

Breakout #1 (Ann Marie)

1. What common questions do you hear about the Association and its benefits?
 - Fewer questions, but hesitation – people think it's giving focused only
 - Alumni Association has quieter voice in sharing key events and activities through the university
2. What functional benefits appeal to members? (e.g. access to networking opportunities, webinars, discounts)
 - Circles!!
 - Networking to seek employment; advancing career
 - Travel packages
 - Discount in spirit shop
 - Connecting in person; social
3. If the Association could (hypothetically) have any celebrity spokesperson, who would it be and why?
 - Dwyane Wade
 - Dan Pudi
 - Jimmy Butler
 - Doc Rivers

Breakout #2 (Pat)

1. What are the Association's biggest strengths? Biggest weaknesses?
 - Strengths: Engagement, passion, resource rich, responsive and action-oriented, desire to be inclusive
 - Weaknesses: Hard to find things online, Alumni Clubs are "on an island," disparate thoughts/direction
2. If the Association was a car, what would it be and why?
 - Station wagon – comfortable, engaging, welcomes everyone, dependable
 - Want to be a Tesla
3. When you leave a room after a conversation about the Association, what do you want people to feel or think about the Association?
 - It's welcoming, personal, a resource, included in opportunities/discussions
 - People are drawn to be connected with the university and each other

Breakout #3 (Ron)

1. Where do you see opportunity for the Alumni Association in the future?

- Close the gap between new grads and the Association (start before graduation)
- Immediately communicate that we're not only about giving money and where the local clubs are situated
- Sponsor an event for grads before graduation (connecting graduation years so they can learn from one another)

2. What emotional benefits appeal to members (e.g. friendship, camaraderie, connection)?

- Community and service
- Learned how we could make a difference
- We are a family and – spiritually – we are always at Marquette
- Ignatian lens, Jesuit spirit

3. If alumni remember only one thing about the Association and its benefits, what would you like that to be?

- Connection with Marquette graduates spanning all years
- When we get information from Marquette, we share it with alumni – you're still part of the community – stay tuned with what's happening.