



MARQUETTE UNIVERSITY ALUMNI ASSOCIATION NATIONAL BOARD OF DIRECTORS STRATEGIC PLAN SUMMARY 2016-18

MUAA PURPOSE

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

NATIONAL BOARD PURPOSE

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.

GUIDING PRINCIPLES

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

STRATEGIC INITIATIVES

These three strategic initiatives were determined to be the areas of focus for the National Board:

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



SUPPORTING OBJECTIVES

Increase depth and breadth of alumni engagement

- Optimize alumni programming:
 - Focus on engagement with young alumni and future graduates
 - Grow a strong connection between Dr. Lovell and the alumni community
 - Make it easier for individual alumni to host events
- Empower volunteers:
 - Improve volunteer opportunities and recruitment
 - Increase collection of alumni data in support of the Alumni Engagement Scoring model
 - Enhance strategic alignment of alumni boards and committees
 - Expand alumni programming around Athletics
- Encourage communication and sharing:
 - Increase effective alumni communication to create engagement and excitement
 - Assess online spiritual offerings

Utilize the alumni network to enhance Marquette's reputation of excellence

- Enhance career programming for alumni by leveraging our alumni network
- Increase efforts to highlight Marquette's diversity
- Leverage alumni network in social media communications
- Identify opportunities to cultivate and capitalize on relationships with Marquette business owners and community partners
- Increase opportunities for alumni to engage with faculty (e-communication, programming, etc.)
- Foster Marquette's culture of innovation through promotion of research and the visionary initiatives of students, faculty and staff (aka - the results of the Innovation Fund)



Broaden alumni donor base and grow giving at all levels

- Use alumni network to increase peer-to-peer fundraising
- Increase alumni giving to athletics, beyond support of men's basketball
- Increase planned gifts through enhanced marketing and education
- Effectively communicate the impact of giving; focus on telling stories

STRATEGIC DRIVERS

Strategic Drivers are foundational tenants that guide the National Board's work. These drivers often are beyond the board's direct control, but do impact the work of the board and align with the university's goals.

Diversity and 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