

**MARQUETTE UNIVERSITY ALUMNI ASSOCIATION NATIONAL BOARD OF DIRECTORS
STRATEGIC PLAN SUMMARY 2021-2024**

We have been transformed by our time at Marquette University; therefore, we seek to *Be The Difference* for our Marquette family through our service on the National Board of Directors. In the words of St. Ignatius, we will strive to ‘set the world on fire’ through our work, while inspiring our fellow alumni to do the same. We will strive to help achieve the goals of *Beyond Boundaries*, Marquette’s strategic plan, and we fully embrace Marquette’s vision to be among the most innovative and accomplished Catholic and Jesuit universities in the world.

MUAA PURPOSE

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

NATIONAL BOARD PURPOSE

The MUAA National Board of Directors counsels and supports Marquette University on issues and initiatives with alumni focus. Board members share a deep passion for Marquette and serve as active and engaged alumni role models, empowering and motivating fellow alumni to connect with the university in innovative and meaningful ways.

HOW WE DO IT? OUR GUIDING PRINCIPLES

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

STRATEGIC DRIVERS

MUAA has aligned its efforts and initiatives around three strategic drivers from *Beyond Boundaries* where it can have the greatest impact: **inclusion, community engagement, and innovation.**

DRIVER #1: A Culture of Inclusion

The Board shares the university’s commitment to and focus on diversity, equity and inclusion. We strive to foster a culture and environment that values, respects, and welcomes all, along with promoting a sense of belonging within our alumni community.

INITIATIVES:

- ⇒ Collaborate with key university partners:
 - Admissions: participate in fall/spring admissions fairs, virtual alumni panels, peer screen list of alumni owned/alumni connected businesses, email outreach to business owners.
 - Alumni groups: strengthen MUAA integration with Black Alumni Association, Hispanic Alumni Association, Regional Clubs, etc. and others.
 - University Advancement: identify diverse alumni for volunteer, speaker, and Alumni Awards pipeline; inspire alumni to support DEI efforts including Equity in

MKE, Backpack Program; drive momentum on public launch of comprehensive campaign.

- ⇒ Seek to achieve a more inclusive board (race, sexual orientation, etc.) in line with university-wide goals.
- ⇒ Align selection of alumni award recipients with diversity goals.

Ongoing: Understand the various volunteer groups, their purpose and unique impact on Marquette's alumni engagement; increase efforts to highlight Marquette's diversity; achieve 100% director participation annually in President's Society level; serve as advocates, challenge donors, peer-to-peer fundraisers around giving initiatives.

DRIVER #2: Community Engagement

Achieving an engaged and passionate alumni community requires effective communication across all available mediums with the goal of creating collaboration and raising the profile of Marquette University.

INITIATIVES:

- ✓ Train alumni board members on the use of social media to leverage their networks.
- ✓ Unite the collective giving of the Board to help address key need of food insecurity among students through their support of the Backpack program.
- ✓ Provide feedback to University Advancement and Office of Marketing and Communication on MUAA branding and communication.
- ⇒ Increase faith-centered programming and communication (webinars on Advent Reflections, Ignatian Spirituality, monthly alumni newsletter articles, etc.).
- ⇒ Use the digital toolkit to communicate MU's strategic priorities with Marquette networks.

Ongoing: Understand the components of the engagement score and identify opportunities to enhance the model; through peer screening efforts, identify potential high-level volunteers and new donors, while ensuring accurate constituent information to maximize outreach efforts.

DRIVER #3: Innovation

Create, plan and execute alumni engagement initiatives with boldness, in keeping with *Beyond Boundaries*, which asks us to "think and act differently so that together, we can do more."

INITIATIVES:

- ⇒ Launch and sustain Beyond MU lifelong learning series to alumni.
- ⇒ Transform Marquette Circles networking as virtual events.
- ⇒ Inspire alumni giving through the use of the GiveCampus platform, incentives, and other innovative ways.
- ⇒ Leverage Board member expertise and collaboration opportunities to help MU navigate a future amid a changing landscape for higher education in a post-pandemic world.

Ongoing: Increase opportunities for alumni to engage with faculty (e-communication, programming, etc.); foster Marquette's culture of innovation through promotion of research and other visionary initiatives of students, faculty and staff (e.g. – promote the results of Innovation Fund applications)

Key:

- ✓ Completed

- Not Started
- ⇒ Started and will continue

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