

ENGAGEMENT OPPORTUNITIES

ADMISSIONS

There are many opportunities to connect with current and prospective Marquette students and families. Programs happen throughout the year and aim to foster and broaden the Marquette community.

Admitted Student Receptions

Hosted by current parents in key recruiting regions

- Held in late winter/early spring (ideally over spring break when Marquette students may be home).
- Encourage accepted applicants to “commit” to Marquette and make their tuition deposit.
- Hosts incur the cost of the gathering; their expenses can be submitted for gift in-kind credit.

Alumni Congratulatory Phone Calls to Admitted Students

Made by regional, local, college and interest-based clubs to accepted applicants in February

- Alumni offer congratulatory phone calls to admitted students.
- Parent-to-parent calls occur in June. Friendly calls to parents of deposited students serve as a welcome and an opportunity to answer questions new parents may have about the university.

Alumni in High Schools

Marquette alumni who are high school teachers or guidance counselors

- High school professionals may serve as university representatives, encouraging students to apply to Marquette.
- Admissions Office can provide gifts and additional MU information to feature Marquette in high schools.

College Fairs

Parent and alumni volunteers across the country

- Help recruit students by representing Marquette regionally at local college fairs (September, October, November).

Summer Send-offs

Hosted by alumni and current parents in key regions with incoming students

- Held in late July or early August.
- Another way for incoming students to connect with Marquette over the summer.
- Hosts incur the cost of the gathering; expenses can be submitted for gift in-kind credit.

CAMPAIGN

TBD

CLASS AND AFFINITY REUNIONS

A reunion celebration is successful when classmates return to campus to celebrate. There are a variety of volunteer opportunities around Reunion Weekend (time commitments are flexible):

- Class liaison lead, which includes outreach to classmates and peer to peer solicitation.
- Writing postcards to classmates.
- Soliciting sponsorship for Friday night class parties (5- to 45-year reunions).
- Volunteering at Alumni Reunion Weekend.

HOSTING/ORGANIZING EVENTS

Basketball Gatherings

Whether it's National Marquette Day or another game during the season, regional and global programs provide opportunities for alumni, parents and friends to experience Marquette basketball action. For National Marquette Day, game-watching hosts and guests are encouraged to participate in social media contests and the opportunity to submit photos, which may be displayed on the BMO Harris Bradley Center jumbotron during the game.

Home/Office Gatherings

Marquette alumni, parents and friends can open their homes or lend office space for networking and/or social or spiritual Marquette gatherings (e.g. hosting a traveling faculty member; welcoming new Marquette graduates who have moved to your city; organizing a Christmas party).

MENTORSHIP

Alumni and parents can be part of the Marquette Mentor Program and establish a relationship with a current student or young alumnus/a.

RECOGNIZING FELLOW ALUMNI

Class Notes (print and online)

Alumni can submit an entry to Class Notes regarding a promotion, marriage or new baby. In addition, alumni couples (known as Marquette Sweethearts) can share their milestone anniversary (such as 5, 10, 15, etc.). Class Notes appear quarterly in Marquette Magazine, and three alumni are highlighted monthly in the online alumni e-newsletter.

Alumni National Awards

An alumnus, alumna or friend of the university may be nominated for an Alumni National Award, which are presented in All-University, college and affinity-based categories.

SOCIAL MEDIA AMBASSADOR

Increase communication and engagement with the Marquette community by sharing university news, events and fundraising efforts through your social networks. Content is shared with ambassadors through email and an exclusive #MUSocialAmbassadors Facebook group.

SPEAKING AT PROGRAMS, HELPING SECURE SPEAKERS/SPACE

Alumni, parents and friends considered experts in their industries/fields may serve as speakers at a variety of programs, from club-sponsored leadership forums to engagement programs. Well-connected alumni, parents and friends also assist Marquette's planning efforts by connecting the university with individuals who can serve as speakers/content experts. These programs may be held at a company, private club or unique venue where you help Marquette gain special access to space.

SPONSORSHIP

- Sponsor an event.
- Donate an auction item.
- Buy a table at the event.