

**MARQUETTE UNIVERSITY ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS
January 2014 Minutes**

Friday, January 17, 2014:

After breakfast, Mary O'Toole called the room to order and welcomed all to the winter meeting of the MUAA National Board of Directors. Mary discussed our different floor plan (round tables of five vs. U-shaped conference table), designed for our participation in a morning workshop. Directors were overall pleased with the change.

She shared that a number of directors gathered informally the previous night, dining at La Marenda in Milwaukee's Fifth Ward. Mary then asked for good news to share, and thanked all for the love shown at the passing of Mary's sister Joan in December.

Reflection:

Tyler Summit, Assistant Women's Basketball Coach

Terri Mitchell, women's basketball head coach was scheduled to lead our reflection, but recruitment travel took her away from campus. Filling in admirably was Tyler Summit, assistant coach. Tyler spoke about important elements in his life, and about his work with Terri, complementing her on being a strong leader and spiritual role model. He also spoke about his work with the Pat Summit Foundation, named for his famed mother and supporting research of Alzheimer's disease.

Terri entered the room near Tyler's conclusion, to his and everyone's surprise, explaining that her flight arrived early, and "being a woman true to her word" had to stop in to welcome and thank the board for their work and dedication. She praised Tyler and encouraged all who can attend, to cheer on the Golden Eagles against St. John's on Saturday afternoon.

VP/President-elect Vision Statements: For the sake of time, to keep on schedule, Mary asked that this item be moved to Saturday morning (see notes below).

Presidential Search Update

Pat Lawton, Trustee

Pat provided an update on the search for the 24th president of Marquette University, covering planning, recruiting, and selection. He shared that over 1,100 people had weighed in on the desired qualities and qualifications of candidates, and that over 1,200 names had been suggested. The process is moving and the list has been pared down. We now enter a phase of confidentiality, a necessity if we are to attract serious high-level candidates. The goal is to name a president this spring.

Commercial Break: Battle of the Beaks

Michael Kelly, Senior Advancement Officer

Marquette is heading into competition for a donor participation challenge with Big East foes Creighton and St. John's. MU and these two schools all have bird mascots, so the contest is "Battle of the Beaks." The school with the highest combined alumni and student donor participation rate will win bragging rights for the year – while making a lasting impact on today's students!

Who:

- All Marquette alumni and undergraduate students

What:

- Make a gift of any size to Marquette University and help us win the Battle of the Beaks participation challenge (donors will only count once towards the university's participation rate during the challenge timeline)

When:

- Gifts made between February 19 at midnight and March 11 at 11:59pm will count towards the Battle of the Beaks challenge
- The winning institution will be announced on Wednesday, March 12 at battleofthebeaks.org

Why:

- To make a lasting impact on today's Marquette students, show pride in our alma mater (or soon to be alma mater) and to give the Marquette faithful another tally in the win column!

How:

- **To make a gift:** Visit marquette.edu/beaks, or call 800.344.7544
- **To track the progress:** Find updates on each school's participation rate and standing in the competition at battleofthebeaks.org
- **To become an ambassador:** Sign up to be a Battle of the Beaks ambassador at marquette.edu/beaks, where you can also download the Battle of the Beaks ambassador toolkit to help Marquette spread the word
- **To find updates:** For Marquette specific updates on the Battle of the Beaks challenge, visit us on Facebook at facebook.com/MarquetteAlumni

University Strategic Plan Discussion and workshop

Tom Ganey, Vice President of Planning and University Architect

Tom presented an overview of the university strategic plan, diving down into each of the six major goals, and providing a summary of first-year work, including activities in progress for each goal. He discussed the challenges institutions face in operationalizing strategic plans, and what MU is doing to overcome them.

Tom led the board in an exercise to define a number of things our students, faculty/staff, and alumni can do to move the plan forward. Below are the ideas generated by the board:

How Faculty/Staff can help execute plan:

- Reinforce why we are here by placing signs/posters around campus reminding people of the plan and our goals. (Works for students, too).
- Incentivize. Work with incentive design experts and look at other schools to see what they've done.
- Day to day actions should always be in alignment with the plan.
- University goals should be reflected in work plans and performance appraisals.
- Incorporate one or more plan themes in every syllabus.
- Prioritize programs and cut as needed, employing flexibility and incentives.

How Students can help execute the plan:

- Students are "expert" resources who can help define appropriate tactics.
- Can drive communication on the plan – to keep things very visible --through their many networks of friends, organizations, and areas of study.
- Require all student organization plans to incorporate the university plan themes in their own work plans.
- Incorporate student participation in "sub-committees"-- groups working on each goal – and make it a practice to report back to student body. Excellent opportunity for students to grow, especially in areas of Social Responsibility and Formation of Mind and Heart.

How alumni can help execute the plan:

- Use the plan as a filter in choosing alumni award recipients.
- Arm alumni volunteers with an elevator speech/talking points about the plan, and ask them to report out to other alumni the work being done and progress being made.
- Use (hire?) the talents of alumni who are planning experts. (Begg the question of what outside sources are being used to execute the plan.)

Tom then discussed some major challenges facing Marquette, focusing on the economic difficulties we currently face, especially around current trends in higher education, and our own fiscal situation. Student demographics present a challenge, as freshman enrollment and graduate enrollments decline. Growth in unfunded discounts has hit record highs nationwide and household income and student debt has risen. Marquette had a "micro-thin" surplus in FY13, while spending nearly \$1 million per day, including salary expenses. This margin does not provide MU with running room to pursue creative opportunities, and increasing tuition at a rate to cover this is not viable.

MU is addressing these challenges aggressively with the smallest tuition increase in a number of years, freezing graduate, summer school, and part-time tuition, and reducing operating expenses to balance the budget. All colleges and divisions submitted budget reduction plans that identify opportunities and consequences for cutting 5%, 10%, and 15% from budgets. This includes University Advancement and all its programs, including MUAA.

Lunch with the Interim President:

Rev. Robert A. Wild, S.J., Interim President

The board adjourned to the Pere Marquette Discovery Suite on AMU fifth floor for lunch with Father Wild, who sat with “retiring” board members for this lunch. The last time Father was with the National Board was a celebration of his impending retirement.

Father Wild shared some updates on campus activities and reiterated the fiscal challenges Marquette faces. He asked the board to continue to be the good partners they have been in meeting these challenges by finding new ways to do our work.

Committee Meetings:

Alumni Donor Participation:

Strategic Initiative: Broaden alumni donor base and grow giving at all levels to ensure access and excellence.

Directors Present:

Bettin, Gary – Chair
Boehler, Bob
Delgadillo, Jamie
Goulet, Dick
Haffner, Amy
Monaco-Wilcox, Rachel
Owens, Michele
Reding, Francie
Zielinski, Gail

Directors absent:

McMahon, Mary Kay

Staff Present:

Harvey, Sara – Staff Lead
Kelly, Michael

Dick Goulet opened the meeting with prayer.

Sara Harvey began the meeting by updating the committee on the alumni donor participation rates to date in fiscal year 2014. Alumni (and parent) donor participation is up through December 31st. Detailed information showing alumni participation by college and by graduation year was distributed. Harvey was cautiously optimistic we will continue to see the count outpace last year, especially considering the new initiatives planned for this spring.

Although Michael Kelly had delivered a “commercial break” regarding the Battle of the Beaks earlier in the day, we discussed the components of the challenge in detail during our meeting. The committee asked several questions and were able to give feedback to staff on refining our message, such as reminding participants that gifts can be made to any fund, among other items.

Harvey then introduced the concept of crowd funding to the group. Crowd funding is a method of fundraising whereby many people come together to raise money for a common cause. Harvey outlined a new initiative whereby Marquette will be piloting crowd funding through a class being taught in the Diederich College of Communication. Students in the class have been divided into teams and these teams will coordinate a crowd funding campaign for one of seven projects. Several of the projects were known to the committee, as two of the projects have been featured as part of the MUAA agenda in recent years (the humanoid robotics lab and the PEERS autism clinic).

The campaigns will take place in the month of April. The committee suggested the class instructor, Tim Cigelske, come to our April committee meeting and perhaps bring one of the crowd funding teams with him.

The committee also asked about some recent initiatives, such as the Lunch and a Game promotion for young alumni. Harvey will forward information about this initiative (and others) to the committee members post-meeting.

Alumni Engagement Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement.

Directors Present:

Munzenmaier, Diane – Chair

Anderson, Nicole

Ballweg, Emili

Detesco, Andy

Mathie, Tricia

Riesenbeck, Brittany

Ryan, Greg

Smith, Ron

Stanton, Mary Beth

Vetscher, Tim

Staff Present:

Rael, Kelli – Staff Lead

Dvorachek, Alysia

Eldridge, Molly

Alumni of color focus groups

- Focus groups held in Milwaukee, Chicago and Atlanta for non-engaged African American alumni; focus groups held in Milwaukee, Chicago and Miami for non-engaged Hispanic alumni
- Wide variety of ages represented
- Positive and negative feedback; alumni interested in getting involved with Marquette
- Marquette sharing feedback with campus partners and Ethnic Alumni Association to determine next steps

Marquette Quotient

- Committee would like to encourage people to take action on items to increase engagement score but sharing specific score doesn't seem like the best idea
- Idea to show positive examples via social media and include links to provide action item for those viewing post (i.e. Emili Ballweg #bleedsblueandgold because she helps to plan the MU Club of Minnesota Mass and Brunch every year! #youaremarquette Find out how you can plan events by clicking [here.](#))
- How Blue and Gold are you quiz?
 - i. 10-20 questions that ask about different parts of engagement score
 - ii. Shared via social media
- Look into possibilities of small give-a-ways or larger prizes like appearing on the jumbotron

Engaging non-club regions

- Event in a box tool – good idea but needs to be revised to be less intimidating (parts of this redesign will be worked on by Chapter Effectiveness committee)
- Look at promotion of this tool; could be used to help engage African American and Hispanic alumni as well

Awards Committee:

Strategic Initiative: Standing committee to oversee the alumni awards process and select All-University award recipients and the Pedro Arrupe Award for student service excellence.

Directors:

Curtis, Greg - Chair

O'Toole, Mary

Dillow, Katie

Andryc, Joel

Delgadillo, Jamie

Mathie, Tricia

Munzenmaier, Diane

Sheridan, Rondell

Ryan, Greg

Staff:

Ott, Jill – Staff Co-Lead

Moore, Martha – Staff Co-Lead

Greg welcomed everyone. Joel offered a brief reflection.

Martha provided an update on the Pedro Arrupe Award for 2014. The discussion included a review of the selection process for the 2014 Award recipient. The list of questions for the finalists was reviewed. A request for nominations was sent via email to faculty/staff. Reminders in *News Briefs* will be sent during January, February and March to faculty/staff and to students. Martha will distribute the information (student applications and essays, and sponsor forms) to the committee members in late March for review prior to the April interviews. The interviews will take place during the April meeting and a selection will be made. The Pedro Arrupe Award dinner will be in September 2014.

Discussion concerning the name and the criteria for the former Pedro Arrupe Award Scholarship Fund was discussed. Information about the selected student will be shared with the current MUAA President on an annual basis.

Following much guidance from the Office of Financial Aid, the final agreement will consist of:

Name

National Alumni Board Service Scholarship Fund (to be finalized with Financial Aid)

Criteria

A junior (male or female) who has:

- Demonstrated service in the Marquette, Milwaukee and/or global communities
- Shown leadership in community service (Advocated for those in need)
- Financial need
- In good academic standing (no GPA will be listed)

Reminders:

- This will be a renewable scholarship, given to a student for his/her junior and senior years.
- There will be no application.
- The Office of Financial Aid has processes in place to make the best choice.
- The funds will be awarded beginning in the 2014-15 academic year.

The committee members discussed the list of 2014 Alumni National Award recipients. Several enhancements will be made for this year as well as cuts that will be made, but the experience should not change.

We are always in need of nominations.

Chapter Effectiveness Committee:

Strategic Initiative: Increase depth and breadth of alumni engagement.

Directors Present:

Vetscher, Tim – Chair
Addy, Michael
Anderson, Nicole
Ballweg, Emili
Bettin, Gary
Goulet, Dick
Haffner, Amy
McDonald, Molly
Zielinski, Gail

Staff Present:

Carroll, Emily – Staff Co-Lead

1. Strategic Framework

- Academic excellence: talking points to share experiences
 - Is this something this committee should do for the “cheat sheet” or “elevator speech” discussed in the morning session? (as it relates to the strategic plan)
 - Overall positive reaction for this committee to work on this document; talking points can be a fluid document
 - Would be helpful to have staff start a document
 - What does university want alumni to share?
 - Strategic plan document: how can alumni support each goal of the strategic plan? Include graphics
 - MU “Be the Difference” tv commercial; get some additional information about creation of commercial (why did we include certain things, etc.)
 - Use staff resources from OMC
 - Add resources to MUAA toolbox (wiki); narrative or check-list of how to plan event/host event. Need to be able to change document; make it fluid (discussion board format?)

2. Volunteer Appreciation

- #thankyouthursdays, #muthanksu
- Reaching out to club presidents and asking them to provide us with nominations; Nat'l Board can help to call club presidents and encourage submissions
 - i. Each committee member will be contacting 4 chapter reps (40 chapters/10 committee members=4 calls per person)
 - ii. Kelli/Emily to provide list of club presidents/contact information to Tim; include college information
- Can we leverage stories already featured in MU Magazine, etc.?
- Turn in name to staff by March 1

3. Volunteer Resources

- Volunteer conference call – invite whole committee to join calls (calendar appointment; reminder day before)
- National Marquette Day – Feb. 15 vs. Xavier
- E-mentor network – reminder on volunteer conference call to join network
- Online volunteer training: moving away from vignettes and pursuing other avenues (“cheat sheet”, “talking points”, etc.)
 - i. Social media – post ideas of events
 - ii. Post keys calendar year programs (Breast Cancer Awareness Month, Black History Month, etc.)

4. Understanding Alumni Engagement by Region

- Overview of engagement score
- Engagement score; show clubs that have increased engagement score – how are they doing that?
- Could we have competition between clubs on engagement score?
- Look at data tracking across times (do engagement scores go up after events?)
- How can we use the data most effectively?

National Reputation Committee:

Strategic Initiative: Utilize the alumni network to enhance Marquette’s reputation of excellence nationally.

Directors Present:

Reding, Francie – Chair

Boehler, Bob

Casper, Sandy

Detesco, Andy

La Fleur, Cathy

Monaco-Wilcox, Rachel

Owens, Michele

Riesenbeck, Brittany
Stanton, Mary Beth

Directors Absent:

McMahon, Mary Kay

Staff Present:

Stacy Mitz, Staff Co-Lead
Shawn Longstreet (presenter)
Heidi Schweitzer (presenter)

Online Alumni Mini-courses

- Looking to launch an academic alumni online community
 - Courses they wanted to take but were not able to as students
 - Connect with a favorite faculty member
 - Different years and colleges come together for a course
 - Course would last 3-4 weeks
 - Window to enter into the course
 - Our faculty
 - Wide range of activities: reading, lectures, self-paced assessment (informal)
 - Not a lot of facilitation
 - 2 directions for courses:
 - Reformatted course from current curriculum
 - Courses that are more life-style focused (bird watching, wine tasting, finance, etc.)
 - This is not seen at other academic institutions
 - Very flexible for alumni, at their own pace, give alumni ability to connect with one another
- Example: Intro to Theology, reduce it to 3-4 weeks (typically 6 week course), some material taken out; take out faculty interaction; alumni would participate in common reading, discussion, reflection.
- Survey will go out January 21 – will take 10 minutes; audience: 4,000 alumni (focused sample)
 - What subject/topics are alumni interested?
 - How much time/money are alumni willing to spend on course?
 - Would there be interest in including it as continued education?
 - What is the comfort level with technology?
 - Geographic location of interested participants
- Budget \$9,000 for a 3 credit course (but true cost is \$12-15,000)
- FEEDBACK FROM COMMITTEE:
 - Discussion facilitator is import for online discussions; idea would be to designate an alum participant to drive them (rotate the responsibility)

- See interest from retirees, alumni 10 years out
- Course ideas: Career development (resume writing), social media for dummies, how to write a poem/publish
 - Value-added courses
- Define expectations
- Tap into innovation of university; topical (ex. JFK Anniversary)
- Length of course depends on topic or interest level
- Will be market for those who are looking for continued education/academic
- Should have range of courses – lifestyle and continued education
- Will be willing to have longer academic courses (and spend more money on it)
- Good way to tap into uninvolved alumni/not engaged
 - “Something beyond basketball”
- Tie-into strategic plan
- Community engagement/make alumni aware of some of the great things that MU are doing – tap into them (speakers, writers, professors)
- How will this be branded? Center for Teaching and Learning? Alumni Association? Departments?
 - Co-branded?
 - What is expectation and perception of audience?
 - Lawyers/dentists would want it from the college (more merit)
 - Maybe co-branding would be best option
- Something alumni are more comfortable with/relate to (similar to their experience as alumni)
- Market regular summer courses to alumni
 - Some alumni would want credit towards a second degree
 - Better than going to Phoenix University; know what to expect from Marquette University
- Cost
 - Now, close to \$3,000 per class
 - Maybe alumni would audit (no credit) and pay \$500
- Tier type of courses and costs
 - Look at what other online universities charge
- Incentivize alumni by offering a free course
- It is the content that drive people in
- Free sample course (module) – so that they know what they are getting
- Be strategic – start with one cluster (just lifestyle or the summer courses)
- Where would the technical support for the user come from?
- Intro to online learning for Intro to D2L could be a webinar we offer to alumni?
- Offer free online courses to alumni over 65
 - Will engage them so they give
- Come back in April and present on survey results and demonstrate
- Should have a strong communication and marketing strategy
 - Address alumni’s fears on technology

- There is a trust element in the online learning community
- When would you launch? (possibly a year from now)
- What would class size be?

▪ **National Marquette Day**

- Performed SWOT analysis this year and created objectives and goals for the program
 - Included utilizing the NMD platform to tell the Marquette story and build national reputation
 - MU news feed on nationalmarquettetoday.com
 - And be inclusive of the entire MU community: students, alumni, parents, fans
 - NMD Theme: We Are Marquette
 - Enhanced student programming:
 - Vine Out, Ahoy Video Contest
 - Students will be asked to show us their MU spirit in a 6 second video
 - Winners will receive 4 seats to the VIF sections at the NMD game
 - Worldwide Spirit Day
 - 22% discount on beverage (TBD)
 - Not just for students – entire MU community will be asked to participate and post your MU love on social media with #MUDay14
 - NMD poster
 - Placed in Tribune
 - And included in regional game-watching party packages
 - Marquette Nation Spirit Squad
 - Marquette Nation student group will hand out a special giveaway and have face-painting for students who are lined-up outside to get into the game
 - Promoting parent programming on nmd website for the first time
 - NMD materials at lacrosse and women's mubb games (never been done before)
 - Increased presence at Bradley Center (signage)
 - Increased social media presence
 - Creative shareable graphic
 - Enhanced FB ads
 - What MUAA national board can do:
 - Spread the word
 - Promote nationalmarquettetoday.com
 - launch mid-next week
 - Use #MUDay14 on social media
 - Forward emails

- Promote the Plan Your Own Party Form (we currently have 50 sites; goal is 90)
- Participate in Worldwide Spirit Day on Friday, February 14 – show your love for MU
 - Wear your blue and gold to work or at home
 - Post photo on Facebook and Twitter and tag it with #MUDay14 to enter to win one of two \$75 Spirit Shop gift cards
- **Regional Marketing Plans**
 - West Coast Regional Plan
 - 52 engagement programs/touches
 - 25 email campaigns
 - 12 postal mailed print invitations
 - 8 Phonathon calls
 - 4 issues of *Marquette Magazines*
 - Special programs: Reunion Weekend, Alumni National Awards, University news
 - Plus social media
 - Proposed new approach: “News sheet”
 - Annual print piece to encapsulate West Coast news from previous year and the year ahead
 - Events, regional clubs and staff contacts
 - To be used by fundraisers as a leave-behind piece or a conversation starter
 - Can take the place of a certain email and mail touches
 - Feedback:
 - Like the *Marquette in the News* and Pride Points
 - Calendar on a the printed sheet
 - Like the predictability
 - Plug in sports
 - Admissions; high school fairs

Governance Committee:

Standing committee to oversee the appointment and nomination process of all directors, develop and administer the board’s election process, and propose amendments to by-laws as appropriate.

Directors:

O’Toole, Mary - Chair
 Addy, Mike
 Andryc, Joel
 Casper, Sandy
 Curtis, Greg

Dillow, Katie
LaFleur, Cathy
McDonald, Molly
Sheridan, Rondell

Staff:

Simmons, Tim – Staff Lead

Committee reviewed Outgoing and Renewable directors:

Outgoing Directors

Name	Position	School/College
Brittany Riesenbeck*	Student	Business
Greg Curtis	Past President	Communication
Sandy Casper	Dental	Nursing/Dental
Francie Reding	Southeast	Arts and Sciences
Rondell Sheridan	West	Communication
Gary Bettin	At-Large	Business
Jamie Delgadillo^	Milwaukee	Business
Bob Boehler#	Engineering	Engineering
Catherine LaFleur	Law	Law

*One-year student director term

^Completion of Dillow term

#Declined second term

Directors eligible for renewal

Name	Position	School/College
Molly McDonald	Communication	Communication
Bob Boehler	Engineering	Engineering
Tricia Mathie	Health Sciences	Dent Hy
Diane Munzenmaier	M Club	Arts and Sciences
Ron Smith	Pro Studies	Pro Studies
Tim Vetscher	Southwest	Communication
Emili Ballweg	Upper Midwest	Engineering
Dick Goulet	At-Large	Business

Bob Boehler has declined a second term, so a replacement will be sought.

The committee also discussed ways for the National Board to respond to the university's financial situation, including the possibilities of a smaller board and fewer meetings. The committee will

continue to discuss, pending feedback from the university on college and division plans and cut-backs.

Board Dinner on Old World Third Street

Molly Cool's

A casual evening of mixing and mingling was a refreshing change of pace after a content-heavy day of business.

Saturday, January 18, 2014

Reflection:

Tim Vetscher led the board in prayer, followed by all directors singing the Marquette Anthem.

VP/President-elect Vision Statement: President Mary O'Toole introduced this topic by explaining that the candidate meets all the criteria to run for president, having completed at least one full year on the National Board. The official vote will be taken on the Saturday morning of our April meeting.

Catherine La Fleur (Law '88) is the sole candidate, and presented her five-minute remarks. Cathy acknowledged that she has the time and desire to take on leadership of the board. She has taken leadership positions on boards of all types, including the Marquette Law School alumni board. She enjoys and excels in this volunteer work. One focus she expressed was a desire to work to involve older alumni in the work of the MUAA. Her self-nomination form was included in all directors' packets.

Friday recap:

Meg Brzyski Nelson

Meg led a discussion to ensure that questions or concerns about the many issues covered on Friday were addressed. Issues raised in this discussion centered on the financial status of the university, with concerns over how we are using outside experts.

Seven Essentials and Alumni Engagement Scoring Model

Stacy Mitz, Managing Director, Engagement and Affinity-based Giving

Stacy reviewed the important tools of the Seven Essentials (of highly engaged alumni) and the Alumni Engagement Scoring Model, employed to measure how effectively our MUAA efforts are in increasing engagement.

Redeveloping the Marquette Brand

David Murphy, Vice President Marketing and Communication

Dave spoke about university efforts to examine our brand strategy and develop new creative concepts. He began by reviewing the research conducted around external perceptions, which the board had first seen in September 2012, and concluded with review of some creative concepts and tactics. This was an entertaining and interactive session.

Adjournment at Noon

Basketball Game watching Parties

Catch 22 with YAA (men)

Al McGuire Center (women)