

Dear MUAA Director:

The last time we refreshed the look and feel of [Marquette Magazine](#) was in 2005 — that's 10 years ago! It's time for a facelift, and we'd love your help.

Here is why we think it is so important:

*Marquette Magazine* arrives in approximately 130,000 mailboxes worldwide four times a year, making it by far the university's top communication link with alumni, prospective students, friends and benefactors.

The most recent random survey of university alumni magazine readers nationally, conducted by the Council for the Advancement and Support of Education, underscores the value of these print magazines. *Marquette Magazine's* numbers align with the national data:

51% of alumni reported getting all or most of their information about Marquette from the magazine.

88% of Marquette alumni reported reading every issue or most issues.

71% of alumni reported a preference for reading *Marquette Magazine* in print vs. online.

90% of respondents selected the option "Reminds me of my experience at the institution" when asked to indicate ways *Marquette Magazine* strengthens their connection to Marquette.

The January conference of the MUAA National Board provides a great moment to corral thoughts and ideas for improving *Marquette Magazine* from some of our most-involved alumni. We will conduct a facilitated focus group conversation about the magazine from 8:30 a.m. to 10:30 a.m. Friday, Jan. 22, 2016. We ask that you come prepared to discuss what you like about the magazine, what you would change in content or design, how you would like to see the magazine leverage digital tools and/or social media, and more. Your feedback will help us to shape *Marquette Magazine's* future.

In addition to the focus group with the National Alumni Board, we will conduct a focus group with university faculty and staff. A moderator from Advantage Research Inc. will lead both discussions and write a final report on recurring comments, themes and ideas surfaced by the panels.

In my role as editor, I want to thank you for committing this very valuable time to our effort to build an even better *Marquette Magazine*.

I look forward to seeing you in January.

Best regards,  
Joni Moths Mueller  
Editor of *Marquette Magazine*