Strategic Planning Overview

September 19, 2014
Presented by Katie Dillow, Bus Ad ’00
MUAA President
Background

- 3 year planning cycle
- Historically taken a “blank page” approach
- 2014/2015 is the final year of our current cycle
Inputs to Strategic Planning

- MUAA Purpose & Guiding Principles
- Current MUAA National Board Strategic Plan
- MU Strategic Plan – *Beyond Boundaries*
- New context and Board member perspectives
MUAA Purpose & Guiding Principles

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
Current Strategic Plan

Strategic Drivers

- Diversity & Inclusion
- Redefining Excellence
- Technology

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

Strategic Drivers
University Strategy: Beyond Boundaries

• Pursuit of academic excellence for human well-being
• Research in action
• Social responsibility and community engagement
• Formation of the mind and the heart
• Enhancement of organizational effectiveness
• Sustainability of valuable resources
Strategic Planning Goals

• Create FY16 – 18 Strategic Plan
  – Confirm Strategic initiatives
  – Measureable objectives
• Clarify and document MUAA National Board role
• Build from our current plan, identify gaps
• Integrate Plan objectives and Advancement staff workplans
Strategic Planning Committee

Board Members
• Mary O’Toole (Immediate Past President)
• Catherine La Fleur (Vice President/President-elect)
• Joel Andryc (Senior)
• Diane Munzenmaier (Junior)
• Gail Zielinski (Senior)
• Mike Addy (Sophomore)
• Amy Haffner (Sophomore)
• Katie Dillow (Chair)

Staff
• Tim Simmons
• Stacy Mitz
• Sara Harvey
Timeline

- **Sept**
  - Committee Kick-off
  - Brief Full Board

- **Oct – Jan**
  - Committee conference calls
  - Strategic initiative gap assessment, brainstorm objectives

- **Jan**
  - Committee Meeting
  - Full Board Workshop

- **Feb - April**
  - Committee conference calls
  - Refine objectives, initiate workplans

- **April**
  - Present final plan
  - Board Approval
Questions?