Marquette promotes the search for truth, discovery and sharing of knowledge, fostering of personal and professional excellence, promotion of a life of faith, and development of leadership expressed in service to others. Through this mission, the university seeks to provide a genuinely transformational education so that our students graduate not simply better educated, but as better people. All this we pursue for the Greater Glory of God and the common benefit of the human community.
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Welcome and Thank You

Thank you for your dedicated leadership of the Marquette University Alumni Association (MUAA). You play an important role in helping to unite a community of Marquette alumni, parents and friends through your involvement and efforts.

Marquette is proud to have alumni volunteers throughout the world to plan, organize and promote programs year-round. Last year alone, there were more than 200 engagement events that have allowed Marquette to share its success with alumni and university supporters. From planning Mass and brunch events and basketball receptions to organizing community service projects and networking opportunities, you are essential to the university’s efforts to keep alumni, parents and friends active, informed and involved with Marquette. Connecting with more than 100,000 members of MUAA is a major undertaking—one that is absolutely imperative to the future of your alma mater.

Grateful for all that you do to support Marquette, the Alumni Engagement and Outreach team asks that you use this manual as a guide for organizing successful local programs and/or running a club/board effectively. It is also intended to provide suggestions to streamline your communication with the Alumni Engagement team.

If you have any questions, comments or concerns, please feel free to contact our staff. An up-to-date listing of our team members can be found online at http://www.marquette.edu/alumni/about/staff.shtml.

Thank you again for your invaluable gifts of time, dedicated effort and tireless support you give in the interest of Marquette University.
National Chapter Leadership

The governing body of the Marquette University Alumni Association (MUAA) is the National Board of Directors. With a total membership of 29, the board is responsible for providing advice and feedback to create, enhance and maintain programs and services for our alumni.

The National Board includes three executive officers (president, vice-president/president-elect and immediate past president), at-large directors, one representative from each national region and one from each college and interest-based organization. In addition, a student representative serves on the board.

MUAA 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 by 6.25% annually.
- Secure participation in annual giving from all current National Board members, former National Board Members and alumni chapter leaders.

The board includes three standing committees:
- Alumni Awards
- Executive
- Governance

Other committees established for the current academic year include:
- Alumni Involvement
- Chapter Evaluation
- Interactive Media
- Scholarship Aid
- Students and Young Alumni

Information about the National Board, including a roster, strategic initiatives and current projects, is available online at: http://www.marquette.edu/alumni/chapters/muaa.shtml.
Club Structures

Depending on the alumni base in a geographic region and the number of active volunteers, clubs can determine which of the following two structures will be most effective. There are guidelines and principles that Marquette intends to withhold throughout the alumni base. For a complete overview of the ruling principles, view the Diversity Best Practices in Attachment A.

Traditional Board Structure
- This structure is most appropriate for clubs with a large alumni network.
- While it is not necessary to fill all roles defined below, it is important that a club using this structure have a president, president-elect and a volunteer or officer to work with Admissions and one to assist with event coordination. These roles are particularly significant for ensuring strong leadership, well-received events and successful fundraising.

Volunteer Roles

**President**
- Time commitment: varies
  - Oversees the operation of the club
  - Works with current volunteers
  - Promotes and nurtures new leadership
  - Serves as liaison between club volunteers and the Alumni Engagement team

**President-Elect**
- Time commitment: 2-3 years
  - Assists the president and the chapter to foster continuity and ensure a smooth transition to new club leadership
  - Assumes the president’s position after his/her current term is completed

**Immediate Past President**
- Time commitment: 1-2 years
  - Acts as a resource for the new president
  - Helps track club finances
  - Responsible potentially for an annual event or working with fundraisers

**Secretary/Treasurer**
- Time commitment: 1-2 years
  - Takes minutes at meetings
  - Assists the event chair with preparing promotional materials
  - Assists the past president with club finances

**Event Chair**
- Time commitment: varies by event
  - Leads the committee that develops the annual calendar of activities for the club
  - Works with Alumni Engagement staff to produce promotional materials and to advertise scheduled events
  - Helps coordinate and facilitate plans for National Marquette Day and service projects/activities
Admissions Chair  Time commitment: 1-2 years
- Leads the chapter’s admissions efforts
- Works with Marquette Admissions staff to schedule calls, plan events and update the chapter on the number of area students interested in Marquette
- Works with Admissions staff to ensure presence of alumni volunteer, at career fairs and Summer Send-offs
- Leads the club’s scholarship selection process (if applicable)

Service Chair  Time commitment: 6 mo-1 year
*Depending on frequency/timeline of service projects
- Coordinates service projects in support of non-profit organizations

General Club Volunteer  Time commitment: Varies*
*Commitment can be monthly, yearly or one-time basis
- Assists the club with coordinating and promoting events and Admissions efforts (includes making calls to recently accepted students)
- Attends college fairs and various other club activities

Examples of Organizations with Traditional Boards

Association of Marquette University Women (AMUW)
College of Engineering Alumni Association (MUEAA)
College of Business Administration Alumni Association (MUBAAA)
Ethnic Alumni Association (EAA)
Young Alumni Association (YAA)
**Committee-Based Structure**

- This structure has become increasingly popular among the regional clubs.
- Groups utilizing this structure recognize that making the commitment to serve on a traditional board of directors with regularly scheduled meetings may be too large of a time commitment for members.
- This structure focuses on recruiting individuals to serve on event-based committees, building a base of local regional volunteers who assist with specific events.
- It is important that a club using this structure have a president and president-elect in order to ensure leadership succession and a seamless transition from one year to the next. These individuals serve as “connectors” between the committees the club creates.

**Volunteer Roles: Required Positions**

**President**

<table>
<thead>
<tr>
<th>Time commitment: varies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oversees the operation of the club</td>
</tr>
<tr>
<td>Works with current volunteers</td>
</tr>
<tr>
<td>Promotes and nurtures new leadership</td>
</tr>
<tr>
<td>Serves as liaison between club volunteers and the Alumni Engagement team</td>
</tr>
</tbody>
</table>

**President-Elect**

<table>
<thead>
<tr>
<th>Time commitment: 2-3 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assists the president and the club to foster continuity and ensure a smooth transition to new club leadership</td>
</tr>
<tr>
<td>Assumes the president’s position after his/her term is completed</td>
</tr>
</tbody>
</table>

**Committee Members**

<table>
<thead>
<tr>
<th>Time commitment: Varies by project/event*</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Alumni may serve on more than one committee</td>
</tr>
<tr>
<td>Recruit volunteers to plan and facilitate events (e.g., scholarship fundraising activities, faith-based events, service projects, social gatherings, etc.)</td>
</tr>
<tr>
<td>Participate in meetings via conference calls</td>
</tr>
<tr>
<td>Work closely with Marquette to ensure a system is in place to engage new volunteers on a regular basis</td>
</tr>
</tbody>
</table>
Optional Committees Based on Club Needs

Scholarship Committee
- Plans/coordinates activities/efforts to fund a club scholarship
- Reviews scholarship applications, interviews applicants (when applicable) and makes recommendations for selection

Admissions Committee
- Leads all Admissions efforts for the club
- Works with Marquette Admissions staff to schedule calls, plan events, attend/staff college fairs and update the club on the number of students in the area who are interested in Marquette

Faith and Service Committee
- Identifies and hosts Mass and Brunch events and other faith-based/spiritual activities
- Organizes service projects in support of non-profit organizations

Social Committee
- Uses survey information to identify events and programs that best meet the needs of constituents
- Recruits ad hoc committees to implement events and programs

Examples of Organizations with Committee-based structures

Marquette Club of Minnesota
Marquette Club of Chicago

Note: In recent years, the Marquette Clubs of Minnesota and Chicago have successfully transitioned to a committee-based structure. The Alumni Engagement and Outreach team assisted by including text on each club’s e-blasts requesting event-specific volunteers. The reaction to this appeal in both regions has been overwhelming, resulting in the addition of new volunteers to assist with planning and facilitating activities.
Club Meetings

Based on the size, scope and number of activities that a club coordinates, club leadership should meet on a regular basis. Again, the traditional board structure meets in person while the committee-based structure utilizes conference calls. Frequency of meetings should be determined by the group with assistance of Alumni Engagement staff. Bi-monthly meetings are recommended (or more frequent meetings if a club is committee-based); however, if that is not possible, each club should meet at least two times per year. A sample agenda for a board club meeting is included as Attachments B.

Annual Reports

Each year, the Alumni Engagement staff asks that the president and/or volunteers fill out an annual report of the club’s programs, challenges and foreseeable opportunities. This is used for constructive feedback and positive growth of current clubs. The Alumni Club Annual Report form for regional and college- and interest-based groups is included as Attachment C.

Additional Club Volunteer Opportunities

In addition to the positions described previously, the following volunteer opportunities exist for each club.

- **Admissions Chairpersons**
  These individuals are vital to Marquette’s Office of Undergraduate Admissions because they personally extend the university’s outreach efforts to prospective students, their families and local high schools. Marquette’s Admissions staff simply is not able to attend every college fair and visit every high school; therefore, Admissions chairpersons are crucial in developing a personal relationship between prospective students and the university. Admissions chairpersons currently represent 35 regions, six college-based groups, the Ethnic Alumni Association and the Young Alumni Association.

  *Admissions chairpersons are responsible for the following:*
  - Helping identify alumni to represent Marquette through various Admissions functions, including high school college fairs, congratulatory telephone calls and Summer Send-offs
  - Maintaining regular contact with the admissions counselor in the club’s area
  - Generating interest among alumni to participate in recruitment efforts
  - Updating the club’s college fair spreadsheet regularly and assigning volunteers to each fair by the date indicated
  - Referring prospective students to the university
  - Serving as the chair of the club’s Scholarship Committee (where applicable)
- Providing the Office of Alumni Engagement and Outreach with names and contact information of alumni who wish to volunteer in recruitment efforts
- Attending a Summer Send-off for incoming freshmen (if one is held in the club’s area)
- Assisting with local Admissions open houses
- Presenting awards at high school graduation ceremonies to seniors who plan to enroll at Marquette.

- **Game-Watching Party Site Coordinator**  
  November to April
  - Locates and secures bar/restaurant/venue as the gathering spot for game-watching parties during the Marquette Men’s and Women’s basketball seasons
  - Works with venue to ensure that the game will be televised at the establishment
  - Organizes drink/food specials, etc.
  - Provides details of the parties to the Alumni Engagement team to be posted on the Web site and promoted via e-blasts
  - Serves as local contact for questions, directions, etc.

- **National Marquette Day Site Coordinator**  
  January, February or March*
  *Depends on the selected game
  - Locates and secures bar/restaurant/venue as the gathering spot for the Marquette Men’s Basketball game on National Marquette Day
  - Works with venue to ensure the game will be televised at the establishment
  - Organizes drink/food specials, etc.
  - Provides details (i.e., time, location, etc.) to the Alumni Engagement team to be posted on the Web site and promoted via e-blasts
  - Assists with grassroots promotional efforts to drive attendance
  - Staffs day of event (sign-in sheets, ticket sales for prize drawings, etc.)
  - Follows up after event (submitting attendee sheet, event overview, etc.) to Alumni Engagement staff

- **Parents Association Members**  
  Year-round
  - Eligibility: parents of current and past students
  - Coordinates activities on campus and in members’ hometowns
  - Works with regional parents to help at college fairs, host events in their homes, make phone calls to parents of incoming freshmen, etc.
Engagement Opportunities with Athletics

Marquette athletics is an exciting platform for engaging alumni, parents and friends.

Basketball

Game-watching Parties
Game-watching parties are relatively easy to plan and can be a fairly inexpensive event option. Thanks in part to Marquette’s participation in the BIG EAST Conference, many men’s and women’s basketball games are nationally televised throughout the season.

Season schedules are continually updated with television, Internet and radio broadcast availability on the Marquette Athletics Web site: www.gomarquette.com. The logistics for these parties can be kept simple.

➢ Food and drink can be “pay-as-you-go”
➢ Many bars and restaurants are able to create “Marquette Alumni” specials
➢ In the past, clubs have found success partnering with rival alumni clubs in their regions (e.g., UW-Madison alumni clubs). The friendly rivalry and camaraderie that result from these partnerships can be a great way to boost event attendance
➢ Each club should work with its Alumni Engagement staff liason, providing him/her with the following details for the game-watching party:
  o Time gathering will begin (with local time zone)
  o Location (full address, including zip code)
  o Is the site family-friendly?
    Is the venue smoke-free?
  o Event coordinator(s) name(s), e-mail address(es) and other relevant contact information
  o Food/drink specials
  o Directions (if necessary)
  o Parking information (if necessary)
  o Venue contact and website
➢ The Alumni Engagement team will promote game-watching parties virally on the MUAA Basketball Events page: www.marquette.edu/alumni/events/basketball.shtml
➢ The Alumni Engagement team can schedule an e-blast invitation to the club region (schedule permitting; a minimum of two-week’s notice is requested)
**National Marquette Day**
National Marquette Day (NMD) is one of the most popular events facilitated through our regional clubs. Game-watching parties, in general, are good draws but are even more successful when conducted in conjunction with a national celebration.

NMD game-watching parties can be planned in a similar fashion to game-watching events for other basketball games. Due to the nationwide scope of NMD, the Alumni Engagement team supports this event in a robust way.
- There is an NMD-dedicated Web site at [www.marquette.edu/alumni/events/nmd.shtml](http://www.marquette.edu/alumni/events/nmd.shtml), which lists celebrations taking place throughout the country.
- Special e-blasts are sent to alumni nationwide in the weeks leading up to NMD.
- The Alumni Engagement team provides party packages containing spirit supplies and decorations, club scholarship information, sign-in sheets and other tools to make each club’s NMD celebration a success.

**Pre-Game Receptions**
MUAA plans pre- and post-game receptions in support of our men's and women's basketball teams' home and away games. Many clubs use these events as opportunities to gather with fellow alumni, parents and friends before heading to a game. Details regarding pre- and post-game receptions are posted to the MUAA Basketball Events page at: [www.marquette.edu/alumni/events/basketball.shtml](http://www.marquette.edu/alumni/events/basketball.shtml).
Beyond Basketball

There are many engagement opportunities surrounding other varsity sports at Marquette. Many of these teams travel regionally as well as nationally. Engagement opportunities include simple team send-offs, pre- and post-game receptions, attendance at games and matches, etc. Below is a list of popular varsity sports as well as the months for each sport’s season. Schedules, statistics and additional information can be found at www.gomarquette.com.

**Fall Sports**

*Cross Country* – August to November  
*Men’s Golf* – September to June  
*Men’s and Women’s Soccer* – August to November  
*Men’s and Women’s Tennis* – September to April  
*Women’s Volleyball* – August to November

**Winter Sports**

*Track and Field* – December to June

Leveraging the success of these sports can produce creative new ways to engage alumni, parents and friends. Each club is encouraged to speak with its Alumni Engagement staff liaison if interested in organizing an event surrounding any of these sports.

Volunteer Appreciation

Marquette’s Volunteer Service Marquee Web site recognizes alumni, parents and friends who have had an impact on an event or a program. MUAA members may nominate a volunteer using the form (included as Attachment D) or by contacting the Alumni Engagement team. Qualifying nominees include alumni, parents and individuals who have demonstrated innovation, initiative, leadership, good results, collaboration or hard work.

A committee of five to seven members, appointed by the MUAA executive director, will select outstanding volunteers each spring and fall.
Collaborative Opportunities

All local and regional Marquette volunteers can learn from and collaborate with each other through the following opportunities coordinated by the Alumni Engagement team.

- **Milwaukee Leadership Meetings**
  - Occur three times throughout the year
  - Offer local volunteer leaders the chance to connect with each other to discuss activities in Milwaukee hosted by various college and affinity-based groups
  - Allow volunteers to hear updates from university staff as well as see the breadth of activities offered to our local alumni and find connections between activities
  - Facilitate collaboration between groups that choose to combine resources and efforts for the common goal of engaging alumni

- **Conference Calls Among Regional Volunteer Leaders**
  - Occur three times throughout the year
  - Offer alumni across the country the opportunity to hear updates from university staff and share ideas to sustain a successful club
  - Topics often include:
    - New programming information
    - Online tools for volunteers
    - University initiatives
    - Idea-sharing and advice seeking for implementing successful events and recruiting new volunteers

Note: For all meetings and calls, the club president is encouraged to attend along with any other interested members. If a president is unable to participate, we ask that another representative take part on the group’s behalf to bring back valuable information to other volunteers.
**Event Planning**

An important function of each club is to organize events that engage alumni, parents and friends of the university and, in turn, foster relationships that promote the goals of each club and the mission of Marquette.

The Alumni Engagement team contacts each club in July to map out the year of events. Planning is important at this time so that Alumni Engagement staff can ensure each club’s plans coincide with the university’s budget.

This “year-at-a-glance” schedule of events allows ample time for marketing and planning specific logistics. It is recommended that each club plan two to four programs/events per year, including National Marquette Day and a service project.

Club events should be scheduled on days that are free of most community-related activities. The date for National Marquette Day, which typically occurs in January, February or March, is typically provided in early fall.

**Event Funding**

Although the university is able to provide funds for certain expenses related to alumni events, it is important that club events be self-funded. Each club-sponsored event should be financially independent and should at least break even. Normally, a nominal amount is added to the actual cost per person to cover any expenses incurred, such as complimentary dinners for special guests, room rentals, decorations and supplies, etc. Any profits from events should be earmarked for the club’s operating budget and the scholarship fund it supports (if applicable).

The cost to attend events should be kept reasonable so that it does not discourage attendance. If the event will be held in Wisconsin, state sales tax must be paid on all registration fees (see General Appendix: Tax Information). Sales tax should be a consideration in determining the cost of attendance.

The Alumni Engagement team will incur the costs of design, printing and postage for invitations when deemed appropriate. In the spirit of fiscal responsibility, our aim is to promote events exclusively via e-mail and on MU Connect whenever possible. A club can work with the Alumni Engagement team to determine if a print invitation will have a higher return on investment than electronic promotion alone.
Event Planning Resources

Several resources are available for planning events, including a tool called Event-in-a-Box. This online form makes it easy to submit all event information to the club’s Alumni Engagement Officer. These details are essential for the planning process, which should begin 12-15 weeks prior to the event date. Event-in-a-Box information can be viewed online at: www.marquette.edu/alumni/events/eib.shtml.

To ensure adequate timing for the delivery of invitations and e-mails, it is imperative to adhere to a strict timeline. An event checklist with timeline indications and event planning expectations is provided in Attachment F.

An event timeline is necessary because it:
- Allows the university to make the most of our financial resources
- Allows the Alumni Engagement staff ample time to devote full attention to every project, resulting in successful events
- Allows our alumni adequate time to receive information and make necessary arrangements to attend events. In turn, this gives clubs the opportunity to conduct well-received and well-attended events
- Allows time for troubleshooting

Potential Club Events and Activities

The following list offers a range of events and activities that clubs have conducted successfully (for a descriptive list of sample events, please see Attachment F):
- Mass and brunch
- Theater, museum or concert outings
- Community service projects
- Career networking receptions
- Game-watching parties for Marquette athletics
- Sporting events preceded by receptions
- New student send-offs, picnics and receptions
- Summer family picnics
- Winery tours/wine tastings
- Holiday parties
- Baseball outings with tailgates/parties
- Young alumni events (e.g., happy hours, welcomes, etc.)
- National Marquette Day gatherings
- Service Day activities
- Receptions for alumni with faculty, deans, coaches or other prominent guests (the availability of university faculty/staff must be coordinated through Alumni Engagement at least five months prior to the event)
Summer Send-offs

Summer send-offs are a fun and important tradition. Each year, approximately 40 send-off receptions are hosted nationwide. These gatherings provide an opportunity for incoming Marquette freshmen to connect with alumni, parents and fellow students in their local communities.

A Summer Send-off can be as casual as a picnic in a local park or as formal as a sit-down dinner at a nice restaurant. It is up to the host(s) to determine the type of event he/she/they would like to organize. Send-offs play a tangible role in reducing the “freshman melt,” which occurs after acceptance letters are sent but before deposits and letters of intent are received by Marquette. Send-offs also provide new students an opportunity to talk logistics with current students and recent alumni who have gone through the process of moving to campus.

Historically, these events have been organized by the admissions chairperson, another club leader or a local parent. The majority of the costs are covered by the host. Alumni Engagement will incur the cost of invitation printing and postage, and can coordinate gift-in-kind credit (which results in a documented tax deduction) for any expenses incurred on Marquette’s behalf. Host(s) should not feel obligated to commit to a large event budget; send-offs can be hosted jointly or by several families and can be “potluck style” at the host’s home, etc. With a little creativity, these events can have a major impact at minimal cost.

E-blasts

In addition to traditional invitations to inform alumni about events, the “e-blast” is a polished, professional e-mail message sent to a targeted audience for promotional purposes. It is a great, cost-effective way to reach a large pool of alumni.

In order to ensure that alumni are not overwhelmed by the amount of communication they receive from the university, e-blasts must be scheduled well in advance. Alumni Engagement staff are happy to work with each club to schedule e-blasts as soon as an event is confirmed.

As a general rule of thumb, the Alumni Engagement team sends two targeted e-blasts per event. The first message is sent four to six weeks prior to the event; the second e-blast is sent approximately two weeks prior to the event, depending on previously scheduled communications. While there is no cost associated with sending the e-blast repeatedly, each successive e-blast containing a similar message becomes less effective. We recommend sending an informative message first, followed by a reminder closer to the event.
Grassroots Marketing

Although the university many resources to promote events on a broad scale, often the most effective way to deliver a message or invitation is in a more personal way. Volunteers across the country have utilized a variety of grassroots methods to promote activities, often with great success. The following represent creative ways to promote events at no cost to the club or the university.

- **Church bulletins**
  Many parishes will publicize a club’s local, family-friendly event in their bulletin at no cost. The club simply needs to draft a short press release and forward it to parishes within a reasonable length of time before the event. Bulletins are particularly effective for Mass and brunch events.

- **Twitter**
  This social networking tool is an easy way to announce the latest club happenings. For Chicago and Milwaukee regions, requesting a “tweet” through the “@marquette” account may reach a larger crowd. Contact the Alumni Engagement team for more details.

- **LinkedIn**
  Focused on professional connections, this vehicle can serve a more specific audience for various networking events.

- **Facebook**
  Facebook connects millions of people, including Marquette alumni, parents and friends. Many regional clubs maintain their own sites; sending event information through Facebook is an easy and free marketing tool. Facebook advertisements are another vehicle for promotion. Ads are easily tailored to a specific region and/or audience at a fairly low cost.

- **Calling campaigns**
  Asking local alumni to volunteer an hour or two of their time to make a few phone calls can be surprisingly effective. This is a quick and easy way that offers an added personal touch while spreading the club’s message.

- **Flyers**
  The Alumni Engagement team employs at least one student design intern each semester; volunteers are encouraged to utilize this great resource in creating invitations and flyers.
• **Online calendars**
  Many Web sites have public calendars that allow users to post events at no cost. It is recommended that volunteers spend some time browsing sites relevant to a club’s area/audience.

• **Radio**
  Local radio stations provide free event promotion; Public Service Announcements (PSAs) are a good way to reach a wide audience.

• **Personal e-mail reminders**
  Although the Alumni Engagement team will send e-blasts to promote club events, a personalized e-mail message to alumni, parents and friends with whom volunteers are familiar likely will have a much greater impact.

• **CrackedSidewalks & MUScoop**
  These two popular Marquette basketball blogs are followed by thousands of devout MU basketball fans on a daily basis. In the past, each has featured athletics-oriented alumni events at no cost.

**Official Marquette Links:**

*Marquette University*
Marquette University Web Site: [www.marquette.edu](http://www.marquette.edu)
Marquette University Alumni Association: [www.marquette.edu/alumni](http://www.marquette.edu/alumni)
Marquette University Difference Network: [www.marquette.edu/differencenetwork](http://www.marquette.edu/differencenetwork)
Marquette University on Facebook: [www.facebook.com/MarquetteU](http://www.facebook.com/MarquetteU)
Marquette University on Flickr: [www.flickr.com/photos/marquetteu](http://www.flickr.com/photos/marquetteu)
Marquette University Give Marquette Web site: [www.givemarquette.com](http://www.givemarquette.com)
Marquette Magazine: [www.marquette.edu/magazine](http://www.marquette.edu/magazine)
Marquette University on Twitter: [www.twitter.com/MarquetteU](http://www.twitter.com/MarquetteU)
Marquette on YouTube: [www.youtube.com/MarquetteU](http://www.youtube.com/MarquetteU)

*Marquette Athletics*
Marquette Athletics Web Site: [www.gomarquette.com](http://www.gomarquette.com)
Marquette Athletics on Facebook: [www.facebook.com/gomarquette](http://www.facebook.com/gomarquette)
Marquette Images: [www.marquetteimages.com](http://www.marquetteimages.com)
Marquette Athletics interactive micro-sites: [www.marquetteminiplans.com](http://www.marquetteminiplans.com) & [www.selloutuconn.com](http://www.selloutuconn.com)
Marquette Athletics on Twitter: [www.twitter.com/muathletics](http://www.twitter.com/muathletics)
Marquette Athletics on YouTube: [www.youtube.com/muathletics](http://www.youtube.com/muathletics)
Attachment A:
Diversity Best Practices Document

Background

The Marquette University Alumni Association National Board of Directors created the Diversity Committee to design and implement inclusive policies, practices and measures that promote opportunities for all Marquette graduates and in the process, heighten the alumni experience.

The mission of the Diversity Committee is aligned with that of Marquette University and its statement about human dignity.

Marquette University’s Statement on Human Dignity and Diversity

As a Catholic, Jesuit university, Marquette recognizes and cherishes the dignity of each individual regardless of age, culture, faith, ethnicity, race, gender, sexual orientation, language, disability or social class. Precisely because Catholicism at its best seeks to be inclusive, we are open to all who share our mission and seek the truth about God and the world. Through our admissions and employment policies and practices, our curricular and co-curricular offerings, and our welcoming and caring campus environment, Marquette seeks to become a more diverse and inclusive academic community dedicated to the promotion of justice.

Our commitment to a diverse university community helps us to achieve excellence by promoting a culture of learning, appreciation and understanding. Each member of the Marquette community is charged to treat everyone with care and respect, and to value and treasure differences. This call to action is integral to the tradition we share.

The Diversity Committee devoted considerable time and energy to put together a useful document designed to assist current regional and club leaders in their roles on behalf of Marquette. The document, which is included hereafter, provides suggestions and insight on best practices for promoting inclusiveness at alumni events and recommendations on diversifying board leadership. It is imperative that club leaders and board members understand that diversity is a value of Marquette University, as we are all part of the Marquette family.

The Diversity Committee developed the following document using information gathered during the course of interviews with faculty and administrators from Marquette and other institutions. Individuals consulted represent significant positions including the Assistant Dean for Intercultural Programs, Associate Provost for Diversity, Director of Development, and Diversity Recruiter/Adviser. In addition, alumni leaders of various backgrounds and ethnicities were interviewed.
DIVERSITY BEST PRACTICES DOCUMENT

Suggestions for Promoting Inclusiveness at Alumni Events

1. Marketing

When creating marketing pieces—especially when using photographs—be mindful of the audience.

- Focus on the fact that people want to be able to see themselves as part of an event and to think the event is meant for them.
- Use familiar faces and names of fellow alumni so that the potential attendees feel an instant connection. (However, be sure to not overuse these photos as marketing pieces should remain updated and fresh.)
- Use photographs and/or quotes representing male and female alumni of different ethnicities and ages.
- Avoid “staged” scenes as a part of your marketing pieces – the best way to develop these pieces is to genuinely begin to integrate the events, classes, etc. so that the pictures are real and truly reflect what is happening on and off campus.
- Make sure it is clear for whom the event is designed: e.g., is it for alumni of color, recent graduates of color, an older demographic group, etc.? Different ethnicities and generations will respond differently to various photographs and marketing pieces.
- Be conscious of what you put in writing, always being sure to use inclusive verbiage. (Consult with Marquette Alumni Relations as well.)
- Above all, make the targeted group feel included and remember that there is no such thing as “one size fits all” when creating marketing pieces.

2. Venue Choice

When selecting a venue for an event, be sure the location adheres to the university’s statement on human dignity.

- Research the venue to ensure it is inclusive of all ethnicities and welcomes women and men alike (e.g., this is necessary to avoid selecting a site such as a country club where perhaps African-Americans or women historically have not been allowed to join).
- Select the location based on the demographics of the area. If you want high attendance from a certain group, consider planning the event in a part of the city or suburb where these alumni reside or work.

3. Finding Common Ground

When designing an event for a targeted group, be mindful when reaching out to them.

- Try to find a common ground other than ethnicity, such as a profession, workplace or a sporting event.
- Do not isolate or segregate a particular group. When planning specialty events, attempt to make everyone feel included.

4. Co-Sponsorship

When coordinating an event, invite the Ethnic Alumni Association (EAA), Association of Marquette University Women (AMUW), etc., to serve as a co-sponsor (e.g., if the EAA were to co-sponsor an event, alumni of color would feel more comfortable attending, knowing that the event is designed to be more diverse). Co-sponsorship with specific groups sends a good message to the alumni.

- Ensure that at least three members of the co-sponsoring group are present at the event to make an immediate connection with alumni who have an affinity for the group.
5. **Reaching Out to Current Students of Color**

When scheduling a calendar of events, create opportunities for increasing participation among current students of color. This will help increase the likelihood for their engagement as future alumni and also will help establish a strong alumni base among students of color. Possible strategies include the following:

- Design a “Meet and Greet” event during which members of the Ethnic Alumni Association visit with current student organizations to educate them about the EAA.
- Offer mentoring programs. It can be inspiring for current students of color to see someone like themselves who has graduated from Marquette, remained involved with the university and cares about the students and alumni. Consider matching students (EOP and non-EOP) with alumni from their hometown.

### Suggestions for Increasing Board Leadership

Diversifying board leadership is an important goal. All ideal candidates for board leadership must be committed volunteers who:

- Will do a solid job.
- Be qualified for the position.
- Love Marquette University.

The following suggestions serve as helpful guidelines for recruiting board leadership.

1. **Set Goals**
   - Create a recruitment plan and set a two-year goal based on the demographics of your region.
   - Strive to create a board that reflects Marquette’s value of diversity (i.e., be mindful that the board is inclusive of the entire Marquette community, which reflects men and women representing different ethnicities, ages, etc.).
   - Be proactive about recruiting for leadership opportunities, being assertive when approaching the people you want to fill positions. Be sure to only offer opportunities of substance to future leaders.

2. **Seek Dialogue**
   - Talk with potential future leaders so they feel comfortable sharing their opinions and stories, particularly their Marquette experiences. Open discussion might help eliminate any self-segregation that still exists today and will create an atmosphere on the board that brings together different ethnicities, is cross-generational and represents both genders.
   - Encourage those that have positive memories to help someone else share the same experience; encourage others to help create a more inviting place for future generations.
   - Be mindful that honest discussions are imperative for future leaders and the success of the board.
Attachment B:  
Sample Agenda for a Traditional Board Club Meeting

Meeting Agenda
Club:
Date:
Time:
Location:

1. Opening Prayer/Remarks and Introductions
2. University Update (provided by Alumni Engagement Officer)
3. Committee Reports
   a. Event Coordinator(s) – Evaluation of past events and planning of future events. 
      Call for ideas and volunteers for upcoming events
   b. Admissions Chair – Discussion about Summer Send-offs and upcoming 
      college career fairs
   c. Other Committee Reports – May include social/networking, volunteer 
      recruitment, service/faith
4. Additional Business
5. Adjournment

Next Meeting: Date/Time/Location
Attachment C:
Annual Report for College and Interest Based Groups

Alumni Club Annual Report
Marquette University

Our alumni leaders contribute toward the creation of an annual club report to the Marquette University Alumni Association. The information provided should cover the twelve month period between July 1, 2008 to June 30, 2009.

Club Name: ____________________________

Club President/Leader (Name, College/Year): ____________________________

Club Organization

Who are your current club/board/committee leaders?

<table>
<thead>
<tr>
<th>NAME</th>
<th>COLLEGE/YEAR</th>
<th>POSITION</th>
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Have there been any changes in volunteer leadership (officers, chairs, president, etc.) this year?

How many times did your leaders get together in the past year to discuss club activities?

How would you describe the structure of your organization?

Do you feel this structure has been effective or are you considering a move to a different structure? Why or why not?

Which of the following methods have you used to recruit new volunteers? (Note all that apply)

- Email – personal
- Email – communication through MJ Connect
- Phone – personal calls
- Phone – phone bank (i.e. calling nights to update alumni information, Young Alumni Initiative)
- Word of mouth
- MU Connect – club website
- Facebook
- Linked In
- Twitter
- Club events
- Volunteer leads from your Alumni Engagement Officer
- Other: ____________________________

What has been the most effective method for your club to recruit volunteers?
What has been the least effective method for your club to recruit volunteers?

Can you tell us more about your club/board leadership succession plan? How is it working?

Please describe the overall health of the club.

What do you consider your club’s greatest strengths to be?

What do you consider your club’s greatest challenges to be?

Has your club done anything to address these challenges?

How do you plan to accommodate for them in the coming year?

**Club Activities/Events**

Below is a list of activities/events that we have on record for your club in the past year. If there are any activities/events that are not included on this list, please fill in the necessary information.

<table>
<thead>
<tr>
<th>Activity/Event Name</th>
<th>Date</th>
<th>Purpose of event</th>
<th>Were the event new or an existing event?</th>
<th># of Alumni Attending</th>
<th># of Friends Attending</th>
<th># of Parents Attending</th>
<th># of Students Attending</th>
<th># of Alumni, Friends, Parents, Students?</th>
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What were your most successful events this year and why do you feel they were successful?

What are your plans for these events moving forward?

What were your least successful events this year and why do you feel they weren’t as successful as others?

How do you plan to enhance or change these events moving forward (i.e. build up committee, increase promotion, discontinue, etc.)?

What events did you hope to implement this year that did not come to fruition? What happened?
Do you follow the recommendations set forth by the Diversity Best Practices document?

Recruiting/Admissions
Did your club assist Marquette Admissions with follow-up calls to accepted students?

If YES....
Did you feel this was a good use of your time?

Do you have any feedback about the process or calls in general?

Have you promoted this opportunity to alumni outside of just your board members?

How else did you participate in admissions initiatives this year?

We can always use additional help with admissions efforts. Do you have anyone we may not be aware of who would be interested in this?

Can you help us direct alumni to the website to sign up as admissions volunteers?
www.marquette.edu/student/ugrad/alumni_volunteer

Alumni Engagement Support
Describe the communication pattern with your Alumni Engagement liaison as follows:

Phone Communication
- Daily
- Weekly
- Bi-weekly
- Monthly
- Rarely

Email Communication
- Daily
- Weekly
- Bi-weekly
- Monthly
- Rarely

Do you feel our communication is efficient? Effective? Why or why not?

How else can our office keep you and your club informed?

Do you send regular updates to your Alumni Engagement Officer with new contact information you receive from local club members (alumni, parents and friends)?

What is your feedback regarding the following resources produced by Alumni Engagement?
Print invitations:
E-mails for events:

Milwaukee e-newsletters:

MU Connect – club website:

Is there any additional feedback you’d like to share with me?

Final Questions

What is one thing you intend to do in the coming year to enhance the programs and activities in your region to further engage your local alumni?

Are there any additional questions, comments, suggestions or concerns that you want to share regarding university services and what Marquette’s Alumni Engagement office can do to support the club?
Attachment D:
Volunteer Nomination Form

The Marquette University Alumni Association recognizes alumni, parents and individuals for extraordinary performance in volunteer work completed between July 1, 2009 and June 30, 2010.

A committee appointed by the executive director of the MUAA will review the nominations twice per year, in December and June. Those nominees selected for the Volunteer Service Marquee will be listed on the Alumni Association Web site. A maximum of 50 individuals per year may be selected.

Name of Nominee __________________________________________________________

Nominee’s College/Grad Year ________________________________________________

Volunteer role of the nominee for which you are making the nomination (Example: club officer, event coordinator, admissions chair, etc.) __________________________________________________________

________________________________________________________________________
________________________________________________________________________

Describe the specific accomplishments of the nominee that make him/her a good candidate for the Volunteer Service Marquee (300 words or less) __________________________________________________________

________________________________________________________________________
________________________________________________________________________

Nominator’s Name _________________________________________________________

Nominator’s College/Grad Year ______________________________________________

Nominator’s e-mail address _________________________________________________

Nominator’s relationship to nominee _________________________________________

Additional names of volunteers/alumni who would support the nomination (required) _________________

________________________________________________________________________
________________________________________________________________________

Marquette staff person who works most with nominee, if known __________________

________________________________________________________________________
Attachment E:  
Event Planning Information

Collecting the following information will make planning and promoting club events easier and more cost-effective. In addition, communicating it to the Alumni Engagement team enables staff to support club efforts, helping ensure the success of alumni events.

Duties and Responsibilities

Event Planner

- Submit Event in a Box Application Form via the Web site 12 weeks in advance of the proposed event.
- Once the event has been approved, make final arrangements with local venue for the event.
- Take registrations (when applicable).
- Contact area alumni to encourage attendance.
- Recruit alumni to assist with the event.
- Coordinate, manage and execute event logistics and details.
- Complete final report, including the list of attendees and return report with remaining supplies to the Alumni Engagement and Outreach team.

Alumni Engagement and Outreach Team

- Review event request.
- Notify event planner of decision whether or not to proceed with the event.
- If event is approved, the Alumni Engagement and Outreach team will work with event planner to develop a promotional plan.
- Post event information to Alumni Association Web page.
- Create and send e-mail invitation; send final e-mail invitation two weeks prior to event.
- Send supplies to coordinator prior to the event.
- Take registrations and payment information when necessary.
### General Tips for Event Planning

- **Know your audience.** Are you trying to appeal to young professionals, older alumni and/or families? There could be something for everyone, but every event does not have to appeal to all alumni.
- **Keep recruiting volunteers at your events**—the more volunteers you have in your area, the more events you can support.
- **Choose your location carefully.** Try to pick locations that have easy access, easy parking and that don’t include additional fees for attendees.
- **Budget wisely.** All of your events should be self-supporting.
- **When planning major programs, find ways to feature local alumni resources and expertise.** Local alumni can be great speakers and are typically willing to participate. Build events around their availability.

### Twelve – Fifteen Weeks Before Event

- Determine budget
- Contact venue
  - reserve location, set menu, determine price per person, outline event program
  - Fill out Event in a Box application form

### Eight – Ten Weeks Before Event

- Finalize venue contract
- Post event information on MU Connect
- When applicable, mail invitation third class

### Six Weeks Before Event

- Promote event via e-blast
- Determine staffing needs (registration, decorating, photography, clean-up) and recruit volunteers

### Two – Three Weeks Before Event

- Call alumni that have not responded; remind registrants of the event
- Provide final count to the Alumni Engagement and Outreach office and venue, if needed

### Day Of Event

- Arrive early to make sure venue is arranged properly
- Post “Welcome Marquette University Alumni, Parents and Friends” on the venue’s marquee or board if available
- Set up site (registration table, etc.)
- Ensure that your speaker feels welcome (when applicable) and that A/V is working properly
- Recognize guests and/or speakers
- Thank guests for coming
- Clean-up – check to make sure that the venue is in satisfactory condition before you leave

### Following Event

- Submit Event in a Box follow-up form to the Alumni Engagement and Outreach office
- Follow-up with attendees (thank you note, email, etc.)
- Financial wrap-up – work with Alumni Engagement & Outreach office to process reimbursements/deposits and to create a financial statement for your event
Attachment F: Sample Events—Marquette Club of the Carolinas

The following events are organized annually by the Marquette Club of the Carolinas:

- **National Marquette Day – winter**
  This is an opportunity for alumni around the nation to show their Marquette spirit as they gather locally to cheer on the Blue & Gold. A reception is held before and/or after the game for alumni, parents and friends of the university.

- **Mass and brunch – fall**
  This is always a popular event; the club gathers for Mass at a local church. Afterwards, the group enjoys a meal together at a nearby venue.

- **Service projects – throughout the year**
  Organized by a volunteer event coordinator, these events vary in size and scope and may be hosted jointly with local organizations (e.g., The Boy’s and Girl’s Club of America). Volunteers typically gather at a local restaurant, pub or picnic area following the project.

- **Baseball outing – summer**
  This is a fun, family-friendly event, attracting approximately 20-40 alumni, parents and friends.
General Appendix

Alumni Engagement and Outreach Team Contact Information

Main phone line: (414) 288-7441

Toll-free line: (800) 344-7544

Fax: (414) 288-1715

Mailing address:  <Name>  OR  <Name>
University Advancement  University Advancement
Marquette University  Marquette University
1250 W. Wisconsin Avenue  P.O. Box 1881
Milwaukee, WI 53233  Milwaukee, WI 53201-1881

Zilber Hall Street Delivery Address: <Name>
University Advancement
Zilber Hall, 3E
1250 W. Wisconsin Avenue
Milwaukee, WI 53233

Tax Information

- **Tax-Exempt Status of Marquette University**
  Marquette University is a non-profit, 501(c)(3) organization. All of Marquette’s purchases of goods and services in Wisconsin and Illinois are exempt from sales tax.

Marquette University Federal Tax ID#: 39-0806251

Marquette University Federal Tax Exempt ID: CES 0061

Marquette University Illinois State Tax-Exempt ID #: E9963-9955-04

The Alumni Engagement and Outreach team holds the following documents on file:

- Federal tax-exempt status letter
- Wisconsin Certificate of Exempt Status
- Illinois Certificate of Exempt Status

Please contact a staff member for copies of these forms.
**W-9 Forms**
Any time Marquette University issues payment to an individual who is not a university employee or to an organization that is classified as an LLP, LLC or Partnership, the Internal Revenue Service requires a completed Request for Taxpayer Identification Number and Certification, or **W-9 form**.

In other words, in order for Marquette to pay a musician’s fee, a catering company or another contractor to provide goods or services for an event, that individual or organization will need to complete and return a signed W-9 form to the Alumni Engagement office prior to receiving payment. **This policy applies to payment from all Marquette operating and agency accounts, including accounts for all Marquette clubs.**

The Alumni Engagement staff can provide W-9 forms as well as additional guidance in requesting this information from providers of goods and services to Marquette.


**Event Registration Sales Tax**
Although Marquette University is exempt from sales tax on the goods and services it purchases for operations, the university’s tax-exempt status does not extend to other re-sale groups or individuals in the state of Wisconsin. This means that sales tax at the current state tax rate must be applied to registrations for all events held within the state of Wisconsin. For the current state tax rate, please visit the Wisconsin Department of Revenue Web site at: [www.revenue.wi.gov/faqs/pcs/taxrates.html#txrate2](http://www.revenue.wi.gov/faqs/pcs/taxrates.html#txrate2).

*Clubs coordinating events in Wisconsin must keep this extra expense in mind when setting the cost of attendance.***

**Financial Matters**

**“P-cards”**
In order to maximize the efficiency of alumni programming nationwide, Marquette can issue a “P-card” to club leaders located outside of Wisconsin. “P-card” is an abbreviation for Purchasing (or Procurement) card. It is a credit card intended for club purchases from approved and preferred suppliers and for small purchases related to a Marquette alumni event or program.

*University P-cards are restricted to official Marquette University business in conformance with all applicable Marquette University business policies and*
procedures and may not be used for personal expenditures or cash advances.

Transactions on P-cards not related to Marquette alumni programming will be the personal responsibility of the cardholder.

P-card holders are required to submit their signed Elan statements (monthly statements) to their contact in Alumni Engagement, *along with all receipts for purchases within 30 days of the statement date*. Failure to do so will result in suspension/revocation of the P-card.

Information about the Alumni/Affiliate P-card program at Marquette can be viewed online at: [www.marquette.edu/purchasing/pcardprogram.htm](http://www.marquette.edu/purchasing/pcardprogram.htm).

- **Reimbursement Requests**
  If you incur an expense on Marquette’s behalf and you wish to be reimbursed, you can submit documentation in the form of a receipt of your purchase of goods or services, along with a written explanation of the expense.

  The Alumni Engagement and Outreach office must be able to demonstrate the nature of the expense as well as the fact that a monetary reimbursement was requested. Once requested, reimbursement will be issued via check and will be mailed within ten business days.

- **Gift-in-Kind Credit**
  If you incur an expense on Marquette’s behalf and you **do not** wish to be reimbursed, you can request gift-in-kind credit. This means that Marquette will recognize the expense as a donation of goods or services to the university and will document the donation for tax-deduction purposes. In order to receive gift-in-kind credit, you will need to submit documentation in the form of a receipt for your purchase of goods or services, along with a written explanation of the expense stating that you do not wish to be reimbursed.