“Developing a passionate community of Marquette alumni in support of the University and each other”

Friday, April 29
Professional Business Attire

8:30 a.m. Breakfast AMU 227

9:00 – 9:30 a.m. Call to Order and Reflection
Valerie Wilson Reed, Sp ’79, MUAA President
Fred Zagone, S. J., MUAA Chaplain

9:30 – 9:45 a.m. VP/President-elect Candidate Vision Statements (two minutes each)
Greg Curtis, Comm ’92
Brad Kalscheur, Bus Ad ’89, Law ’95

9:45 – 10:45 a.m. Plans for the Presidential Inauguration
Janice Welburn, Dean of Libraries
Chair, Honorary Committee, Inauguration of Scott R. Pilarz, S.J.

10:45 – 11:15 a.m. MUAA Strategic Plan 2009-2012: Turning the Corner
Tim Simmons, Sp ’82, MUAA Executive Director

11:15 a.m. Break (transition to AMU Monaghan Ballroom)

11:30 a.m. – 1:30 p.m. College of Business Administration and Graduate School of Management Awards Reception and Luncheon AMU Monaghan Ballroom

1:45 – 3:00 p.m. Blue Committee Meetings
- Alumni Involvement AMU 313
- Awards AMU 233
- Chapter Evaluation AMU 305

3:00 – 3:15 p.m. Break

3:15 – 4:30 p.m. Gold Committee Meetings
- Governance AMU 231
- Interactive Marketing AMU 305
- Scholarship Aid Zilber Hall, 15
- Students and Young Alumni AMU 233

6:30 – 9:00 p.m. Dinner and Farewell to Outgoing Board Directors Buck Bradley’s 1019 N. Old World 3rd St
Milwaukee, WI 53203
Saturday, April 30
Casual or Business Attire (depending on your attendance at an Awards program later that morning)

8:30 a.m.  Big Breakfast AMU 227
9:00 a.m.  Call to Order and Reflection
9:15 – 9:30 a.m.  VP/President-elect Election
9:30 – 10:15 a.m.  University Check-in 
  Julie Tolan  
  Vice President, University Advancement
10:15 – 10:30 a.m.  Break
10:30 a.m. – 12:00 p.m.  Committee Reports and Strategic Initiatives Discussion
12:00 p.m.  Adjournment

Alumni Awards Celebration
Black Tie Attire

5:00 p.m.  Alumni National Awards Pre-Reception
  (MUAA Awards Committee members and their guests, All-University Award recipients and their guests)
  AMU, 5th floor  Père Marquette  Discovery Suite

Alumni National Awards Pre-Reception
  (Past and Current MUAA Board members and their guests, All-University Award Recipients and their guests)
  AMU, 2nd floor  Henke Lounge

6:00 p.m.  Alumni National Awards Cocktail Reception
  AMU, Marquette Place

7:00 p.m.  Alumni National Awards All-University Dinner
  AMU, Monaghan Ballroom
Marquette University Alumni Association
National Board of Directors
Alumni Involvement Committee
Friday, April 29, 2011
1:45 p.m. – 3:00 p.m.
Alumni Memorial Union, Room 313

AGENDA

I. Welcome and Prayer
   Patrick Klein

II. Overview of Seven Essentials Focus Group
    Marlee Rawski, Stacy Mitz
    a. Life stages
    b. Recruitment Efforts
    c. Participants
    d. Facilitation Guide

III. Seven Essentials Mock Focus Group
     Brenda Skelton

IV. Initial Findings (high level)
    Rawski, Mitz
Marquette University Alumni Association
National Board of Directors
Awards Committee
Friday, April 29, 2011
1:45 p.m. – 3:00 p.m.
Alumni Memorial Union, Room 233

AGENDA

I. Welcome and Prayer  TBD
II. Review interview procedures  Charlie Bell
III. Assign interview questions  Bell
IV. Interview candidates  All
   a. 2:00 p.m. – Natalie Campbell
   b. 2:15 p.m. – Frank Gorham
   c. 2:30 p.m. – Emily Hoffmann
V. Determine 2011 award recipient  All
AGENDA

I. Prayer/Reflection  
   Diane Novotny

II. Our charge in FY12  
   Brad Kalscheur
   a. Continued work on:
      i. Improved communication locally & regionally through:
         1. Regional conference calls
         2. Milwaukee Leadership Committee
            a. Picking up where Milwaukee Club leaves off
         3. Peer-to-peer
         4. Social media
      ii. “Rebranding” MUAA locally
         1. Sept. session w/ Dave Murphy, Senior Director of Brand Marketing, Office of Marketing and Communication
      iii. Encouraging flexible club structures (more committees vs. formal boards)
      iv. Volunteer engagement (recruitment/retention strategies)
         1. Drive the Engagement Score
         2. Inspire volunteers to give – time, talent AND treasure (how?)

III. Capitalizing on Social Media (Tom Pionek, Director of Interactive Marketing, Office of Marketing and Communication)

IV. Overview of March 23 Milwaukee Leadership Committee Meeting  
    Katie Dillow

V. Driving the Engagement Score – Giving
   a. What is the messaging that best resonates with this group?
   b. How do we inspire giving as a matter of course?
Marquette University Alumni Association
National Board of Directors
Governance Committee
Friday, April 29, 2011
3:15 p.m. – 4:30 p.m.
Alumni Memorial Union, Room 231

AGENDA

I. Nominations and Appointments
   a. At-Large (replacing Greg Curtis)
   b. Nursing (replacing Marguerite Gallagher)
   c. Arts and Sciences (replacing Maureen Warmuth)
   d. Law (replacing Genyne Edwards)
   e. Business Administration (replacing Brad Kalscheur)
   f. Young Alumni (replacing Drew Hunn who is completing Belton Flournoy’s term)
   g. Student (replacing Shazia Ali)

II. Renewals
   a. Vanessa Brown – Ethnic Alumni Association
   b. Michael Grimaldi – Midwest
   c. Brian Healy – Chicago
   d. Jessica Koth – AMUW
   e. Eugene Kroeff – Mideast
   f. Mary O’Toole – Engineering
   g. Paul Porretta - Northeast
Marquette University Alumni Association
National Board of Directors
Interactive Marketing Committee
Friday, April 29, 2011
3:15 p.m. – 4:30 p.m.
Alumni Memorial Union, Room 305

AGENDA

I. Reflection
   Michael Grimaldi

II. Subcommittee Reports
    a. Apps
    b. Social Media
    c. e-mentor program

III. Review FY11 goals and discuss FY12 objectives
Marquette University Alumni Association
National Board of Directors
Scholarship Aid Committee
Friday, April 29, 2011
3:15 p.m. – 4:30 p.m.
Zilber Hall, Room 015

AGENDA

I. Welcome and Prayer  Paul Porretta
II. MUAA Endowed Scholarship Update  Gene Kroeff
III. Committee Deployment Framework  Kroeff/All
IV. MUAA Director Financial Participation Update  Kroeff
Marquette University Alumni Association
National Board of Directors
Students and Young Alumni Committee
Friday, April 29, 2011
3:15 p.m. – 4:30 p.m.
Alumni Memorial Union, Room 233

AGENDA

I. Welcome and Prayer
   Jessica Koth

II. Presentation on SYA Engagement Plan
   Jennilee Schlinsky,
   Michael Kelly, Taylor Schult
   d. Identification and Evaluation
   e. Goals and Core Messages
   f. Programming
   g. Branding and Online Presence
   h. Metrics
   i. Timeline

III. Question and Open Discussion on Presentation
    All