Seven Essentials

Discussion with Alumni

Involvement Committee

National Board of Directors

January 2011
Agenda

• Welcome
• Review of Materials
• Dialogue
Background

Analysis of disparate pieces of data:

• Gallup Consulting Research Reports 2004, 2006 and 2009
• SE WI alumni survey
• MUAA Alumni Involvement Committee graphs
• 2008 – 2009 Alumni Chapter & CIB Club Annual Report and Leadership Feedback; Regional Club additional information (club presidents and event rosters)
• Right Brain Strategy
Background: What Evolved

- Seven essentials define desirable characteristics of highly engaged alumnus/a – in how they view themselves and how they connect to their alma mater (not necessarily to all essentials concurrently, as this will vary by life stage)

- Tool to assist with categorizing, refining, adding and decreasing specific offerings
Community & Networking:
Stay connected to Marquette, a community larger than yourself with shared values.
Community & Networking: Strengths/Opportunities

- Highest essential in terms of offerings within both the “primary” and “secondary” categories
- Well-established essential through programming such as regionally-based CIRCLES, forums, Marquette WORKS, higher-end gatherings, etc.
- Gallup data from 2006: value-infused, relevant networking opportunities were the wave of the future and something worth our resources
Community & Networking: Voids/Needs Improvement

- No voids identified
- Might be slight overage in areas such as happy hours, attending non-Marquette sporting events (bowling, kickball, salsa dancing, etc.), dinner clubs and more
Community & Networking: Next Steps

- Engagement team is working to empower volunteers to own larger pieces of the planning process (opportunity for additional leadership by our alumni; prioritized events that can be managed more by the clubs/alumni leaders)
- Brodest essential category; does not warrant additional research as we are fulfilling the needs of our alumni within this sphere
- To remain on the cutting edge, incorporate some ideas that would enhance current offerings
- Already doing focus groups to ensure we are on track through the CIRCLES Host Committee meetings prior to launching CIRCLES events in new cities
Pride & Spirit:
Having a personal stake in the success of Marquette University, whether it’s on the court or in the classroom; feeling “you are Marquette.”
Pride & Spirit: Strengths/Opportunities

▪ Behind Community & Networking, this has next highest quantity of offerings around the country
▪ Excellent marketing product in men’s basketball program (history, excitement, affinity, prestige): pre- and post-game receptions, game-watching gatherings, National Marquette Day, Buzz’s picnic, the incorporation of the head men’s basketball coach into programming, and more.
▪ Affinity- and college-based programming (Family Weekend, Awards, milestone celebrations, ROTC gatherings, etc.)
▪ Giving & Creating Legacy essential is a strong secondary for several offerings of this nature; this type of program is a platform to infuse a message pertaining to the importance of giving, as well as follow-up from development staff.
Pride & Spirit: Voids/Needs Improvement

- No voids identified
Pride & Spirit: Next Steps

- Work to continue and/or enhance the connection between this essential and the Giving & Creating Legacy essential
Spirituality & Character:
Your Marquette experience is central to a life philosophy centered in Catholic Jesuit principles, and committed to doing the right thing.
Spirituality & Character: Strengths/Opportunities

- Online spiritual community is new and will assist in fulfilling part of this essential through its offerings
Spirituality & Character: Voids/Needs Improvement

- Spirituality & Character represents an area of void across the essentials (only three primary and one secondary for existing offerings)
- Limited in scope of offerings: Mass & Brunches (only fulfills one piece of the spiritual journey for our alumni) and seasonal reflections (locally-based and limited in accessibility)
Spirituality & Character: Next Steps

- Recommend as key component for additional research
- Solid ideas generated: Jesuit collaboration across universities, spiritual forums, infusion of spirituality opportunities within CIRCLES and other programs, virtual retreats, and more
- Test ideas through focus groups to inform future enhancements to programming
- Incorporate dialogue around online spirituality presence into additional research and/or focus groups
Service:
A keen sense of responsibility to serve others, to “pay it forward.”
Service:
Strengths/Opportunities

- Improved and expanded service project offerings in fiscal year 2011 (added club regions)
- Concept of service was such an instrumental component of the student experience -- shouldn't it be large part of alumni experience also?
- E-mentorship program is being developed and will help to fill the void with this secondary service essential opportunity
Service:
Voids/Needs Improvement

- Only one primary with service projects around the country (several of which were concentrated in three regions)
- Secondary Service programs were offered in conjunction with the Connection with Students essential -- all of which were also locally-based (regional void exists)
Service: Next Steps

- Recommend to be explored further to expand offering ideas
- Alumni are already giving back in their local communities -- explore ways to tap into this or recognize it in a different way
  -- Offer a photo competition similar to National Marquette Day
  -- Highlight alumni connections to service projects (either through recognition opportunities or ways to capitalize on what our alumni are already doing)
  -- Collaborate in a deeper way with our partners (other Jesuit universities, Catholic Charities, Cristo Rey, etc.)
Learning:
Committed to lifelong learning, personal and professional development as a whole person.
Learning: Strengths/Opportunities

- Immediate steps were taken in fiscal year 2011 to further fill a void within this essential:
  -- Book clubs expanded
  -- Faculty travel immersed in engagement work
  -- Forums are part of CIRCLES planning
  -- Learning opportunities are encouraged through Marquette WORKS
  -- Better capitalized on the lectures and competitions that we can promote to our alumni through the colleges

- On a productive path as evidenced by improvement over the past two fiscal years
- Area of opportunity to reach the 35% of our alumni base residing in non-club areas
Learning: Voids/Needs Improvement

- Void in online opportunities that could include:
  -- Online lecture about a current and relevant topic (i.e. mortgages, eldercare, new health care plan, social media, forum for Q&A with a professor)
  -- Online chat rooms (i.e. book club discussion)
  -- Glimpse of live classroom
Learning: Next Steps

- Continue thoughtful work around this essential and enhance in the coming fiscal year and beyond
- Online learning needs further testing regionally
- Learning will be impacted positively through our work around Spirituality & Character (online presence, forums) and Community & Networking (enhancement of CIRCLES offerings, online networking opportunities, stronger collaboration with Career Services).
Connecting with Students:
Linking yourself to the future generation of Marquette alumni who will make a difference in the world.
Connecting with Students: Strengths/Opportunities

- Have capitalized on an enhanced relationship with Admissions (summer send-offs, yield receptions)
- Have increased awareness of collaborative opportunities with faculty and College Advancement (Ins and Outs of Wall Street, CIRCLES student travel, student networking program)
- Engagement staff began enhancing our work around the Connecting with Students essential:
  -- Increased staff time dedicated to components of the Admissions process (yield and summer send-offs)
  -- Strengthened Student Ambassador program to better incorporate the members into alumni offerings
  -- E-mentorship program will soon be launched
  -- Better organization around a list of student speakers to utilize at programs (scholarship recipients, etc.)
  -- Legacy has also become more of a priority (more visits to families and a program offered each quarter)
Connecting with Students: Voids/Needs Improvement

- There are many more opportunities locally to connect with our students than exist regionally
Connecting with Students: Next Steps

- Because so much already exists locally around this essential, we recommend including a piece of the Connecting with Students essential (i.e. e-mentorship) once focus groups are taken national
Giving & Creating Legacy:
Making a difference by investing your time, talent and treasure toward making the Marquette experience available to others.
Giving & Creating Legacy: Strengths/Opportunities

▪ Right Brain research: alumni have the belief that their time and talent is a more helpful resource to the university than their treasure.
▪ Taken this approach in certain ways through our programs -- the focus of what we offer is typically based on a different essential; however, we have infused the Giving & Creating Legacy messaging into these offerings.
▪ This essential has one of the highest numbers of secondary marks -- as Community & Networking or Pride & Spirit may have been primary, Giving & Creating Legacy still played a role (i.e. CIRCLES, high-end gatherings, Reunion Weekend, Awards, milestone celebrations, etc.).
Giving & Creating Legacy: Voids/Needs Improvement

- Transitioning students into alumniihood with an understanding of the importance of giving back to their alma mater
Giving & Creating Legacy: Next Steps

- Area for additional learning
- Include question about what through our offerings would inspire giving to Marquette as a final question (what more we can do?)
- Immediate action is taking place in fiscal year 2011 and continuing in fiscal year 2012 to ensure this improves
- Another potential focus group question around this topic is inquiring about what more could have been done during the student years to further educate them about Giving & Creating Legacy
- Learn what more could have been done during these formative years to inspire their engagement as an alumnus/a as well
Questions for Dialogue

• Life stages: Have we accurately defined them?
  • Young Alumni
  • Young Family
  • Mid Career
  • Peak Career
  • Golden Years
Questions for Dialogue

• 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)?
Questions for Dialogue

• Focus group questions:
  • Is there a piece that should be included in all focus sessions regardless of life stage?
  • Is there something missing?
Questions for Dialogue

• Feedback regarding document:
  • Are we missing any voids or opportunities?
  • Thoughts and reactions regarding the findings and work?
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