

Group one: How can alumni help MU continue to attract a diverse student population?

- Get more into communities
 - Cristo Rey
 - Milwaukee Public Schools
 - Upward Bound
 - Chicago Scholars and Link Unlimited Scholars (High school students)
 - Tap into community colleges
- Bring them on-campus events
 - Brotherhood Summit – get board members/alumni involved
 - Shadow program – match them with a student they can relate to
 - Spotlight alums and share with Admissions to pass along to admitted students
 - Upward Bound program
 - Spotlight diverse faculty

Group two: What are some innovative ways that alumni can communicate to prospective and admitted students?

- Critical that our financial aid package be competitive. Without this, communication may be pointless.
- Our recruiting and acceptance materials must reflect the student, so the student can see him/herself at MU
- Look for ways for alums to connect with prospective students in their “area”, both geographically and in areas of study. For example, “Marquette is Worth It” campaign.
 - Zoom/actual meetings with local club leaders, prominent alums, etc.
- Use some thoughtful unique small “gifts” to connect with admitted students. For example, the Mentor program had the mentors purchase cookies to be sent to mentees. There was another program that involved sending pretzels to students, with the pretzels produced by an alum owned company.
- Alums send handwritten notes to admitted students. It’s so old school it’s new! Who gets a handwritten note these days? This could be a way for the alums to emphasize the return on investment of the MU tuition dollars.
- Borrow/Adapt the Cristo Rey model. Try to arrange for internships for admitted students with companies owned by alums in the admitted students’ area of interest. “Pay” could be in the form of future tuition dollars.

Group three: How can MU alumni clubs get involved and help with recruitment and networking with prospective and admitted students?

- Outreach to counselors
Idea was that if admissions officers have trouble getting time with high school college counselors. We perhaps could have alumni clubs reach out and host virtual college nights with them for their school.
- Malls
Post Covid have an information table up at a local mall.

- Testimonies (Virtual)
Tape regional testimonials of successful Alums as well as famous alums and weave into Zoom events asynchronously.
- Bring alums into the conversation
- Promote club scholarship (where applicable) as an opportunity
 - Utilize the club scholarship events as recruitment challenges for next years class.
- Tap into current students
 - Utilize upperclassmen from their different home states to virtually help recruit from their home high schools.
- Host events for prospective/admitted students (30 mins via Zoom)
 - Utilize tapes testimonials of current students, recent grads, successful alums.