Agenda

- Strategic Plan Presentation
  - Increase depth and breadth of alumni engagement
  - Utilize the alumni network to enhance Marquette’s reputation
  - Broaden alumni donor base and grow giving at all levels

- Questions & Discussion

- Plan Approval
Strategic Planning Committee

Board Members
- Mike Addy (Sophomore)
- Joel Andryc (Senior)
- Katie Dillow (Chair)
- Amy Haffner (Sophomore)
- Catherine La Fleur (Vice President/President-elect)
- Diane Munzenmaier (Junior)
- Mary O’Toole (Immediate Past President)
- Gail Zielinski (Senior)

Staff
- Sara Harvey
- Stacy Mitz
- Tim Simmons
MUAA Purpose & Guiding Principles

Develop a passionate community of Marquette alumni in support of the university and each other.

- Continuous Learning
- Inclusivity of all people
- Finding God in all things
- Lifetime alumni relationships
- Excellence, Faith, Leadership, Service
Board Purpose Statement

The MUAA National Board of Directors assembles to offer counsel and support to Marquette University on issues and initiatives with an alumni focus. National Board members share a passion for Marquette, serve as active and engaged alumni role models, and empower and motivate fellow alumni to connect in innovative and meaningful ways with the university.
Plan Structure

**Strategic Drivers:** Factors within the University and Community context that affect our work and are affected by our work.

**Strategic Initiatives:** Areas of focus for the National Board.

**Objectives and Tactics:** Actionable ideas to move our initiatives forward.
Strategic Drivers

Diversity & Inclusion

All work of the National Board will strive to enhance diversity and inclusion

Communication

To achieve an engaged and passionate alumni community, effective communication across all available mediums must be utilized with the goal of creating opportunities for collaboration and raising the profile of Marquette University

Innovation

Create, plan and execute alumni engagement initiatives with boldness; lead by example, which aligns with Marquette’s approach to innovation
Careers
Diversity

Kelli Rael, Arts ’07, Grad
Rachelle Shurn, CPS ’11
Strategic Initiatives

Increase depth and breadth of 
*alumni engagement*

Broaden alumni donor base and 
*grow giving* at all levels

Utilize the alumni network to 
enhance *Marquette’s reputation of excellence*
Highlight planned applicable work
Highlight planned applicable work
Plan Accountability

National Board Role – *Counsel & Support*

- *Know the plan*
- *Contribute ideas that align with the initiatives*
- *Ask questions and challenge progress*

University Role – *Initiation & Execution*

- *Execute plans and continue to innovate*
- *Involve alumni and ask for support*
- *Report on progress*
- *Communicate strategic changes*
Plan Approval

Thank you!