Progress on our Strategic Plan

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MUAA Strategic Plan FY13-15

Strategic Drivers

Strategic Initiatives

Increase depth and breadth of alumni engagement

Utilize the alumni network to enhance Marquette University’s reputation of excellence nationally

Broaden alumni donor base and grow giving at all levels to ensure access and excellence

Diversity & Inclusion

Redefining Excellence

Technology

Strategic Drivers
Increase depth and breadth of Alumni Engagement

• Alumni Engagement Committee
  This committee will help us work more deeply some key identified segments of the alumni body, continuing the use of the Seven Essentials and engagement scoring tools to best meet the needs of alumni.

• Chapter Effectiveness Committee
  This committee will work to ensure our many and varied chapters are strong
Successes under initiative…

Alumni Engagement Committee
– “Listening and Learning” assistance: Chicago, LGBT, and Alumni of Color
– Young alumni and students - MU Traditions

Chapter Effectiveness Committee
– Enhanced volunteer recognition
– Fr. Pilarz involvement – August e-news
– Participation in Regional Club conference calls
  (key to sharing best practices.)
Enhance reputation of excellence nationally

- **National Reputation Committee**
  This committee will work with campus partners to focus on how we best share Marquette successes with our alumni wherever they live and work, and continue to build the Marquette networks and connections crucial to a strong national reputation.
Successes under initiative…

National Reputation Committee
– Feedback/context given on aspirational survey work
– Direction on better online communication (LinkedIn, E-Mentor, Facebook)
– Mentor Pilot Program direction
Broaden alumni donor base / grow giving all levels

• Alumni Donor Participation
  This committee will focus on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.
Successes under initiative…

- **Alumni Donor Participation Committee**
  - PayPal now being used at events.
  - Chicago MU Flag promotion – room to grow!
  - All scholarships now listed among giving options online
  - Committee owns university KPI of donor #
Survey says “Room for Improvement!”

• What we heard from board member survey:
  – Less overlap between committees
  – More discussion / less presentation
    • Materials sent ahead of meetings
  – Clearer outcomes defined
  – Work between on-campus conferences