

## MARQUETTE UNIVERSITY ALUMNI ASSOCIATION NATIONAL BOARD OF DIRECTORS

### STRATEGIC PLAN SUMMARY 2018-2021

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 and each other.

#### **NATIONAL BOARD PURPOSE**

The MUAA National Board of Directors assembles to offer counsel and support to 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**

Strategic drivers are foundational tenants that guide the National Board’s work. These drivers often are beyond the board’s direct control, but they do impact the work of the board and align with the university’s goals.

#### **A Culture of Inclusion**

The board is a crucial participant in the future of the university, and its goal is to foster a culture and environment that values, respects, and welcomes all, along with promoting a sense of belonging within our alumni community.

#### **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.

## **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.”

### **STRATEGIC INITIATIVES**

These strategic initiatives are determined to be important and timely areas of focus for the National Board:

- Understand and grow the depth and breadth of alumni engagement.
  - Review demographic data of alumni and club regions.
  - 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.
  - Review spiritually offerings and enhance efforts around faith-centered programming and communication; tap into best faith-related practices of other universities.
  
- Serve as leaders and understand the National Board’s impact on the volunteer ecosystem.
  - Understand the various volunteer groups, their purpose and unique impact on Marquette’s alumni engagement.
  - Understand Marquette University strategic priorities and clearly communicate them with alumni, parents and friends through various platforms – events, email, social media, website, phone, etc.
  - Develop training tools for use across the volunteer ecosystem.
  - Explore additional opportunities to collaborate with university partners.
  
- Broaden alumni donor base and grow giving at all levels.
  - Educate alumni, parents and friends around the importance and impact of giving.
  - Serve as advocates, challenge donors, peer-to-peer fundraisers around giving initiatives.
  - Increase and sustain donors through stewardship efforts (e.g. first-time donor program, President’s Society, etc.).
  - Achieve 100% director participation annually at the President’s Society level.

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

- Enhance career programming for alumni by leveraging the alumni network
- Increase efforts to highlight Marquette’s diversity
- Leverage the alumni network through social media
- Identify opportunities to cultivate and capitalize on relationships with Marquette business owners and community partners
- 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)