

**MARQUETTE UNIVERSITY ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS
Spring Conference
April, 2013 Minutes**

Thursday, April 25, 2013:

Board Dinner:

The MUAA Board had dinner at the Ambassador Inn. The board enjoyed a private dining room with dedicated bar and bartender for the entire evening.

MUAA President Greg Curtis saluted all the departing directors (those who have completed their terms), presented each with a framed certificate signed by Father Pilarz, and asked each director to say a few words to the group. Those honored were Jessica Koth (AMUW), Vanessa Brown (EAA), Paul Porretta (Northeast), Gene Kroeff (Mideast), Michael Grimaldi (Midwest), Brian Healy (Chicago), and Bekah Newman (student).

The board in turn honored Greg with a tribute skit. Greg and his wife Jodie truly enjoyed the creativity and love put into the presentation.

Friday, April 26, 2013:

Greg Curtis Call to Order:

Greg opened the third and final campus meeting of the 2012-13 academic year by welcoming all directors, and thanking them for taking time away from families and jobs to give back to MU. He thanked all also for the great amount of work accomplished this year – our first of our new strategic plan. He commented on the Thursday night celebration, expressing his appreciation.

Greg acknowledged all that had happened since our January meeting, including the election of a Jesuit pope, the development of the new Big East Conference, and a men's basketball trip to the Elite Eight.

He reminded all that this is Alumni Award Weekend, and that we have the great chance to celebrate our alumni successes. He reminded all that we will take part in the College of Business awards at lunch today, Friday night events, and the All-university Awards Saturday night.

Greg invited Father Fred Zagone, Alumni Chaplain to lead us in our opening reflection, and then MUAA Executive Director Tim Simmons to provide a quick overview of the weekend activities.

VP/President-elect Candidate Vision Statements:

As is our tradition, we heard a three-minute version of the vision statements each candidate

delivered in January. Greg reminded all that our election would be conducted on Saturday morning, and that the candidates' original vision statements were included in meeting packets, to be reviewed at any time as people make their decision. Candidate names were chosen blindly to determine presentation order. The board heard (in this order) from Michael Grimaldi, Jessica Koth, and Katie Dillow. Father Zagone was "name picker" and timer.

Alumni Pulse Survey Results:

Christine Baranoucky, Senior Director of Donor Relations presented an overview of survey results from Marquette alumni. This survey was done by Eduventures, and included a number of other schools, giving us the chance to see how MU stacked up nationally. The survey results give us an indication of our alumni feelings of MU and their willingness to be involved and contribute. The data will be used in a number of aspects of our board work.

Mentorship/Career Panel:

Anne Deahl, Associate Vice Provost for Academic Support Programs and Retention
Laura Kestner-Ricketts, Director, Career Services Center
Daniel Ortego, Director, Business Career Center
Gary Meyer, Ph.D., Vice Provost for Undergraduate Programs and Teaching
Kristin Adler, Grad '08, Assistant Director, Career Services Center

We had the opportunity to hear more about a very broad subject, but one that has crept more and more into our National Board discussions: the issue of helping to prepare MU students to make it in the world, and the role alumni can play in that complex process.

We were visited by five professionals who all have a role in the work Marquette does for our students to help them find their way professionally. They shared more about their efforts, and spoke to our feedback that we gave after the January MUAA meeting about mentoring and job placement.

Intercollegiate Athletics Update:

Larry Williams, Vice President and Director, Intercollegiate Athletics

Larry introduced himself to the board, as he had not previously addressed them. He spoke about his view of running the Athletics department, presenting his "pyramid of Athletics." His graphic showed the role of the university president, the administration, coaches, academics, and fans at the base of the pyramid. Above them is the Mission. Above the Mission is Outcomes, and at the top is Objectives.

He spoke about a Life-skills program for student athletes, the latest on the new Big East, and funding scholarships – our biggest challenge.

Lunch:

The board attended the College of Business Administration and Graduate School of Management Alumni Awards.

Blue Committee Meetings:

Alumni Involvement, Chapter Evaluation, and Awards meetings held. See notes below.

Gold Committee Meetings:

Governance, Interactive Marketing, Scholarship Aid, and Students and Young Alumni meetings held. See notes below.

Saturday, April 27, 2013:**Breakfast and call to order:**

Greg called the room to order. He thanked everyone for all the hard work done so far. For our reflection to begin our day, Greg asked all to stand, and led us in the singing of the Marquette University Anthem. Best version yet!

VP/President-elect Election:

Election ballots were called for and collected. Every board director submitted a valid ballot (two were submitted as absentee ballots). Greg Curtis and Tim Simmons left the room to count the votes. **Katie Dillow (Milwaukee) received a majority of votes** on the first ballot. Katie spoke briefly, offering her dedication to the responsibility of board leadership, and thanks for the support shown to her. She thanked Jessica and Michael for joining her in the race. Katie will assume the officer role of Vice President/President-elect on July 1, 2013, serving under 2013-14 President Mary O'Toole.

Committee Reports: Highlights of the following committee meeting reports were discussed.

Alumni Donor Participation Committee:

Strategic Initiative: Broaden alumni donor base and grow giving at all levels to ensure access and excellence.

Directors Present: Reding, Francie (Chair), Gary Bettin, Bob Boehler, Dick Goulet, Brian Healy, Cathy La Fleur, Mary Kay McMahon, Tim Vetscher (via telephone)

Staff Present: Sara Harvey (Staff Lead), Angie Krainz

Reding started the meeting with prayer and welcomed the committee back together.

Harvey and Krainz updated the committee on initiatives discussed at the January meeting. There was real success around the "flag solicitation" targeted to the Chicago-land area. One observation about the initiative was that it attracted many parent and past-parent donors. So much do that we expanded the campaign to current parents. The staff is currently looking at other regions or markets that could benefit from this initiative for fiscal year 2014.

One other update was regarding the creation of an online giving page specifically for the promotion of club/chapter/interest-based scholarships. With the use of a shortened URL, the page can be easily mentioned at alumni events and other promotional opportunities. There was the suggestion that the engineering fraternity scholarships also be mentioned on this page; Harvey stated she would make sure this was an option.

Overall, the number of alumni donors is up 2.6% to last year through March 30, 2013. Harvey reminded the committee that this is due in part to the ideas put forward by the committee.

The committee spent the majority of the meeting discussing the results of the Alumni Pulse Survey, the results of which were introduced to the board earlier in the day. The committee discussed the high priority of scholarship aid at the institution and how this corresponds with the survey results, especially the impact debt has on one's giving potential. The committee also discussed how to use the results in our messaging and reaffirmed the results as it relates to their own communication and philanthropic preferences.

The committee ended the meeting discussing the need for scholarship aid in greater detail. The need is so great and, at times, overwhelming to understand as an alum, as a donor and as a potential applicant. Bettin suggested Susan Teerink, the director of the Office of Student Financial Aid, again visit the MUAA board and present on the process of awarding scholarship aid at Marquette. She last visited the board in 2010 and many of the current board members were not present for her presentation. The committee thought this was a great idea and Reding made this suggestion as part of her committee report.

Alumni Engagement Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present: Jessica Koth (Chair), Sandy Casper, Drew Hunn, Ron Smith, Michael Grimaldi, Bekah Newman, Diane Munzenmaier, Tricia Mathie, Emili Ballweg, Paul Porretta, Molly McDonald, Gail Zielinski

Staff Present: Stacy Mitz (Co-Lead), Marlee Rawski (Co-Lead), Dan DeWeerd, Molly Eldridge, Alyssa Klopatek, Kelli Rael, Dan Wooters

I. Opening prayer, welcome (Jessica)

- a. Briefly reviewed committee workplan – on track, many items in progress
- b. Stacy shared update on value of focus group work (i.e. Chicago engagement scores were dropping, focus groups gave us concrete feedback on what constituents in the Chicago market are looking for – engagement score is already on track to exceed scores of past three years)
- c. Focus groups are qualitative, surveys are quantitative – information complements each other, consistent feedback

II. LGBT Listening and Learning (Kelli, Stacy, All)

- a. Themes and Findings
 - i. Brief recap from January meeting (recruitment process [champions, targeted Facebook ads], locations, etc.)
 - 1. Milwaukee/Chicago/DC + phone interviews (many other regions)
 - ii. Approximately 50 participants via focus groups and one-on-one interviews
 - 1. Wide range of ages
 - 2. Most people centered around Milwaukee/Chicago geographically
 - 3. Slightly skewed with more male participants than female
 - iii. Appreciation that focus groups were being conducted
 - iv. Positive
 - 1. Jesuit philosophy of MU
 - 2. Meeting friends, partners, etc.
 - 3. Value education
 - 4. Most connected through past faculty
 - v. Negative
 - 1. Mixed feelings around Catholic church
 - 2. Closed minded, conservative perspective (more on faculty side than student side)
 - vi. Looking for
 - 1. Visible statement of support for LGBT community
 - 2. Sensitivity training on campus for faculty, administrators, students
 - 3. Hosting LGBT students on campus
 - 4. Alumni awards honoring someone from LGBT community
 - 5. Connecting with students (working with student development – Gender Sexuality Alliance) – LGBT students (school to work transition mentoring; also broad campus experience)
 - 6. Service projects for programs supporting the LGBT community/youth
 - 7. Want to be included in general programming but also interested in specific opportunities for LGBT programming
 - vii. Next Steps
 - 1. Information has been shared with Fr. Pilarz and Tom MacKinnon (Chief of Staff)
 - 2. Campus reunion weekend open house with fellow LGBT alumni
 - 3. Continued assessment of future program opportunities including connections with campus partners already offering programs we can tap into

III. Alumni of Color Listening and Learning

- a. Benchmarking
 - i. Still in progress

- ii. See PowerPoint
- b. Locations and Recruitment
 - i. See PowerPoint
 - ii. Timeline – focus groups to take place in fall (September, October)
- c. Facilitation Guide Themes
 - i. See PowerPoint
- d. Will work with EAA to understand additional themes we should focus on in focus groups and will ask for their support in recruiting individuals to join us for focus groups

IV. MUAA Social Media discussion (Molly, Alyssa, All)

- a. Connecting with our alumni including those outside club regions
 - i. Benchmarking has been taking place our social media for the Alumni Association – seeing a gap for alumni audience, in particular
 - ii. Launching social media presence for MUAA (Facebook and Twitter for Phase 1; Instagram and Pinterest, others for Phase 2)
 - iii. See PowerPoint
- b. Committee feedback/questions
 - i. Baseline Metrics
 - ii. Tactical Plan
 - iii. Migrating MUAA group (started a couple years ago by National Board member) to new MUAA page – find it at facebook.com/marquettealumni
 - iv. Staff team will serve as leaders around content management (daily interaction; editorial calendar; live tweeting/photo posting at events by additional staff as well)
 - v. Photos are key – will always attract more interest
 - vi. Sprout Social to be used for analytics
 - vii. Also focused on fans and followers
 - viii. Ideas around volunteer metrics – will look into this further (how to capture, track, etc.)
 - ix. Club pages will continue, this page can help also (more content to share, etc.) – will follow-up with clubs with more information
- c. What you can do
 - i. “Like” us on Facebook
 - 1. [Facebook.com/MarquetteAlumni](https://facebook.com/MarquetteAlumni)
 - ii. Follow us on Twitter
 - 1. [Twitter.com/MarquetteAlumni](https://twitter.com/MarquetteAlumni)
 - iii. Comment, “Like,” Re-tweet
 - iv. Spread the news!
 - v. Send us ideas on what you’d like to see on these sites

V. Marquette Nation/Student Class Affinities discussion (Molly, All)

- a. Quick update – partnered with Student Development; Grad Assistant this summer to assist with benchmarking for senior class programming

Awards Committee:

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

Directors Present: Justin Kuehl (Chair), Joel Andryc, Vanessa Brown, Greg Curtis, Katie Dillow, Eugene Kroeff, Rondell Sheridan

Staff Present: Martha Moore (Co-Lead)

The committee devoted the meeting to interviewing candidates for the Pedro Arrupe Award.

Chapter Effectiveness Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement

Directors Present: Katie Dillow (Chair), Emili Ballweg, Bob Boehler, Gary Bettin, Dick Goulet, Tricia Mathie, Francie Reding

Staff Present: Carol Winkel (Co-Lead), Emily Carroll (Co-Lead), Kelli Rael

Volunteer Appreciation

Letter from Fr. Pilarz

- Had discussed timing around Volunteer Appreciation Week. Ultimately decided against that timing because it falls the week of Alumni Awards Weekend (lots of communication taking place already/could get lost in the mix).
- Shooting for May (message: Thank you for all the ways you give/what you do for Marquette, etc.). Spirit Shop coupon will not accompany Fr. Pilarz message (not seen as “presidential”), but may be used in conjunction with an email message from incoming MUAA president in fall
- Re: distribution list: working to make sure list is current and accurate
- Has prompted us to clean our records (much updating necessary; early investment of time now means smoother process in the future)
- Long list of volunteer job assignments will be included on list
- Committee will get preview of email message before it goes out

Social Media Thank you Shout Outs

- Example: Club of NYC President posted thank you to two alumni who manage the club’s Twitter and Facebook pages
- Kelli made call to committee for suggestions of other recognitions that can be made (can be brief and include a picture, can be from past event)
- Creativity and diversity of thank you messages will help communicate the variety of ways that alumni can be involved; can help illustrate a menu of volunteer opportunities and prompt others to see how they might be involved with a club in smaller ways

Volunteer Resources

Regional Volunteer Conference call

- Katie and Francie joined regional call a few weeks ago. Kelli referenced call minutes/highlights
- Call was very successful due to National Board involvement (peer to peer discussion; Katie did a great job of showing genuine interest in wanting to learn from regional clubs about what works and what doesn't.)
- Volunteer manual – varying awareness and usage (desire/ability to sift through is not there; not user friendly)
- Idea of video vignettes came out of regional conference call: topics might include how to ask someone to volunteer, how to host a summer send-off, how to make an Admissions call. All brief videos (1-2 minutes), easy to access, simple to understand and calling to action.
- Great idea but may require more time to implement; MU staff to start discussions with OMC on moving this forward

Webinar

- Questioning webinar's value due to time commitment
- Could segment webinar so you can select what's of interest
- Webinar could take the place of a regional volunteer conference call (3/year)/broadcast live and archive so it could be replayed
- Our office has seen some success with past webinars
- Feedback: post call some offered to help
- Could take some time to implement (schedule is tight; finding people to deliver Webinar; preparation for putting on webinar)
- Target Fall 2013 (in place of September call); involve National Board and club volunteers
- Call to committee: Recommend 4 – 6 topics to cover; send to Katie (Refer to volunteer leader manual – under clubs and chapters in the 1st paragraph)
- Katie will send reminder with link. DUE: May 17

Volunteer Manual

- Goal: create one-pager “cheat sheet”
- Francie: volunteer call – some seemed nervous to dive in/could help to make the guide less formal so it's approachable
- Can use 4-6 recommended topics for webinar to focus in on material for cheat sheets
- Prospecting Guide developed by Engagement and Development staff: highlights various ways to engage volunteers (internal in current format; staff considering how it might be used externally)

Club Assessment

Annual Reports

- Report has been revamped – Survey Monkey: cleaner, simpler, shorter, more user friendly

Emily B question

- If registration is low, what is the “rule” around cancelling an event?
- Kelli: different for each region and ultimately up to the volunteer. Kelli encouraged open communication with the Engagement liaison

Club bylaws

- What constitutes an “active”/”inactive” club conversation has shifted to Governance Committee for close review of club bi-laws.

Wrap-up

Strategic framework

- Plan is for committee (and other MUAA board members?) to continue participating in the regional club conference calls; great learning opportunity and great way to acquire feedback from the front lines, which often transcends the National Board experience; staff/Katie will reach out to National Board members to help lead future calls; all are welcome to join as participants
- Milwaukee Leadership Committee: participation varies based on board (Young Alumni and Engineering are strong)
- Similar to regional volunteer conference calls, Chapter Effectiveness Committee (through local members) is hoping to drive/facilitate MLC meetings ; peer-to-peer is very successful
- Emily B.: example of pairing with other Jesuit universities; new Big East Conference could be good opportunity
- Katie D: Example of mass and brunch opportunities with local/regional Marquette [alumni] priests

Governance Committee:

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

Directors Present: Greg Curtis (Chair), Sandy Casper, Justin Kuehl, Molly McDonald, Mary O’Toole, Rondell Sheridan

Staff Present: Tim Simmons (Staff Lead)

The Governance Committee addressed Director Renewals and New Director Elections:

1. The committee reviewed the following **directors eligible for renewal**. Presented to the board for election to a second term were:

Renewals:

<u>Name</u>	<u>Position</u>	<u>College</u>	<u>Grad. Year</u>
Mary Kay McMahon	Arts and Sciences	Arts and Sciences	1974
Greg Ryan	Business	Business	1990
Catherine La Fleur	Law School	Law School	1988
Gail Zielinski	Nursing	Nursing	1976
Joel Andryc	At-Large	Speech	1979

VOTE: Greg Curtis moved for approval of these nominees to a second term on the board effective July 1, 2013. Justin Kuehl seconded the motion. No discussion. The board unanimously approved these renewals. (27 aye, 0 nay, 2 absent)

2. The committee reviewed profiles of **nominees for new appointments**. Selected by the committee, moved, seconded, and approved for presentation to the board for election were:

Appointments:

<u>Name</u>	<u>Position</u>	<u>College</u>	<u>Grad. Year</u>
Brittany Riesenbeck	Student	Business	2014
Amy Haffner	Young Alumni	Business	2010
Nicole Anderson	Ethnic Alumni	Business	1990
Rachel Monaco-Wilcox	AMUW	Arts/Law	1999/2004
Michele Owens	Chicago	Business	1979
Michael Addy	Midwest	Business	2003
Andrew Detesco, Jr.	Mideast	Arts	1969
John Garvey	Northeast	Arts	1982

VOTE: Catherine LaFleur moved for approval of these nominees to the board effective July 1, 2013. Sandy Casper seconded the motion. No discussion. The board unanimously approved these appointments. (27 aye, 0 nay, 2 absent)

National Reputation Committee:

Strategic Initiative: Utilize the alumni network to enhance Marquette's reputation of excellence nationally.

Directors Present: Paul Porretta (Chair), Joel Andryc, Michael Grimaldi, Jessica Koth, Mary Kay McMahon, Diane Munzenmaier, Greg Ryan, Ron Smith, Tim Vetscher (via phone), Gail Zielinski

Directors Absent: Vanessa Brown, Rebekah Newman

Staff in attendance: Dan DeWeerd (Staff Lead), Randi Bergey, Molly Eldridge, Alyssa Klopatek, Linda Manka, Dan Ortego (College of Business Administration)

Committee Discussion

- Paul Porretta welcomed members and offered the reflection.
- A number of developments to heighten Marquette's visibility were shared since the last meeting, including:
 1. National Marquette Day continues to be a celebration of Marquette alumni, students and friends beyond the 20,000-plus fans in attendance at the BMO Harris Bradley Center on game day. This year's game against Notre Dame was celebrated at 81 game-watching locations in 35 states and 10 countries, which included Afghanistan, Greece, Germany, Japan, England, Italy, Mexico, Micronesia and South Sudan. Looking ahead to 2014, it was mentioned there should be strong consideration to reconsider expanding the name of the one-day celebration to be International Marquette Day considering the strong global participation. Two years ago marked the first year there was a National Marquette Day game-watching event abroad, so the overseas popularity continues to increase.
 2. Father Pilarz and other faculty members were interviewed to discuss the election of Pope Francis, the first Jesuit to serve as pope.
 - i. This included 70 stories nationally, highlighted by Father Pilarz's appearance on CBS "This Morning" in March. Collective media exposure totaled 2.6 million viewers with a national publicity value of nearly \$700,000.
 3. As part of Marquette men's basketball's run to the Elite Eight, there were 47 television and radio stories focusing on the marketing, fundraising and admissions benefits to the university. Coverage totaled 1.6 million viewers with a local publicity value of \$59,629. This is exclusive of any Marquette pre-, during or post-game coverage related to the team.
 4. A "Physics of the Knuckleball" segment featuring College of Engineering Professor John Borg aired on Discovery Channel Canada. It is also scheduled to run in a summer 60 Minutes Sports Edition.
- There's been continued success with alumni e-newsletter communication, including an increase in open rates for the general and segmented e-newsletters (REACH diversity, Chicago, reunions, and debut of a West region piece since the January committee

meeting). Open rates range from nearly 40% for the new alumni reunion edition to an all-time high of 30% for the *REACH* diversity alumni e-newsletter. Targeted content for these regions and affinity groups continues to be essential to these high open rates, which can lead to increased attendance at programs and further alumni engagement. The standard open rate for higher ed alumni e-newsletters is 18%.

- Alyssa Klopatek and Molly Eldridge provided a brief overview of the new alumni social media strategy through Facebook and Twitter.
 1. The broad-based launch for the MUAA Facebook page and Twitter feed will take place during Alumni Reunion Weekend in July.
 2. It was also suggested by the committee to continue engaging alumni through the MUAA and CIRCLES eMentor LinkedIn groups considering many individuals use LinkedIn but not Facebook or Twitter.
- Randi Bergey and Dan DeWeerdts provided an overview of the latest eMentor and Chicago mentor initiatives, which included:
 1. More than 350 mentors and mentees have registered to date for the CIRCLES eMentor Network on LinkedIn.
 - i. There continues to be significant interest by students and alumni.
 - ii. Ongoing education, communication and support for students are key.
 - iii. There is continued dialogue with faculty in many colleges (Arts and Sciences, Communication, Business Administration (Dan Ortego), Engineering and Health Sciences), Career Services and the Office of Student Development about mentoring opportunities.
 2. In Chicago, Career is top of mind for alumni and students have a significant interest in interacting with alumni.
 - i. The Chicago alumni LinkedIn group has had a 66% growth since the group was created 8 months ago (930+ members).
 3. It was also announced that a 1:1 Mentor pilot program is scheduled to launch this fall. Several items were noted and an extensive discussion with suggested program structure and outcomes included:
 - i. The initiative will be led by Dan DeWeerdts and Randi Bergey.
 - ii. Local (Chicago and Milwaukee) and distance mentoring.

- iii. How to establish the pilot program, including the importance of a very structured plan with clear expectations for the mentor and mentee, potential college partnerships and recruiting alumni and students.
- iv. Matching of the students and mentor is critical.
- v. Ensure that the average to below average students are also included as part of the pilot, not just those high achievers. The top students are going to do great no matter what. Don't be too "elite."
- vi. Mentors should be identified by industry, not necessarily company and function/discipline should be considered in matching, too.
- vii. It was noted that students cannot expect a job from their mentor, rather the mentors are to serve as a guide.
- viii. When asked what support or resources should staff provide the mentors and mentees, committee members noted accountability, clear expectations, framework/preparation/training and a "toolbox" to serve as a guide for mentor and mentee
- ix. Mentor pilot expectations include that the mentor program is part of the Marquette "culture" and alumni and students should know and expect it as a vehicle to network, frame and advance one's professional development.
- x. Committee members suggested in order for the program to be successful, it's imperative to utilize college alumni boards and advisory councils.
- xi. At the conclusion of the pilot in spring 2014, a comprehensive evaluation of the program will take place, with an anticipated broad-based launch in fall 2014.