. It was suggested that we ask these members to continue soliciting their 50 prospects they managed during Senior Challenge and help us carry on the momentum of giving. The committee also suggested that alumni leadership have a stronger presence with the Senior Challenge (ex. attending Senior Challenge events).

The committee also offered up several other suggestions on ways to engage recent graduates. Some of the main points included: offering discounted rate for young alumni for events; waiting until after October 1st to begin outreach with new graduates; focusing on low overhead events as most young alumni are just interested in getting together; create or tap into a Facebook page for each class; tap into Marquette alumni’s competitive nature by providing a giving challenge amongst other Jesuit, Big East or local schools; inform alumni about the engagement score and use it as incentive to increase their points and call to their sense of pride.

Stacy Mitz updated the committee on the student data project. Students are now being tracked in our Raiser’s Edge database and will begin to track their interests and activities (i.e. student organizations, leadership positions, etc.). The committee recommended providing the students/alumni with an opportunity to increase their engagement score by providing any missing data.

Lastly, the committee learned that the Alumni Engagement office is partnering with Student Development on building a culture of philanthropy at Marquette. They are currently working to determine the best way to partner with pre-existing student programs such as STAR (Students Taking Active Roles), a student leadership program for freshman in their first semester. More information will be shared in April.
Alumni Involvement Committee
Strategic initiative: Design and implement programs that add value for underrepresented alumni.

Directors Present:
Klein, Patrick – Chair
Casper, Sandra
Edwards, Genyne
Gallagher, Marguerite
Hunn, Drew
Koth, Jessica
Porretta, Paul
Ryan, Gina
Sheridan, Rondell

Staff Present:
Batti, Tanya
Dvorachek, Alysia
Krukowski, Sarah (Office of Marketing and Communication)
Mitz, Stacy
Rawski, Marlee
Wessel, Matt (Office of Marketing and Communication)

I. Welcome and Opening Prayer (Pat)

II. Overview of Seven Essentials Findings (Stacy, Marlee)

a. Stacy and Marlee offered background information regarding how the Seven Essentials were established and the purpose they are meant to serve. The seven essentials define the desirable characteristics of a highly engaged alumnus/a – in how they view themselves and how they connect to their alma mater. Internally and through the partnership of volunteer leaders, the essentials are also a tool to assist with categorizing, refining, adding and decreasing specific offerings.

b. Stacy and Marlee then updated the committee on work around the Seven Essentials to date including analysis of the comprehensive spreadsheet of current offerings and program ideas categorized by essential. The findings from that analysis were presented.

III. Seven Essentials Discussion (All)

a. Life stages: Have we accurately defined them?
   i. Change name of “Golden Years” category to “Legacy Years”
ii. Missing 2nd or transitional career for intermediate life stage of professionals
iii. Segment focus groups based on life stage

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)?
   i. Focus Groups (strategic conversation and agenda) vs. Listening Session (to inform)
      1. Focus group sessions preferred over listening session
      2. Specific agenda to gather info and guide intentions
      3. Trained moderator is key for focus groups
   ii. Target alumni highly engaged in other activities but disconnected with MU
   iii. Opportunity for alumni to hear about MU and leave with a reason to engage with the university
   iv. Incentives:
      1. Do we offer incentives for those participating?
      2. Opportunity to share why they are disengaged; give the participants a safe group to voice their thoughts
      3. Participants want to see effects of what they shared
   v. Approach to invite alumni to focus sessions
      1. Engagement score of 0-3
      2. Too many negative experiences may bring the mood of the session down while having a highly engaged individual in the session may also inhibit the truth of the disengaged alumni participating.
         a. Have a mix of minimal to moderately engaged alumni with those with no engagement (mix of experiences and feelings toward Marquette)
      3. Use a “buddy system” – each committee member recruits X number of alumni (all of MUAA board members know of disengaged alumni)

c. Focus group questions: Is there a piece that should be included in all focus sessions regardless of life stage? Is there something missing?
   i. Incorporate findings from these focus groups into work Sara Harvey is doing around EAA research

d. Feedback regarding document: Are we missing any voids or opportunities? Thoughts and reactions regarding the findings and work?
   i. These conversations will come down to the fundamentals for us to find a better approach to reach a broader range of alumni
ii. Do not limit focus groups to alumni solely in the immediate area, offer regionally as well

iii. Technology could be utilized (Skype, conference calls, etc.)

**Awards Committee**  
**Strategic Initiative:** *Standing committee to oversee the Alumni National Awards process and select All-University award winners, and the Pedro Arrupe Award for student service excellence.*

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**Directors Present:**  
Bell, Charlie - Chair  
Curtis, Greg  
Kuehl, Justin  
Milner, Jim  
Wilson-Reed, Valerie  
Redding, Francis  
Warmuth, Maureen

**Staff Present:**  
DeWeerdt, Dan  
Moore, Martha  
Ott, Jill  
Pilak, Michelle  
Simmons, Tim

Greg Curtis provided the reflection. Charlie welcomed everyone.

**Martha provided an update on the Pedro Arrupe Award for 2011.** The discussion also included a review of the selection process for the 2011 Award recipient. A request for nominations has been sent out to faculty/staff and students. The list of questions for the finalists was reviewed. The deadline for applications is March 25. Martha will distribute the information to the committee members after that date for them to review and to determine the finalists who will be interviewed. The interviews will take place during the April meeting and the recipient of the 2011 award will be chosen. The Pedro Arrupe Award dinner will be in January 2012 due to Father Pilarz Inauguration which is set for September.

The committee members **discussed the list of 2011 Alumni National Award recipients.** Several enhancements will be made for this year.

The committee also discussed a list of suggested “guiding principles” for the committee. These are meant to be general rules followed by staff and volunteers through the process of nomination submission and award presentation. There are solid mechanics in place with staff,
but guiding principles would ensure a true path regardless of who occupies the staff or volunteer role. The suggested principles are:

- Continually seek quality diverse nominations
- Acknowledge and steward nominators
- Appropriately award recipients according to their accomplishments and criteria
- Steward recipients (during Award weekend and beyond)

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**Chapter Evaluation Committee**

Strategic Initiative: *Evaluate and restructure Club and CIB organizations and programs to increase their effectiveness by adding value to their respective alumni constituents.*

**Directors Present:**
Kalscheur, Brad – Chair  
Bergan, Maureen  
Dillow, Katie  
Grimaldi, Michael  
Healy, Brian  
Kroeff, Eugene  
Mathis, Diana  
Miller, Liz  
Novotny, Diane

**Staff Present:**
Batti, Tanya  
Brooks, Kelli  
Carroll, Emily  
Wacker, Emily  
Winkel, Carol

I. Katie Dillow offered a prayer to begin the meeting.

II. Brad Kalscheur provided an update on the deployment framework. While much of the framework has been accomplished, work continues on the following:
   a. Improved volunteer communication locally and regionally (regional conference calls, peer-to-peer, Milwaukee Leadership Committee, social media)
   b. Movement toward flexible club structures, where appropriate (committees vs. formal boards)
   c. Volunteer engagement/recruitment strategies (need for collateral?)

III. Visioning: What does a “successful” Milwaukee look like?
Carol Winkel provided an update on the Milwaukee Leadership Committee, comprising leaders of local clubs/CIBs, explained the importance of strength on “the home front.”

As a group, the committee discussed the challenges surrounding alumni engagement and club operations in the Milwaukee area and what a “successful” Milwaukee would look like. Discussion notes:

**Goals**

1. **Validate Milwaukee Challenges**
   - People in Milwaukee “get Marquette” everyday (through the news, proximity to campus, etc.)
   - Many options to engage/participate (CIBs)
   - Alumni gather/communicate independently and those meetings are not captured by the university
   - Interest based groups operate locally but have national constituencies (Example: There is only a Young Alumni Association in Milwaukee, but all regional club areas have young alumni)
   - People may feel engaged or connected with Marquette but their engagement is not reflected in the Engagement Model/Score (Example: They are season ticket holders and go to every game but only get 1 point. Or they watch basketball on television but do not attend games and therefore do not have the athletics point at all.)

2. **What does a functional Milwaukee look like?**
   - Common MUAA branding while still honoring affinities (Example: Marquette University Alumni Association invites you to “event” sponsored by the College of Business Administration) – making MUAA the umbrella uniting all Milwaukee activities
   - Social or spiritual programming
   - Need to create MUAA affinity (see note about branding above)
   - Milwaukee Leadership Committee should look at inventory of local activities to actually see what is going on in Milwaukee currently; past audits of local activity have been done, but club/association calendars have greatly changed (inventory should be created by University Advancement and local club leaders)
   - We should benchmark with other colleges (Northwestern is a good example because many alumni still live in Chicago area; BC in Boston)
Main Themes

1. There still exists a challenge in Milwaukee, yet challenges can be creatively addressed.
2. The Milwaukee Leadership Committee needs to better understand what currently is happening locally to create synergies, efficiencies and more collaboration.
3. National Board and University Advancement need to work on using an umbrella MUAA branding locally.

Ideas for Milwaukee

1. Maybe metric for measuring engagement in Milwaukee needs to be different
2. Track Marquette alumni who hold weddings at Gesu (capitalize on the Gesu connection more, which supports the Engagement team’s efforts around the spirituality (Seven) Essential
3. Alumni check-in points around campus so we know when people are here on their own

Saturday evening, January 22, 2011:

Evening game-watching party and dinner: The MUAA National Board of Directors co-sponsored with Alumni Memorial Union the game-watching party in the Union Sports Annex (16th and Wells) of the men’s basketball game played at Notre Dame. Noise-makers were provided to all in attendance and MUAA representatives participated in drawings. Great promotional work was done on campus leading the week prior to the game and at the party.