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

GUIDING PRINCIPLES
Continuous learning
Inclusivity of all people
Finding God in all things
Lifetime alumni relationships
Excellence, Faith, Leadership, Service

Strategic Outcomes

• Increase internal alumni engagement score annually. The annual goal will be set each year.

• Secure participation in annual giving from all current National Board members, former National Board Members and alumni chapter leaders.

Strategic Initiatives

1. Evaluate and restructure Club and CIB organizations and programs to increase their effectiveness by adding value to their respective alumni constituents. (Chapter Evaluation Committee)

2. Optimize interactive media programs and capabilities to ensure greater awareness and involvement of alumni. (Interactive Marketing Committee)

3. Create awareness and involvement of alumni in the university’s scholarship aid initiatives through partnering with University Advancement. (Scholarship Aid Committee)

4. Design and implement programs that add value for underrepresented alumni. (Alumni Involvement Committee)

5. Leverage alumni in recruiting and retaining students to promote young alumni involvement upon graduation. (Students and Young Alumni Committee)