

# Welcome, MUAA National Board of Directors



**BE THE  
DIFFERENCE.**

# **Call to Order**

**Monica Oliver, Sp '81**

**President, MUAA National Board of Directors**

# Invocation

**Bill Krueger, Eng '87**

**Vice President/President-elect  
MUAA National Board of Directors**

# New Graduate Welcome: Break-Out Sessions

## Question:

Given that commencement will be virtual, what are innovative ways to welcome new grads to the alumni association?

**Group 1: Brescia** (lead), Delgado, Jaeger, Krueger, and Neugent

**Group 2: Jorgenson** (lead), Gardner, Giordan, Hernandez, McGowan, Oliver and Wick

**Group 3: Carley** (lead), Ariola, Leung, Manghera and Schwendler

# New Alumni Idea Starters

## New alumni engagement idea starters...

- Video Message from the National Board
- **Microsite dedicated to new alumni at Yale highlighting benefits, networking**  
<https://alumni.yale.edu/news/congratulations-new-graduates-and-welcome-yale-alumni-community>
- **NYU microsite for new grads introduces benefits, alumni ID cards, lifetime email & discounts**  
<https://www.nyu.edu/alumni/benefits/new-grads.html>
- **Northwestern “student to alumni” transition team offers seminars on “Financial Foundations” series, guidance for “renters,” etiquette etc.**  
<https://www.alumni.northwestern.edu/s/1479/02-naa/16/interior.aspx?pgid=19970&gid=2&cid=50056>

# **Executive Director Updates**

**Sarah Burkhart, Bus Ad '03, Grad '12**

**Executive Director, MU Alumni Association**



## DIGITAL SKILLS CERTIFICATE

Get In-Demand Skills...Without the Degree

**Continuing Education site  
is LIVE**

<https://www.marquette.edu/c/continuing-education/>

**Blue & Gold United  
Virtual Silent Auction is  
LIVE**

[BGUnited.givesmart.com](http://BGUnited.givesmart.com)



Visit [blueandgoldunited.com](http://blueandgoldunited.com)

# NATIONAL MARQUETTE DAY AT HOME

## VIRTUAL SELLOUT PACKAGES



**EXCLUSIVE NMD SHIRT**  
(INCLUDED IN GOLD PACK)

### SIX VIRTUAL PACKAGES INCLUDE:

VIRTUAL SEAT(S)

COMMEMORATIVE  
NMD TICKET

CHANCE TO WIN  
2021-22 SEASON TICKETS

PRIORITY POINTS



# MARQUETTE ALUMNI ASSOCIATION UPDATES



Virtual Chalk Talk



Beyond Graduation. Beyond Campus. Beyond Boundaries.

# MU REUNION

# THE FUTURE HOME OF MARQUETTE BUSINESS



View looking south from the Alumni Memorial Union

ACHIEVING BEYOND BOUNDARIES



BE THE DIFFERENCE.

# MUAA National Board Strategic Plan 2021-2024



MARQUETTE  
UNIVERSITY

**BE THE  
DIFFERENCE.**

# **Building the Pipeline:**

**Alumni Owned/Alumni Connected Business**

**Holly Hamilton, Senior Engagement Advisor**

# Alumni Affiliated Hospitality

- ✓ Products: Food, Beverage, Entertaining
- ✓ Spaces: Restaurants, Bars, Hotels, Event Venues
- ✓ Talent: Executive Chef, Baker, Tour Guide, Instructor

# Alumni Affiliated Hospitality

- ✓ Why track?
  - Support fellow alumni during pandemic and beyond
  - Marquette pride and promotion
  - Admissions and alumni events
  - Create a connection
  - Add spreadsheet link here.

**MISSION BBQ®**

business with **meaning** and purpose

MERA KITCHEN COLLECTIVE



BUSINESS ROOTED IN THE VALUES OF EQUITY, SOLIDARITY, EMPOWERMENT, AND BUILDING COMMUNITY.

we do what we love  
and we love what we do



“We can't thank you enough for your continued support of our small business.”



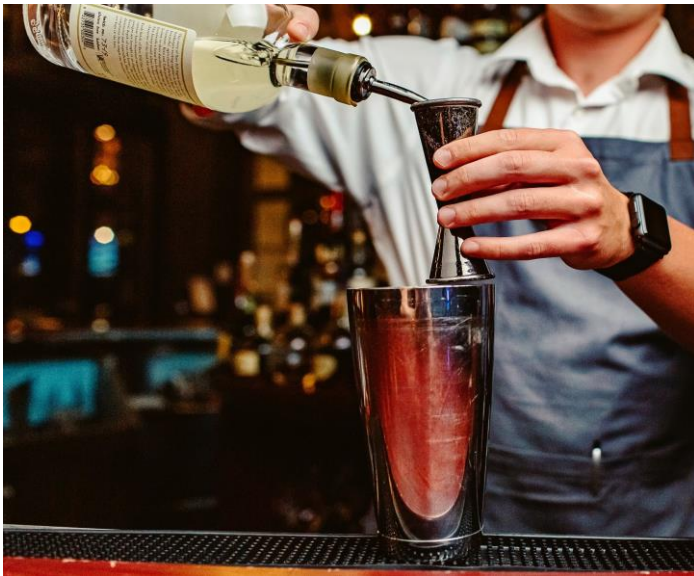
**MEAT & PROVISIONS**



**veruca**  
chocolates  
*I want it now!*

My amazing staff and I love what we do and I believe that shows through in each of our products.

**Know of an alumni affiliated hospitality service provider?**  
**email to [holly.hamilton@marquette.edu](mailto:holly.hamilton@marquette.edu)**





February 2021

# ALUMNI DONOR PARTICIPATION COMMITTEE

## **Alumni Donor Participation Committee**

**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.**

### **AGENDA**

**FY21 Alumni Participation To-date**

**Give Marquette Day Updates and Ways to Participate**

**Reunion Pop-up Shop**

# FY21 Undergraduate Alumni Participation Results

## As of 2.19.21

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation as of 2.19.21: 15.8%**
  - FY20 results as of 2.21.20: 14%

# Give Marquette Day Highlights

- More than 20 matches and challenges confirmed and several pending
- Social challenges to keep an eye on (@MarquetteU)
  - **Backpack Program** - \$5,000 from the National Board if 200 people are tagged in comments
  - **St. Joan of Arc Chapel Renovation** – \$2,000 if we get 200 comments on post
  - **Equity in MKE** - \$25 for every person who likes/shares post (up to \$2,500) and \$5 for every \$1 donated to Equity in MKE (up to \$60K)
  - **We Are the World Video** - \$10,000 to support Bridge to the Future if we get 100 shares of the video
- New this year: Google Ad
- Advocacy and the Marquette Volunteer Portal



# **BE AN ADVOCATE ON GIVE MARQUETTE DAY**

**MARCH 2, 2021**



**BE THE  
DIFFERENCE.**

# Create an account (or if you already have one, log in)

## Sign up

Log in with Facebook

We'll never post to Facebook without your permission.

Or sign up with email

Name

Email

Password

College

Grad School

Primary/Secondary School

Sign up

Already have an account? [Log in](#)

When you share the campaign on Facebook, Twitter, or email, you will know exactly, how many clicks, gifts, and dollars your sharing is generating.



ABOUT (16) DONORS (3,992) **ADVOCATES (138)**

-  Matthew and Colleen Glisson, both Eng '00  
❤️ matched 40 gifts for a total of \$10,000
-  Beth McCostlin, Arts '06, and Adam McCostlin, Bus Ad '06  
❤️ Gave \$10,000 because 250 gifts were made during a Challenge!
-  A group of alumni of the AIM program  
❤️ matched 57 gifts for a total of \$6,836
-  Juliana Furlong, Comm '90, Grad '98  
❤️ matched 26 gifts for a total of \$5,000

# Consider your own gift



Lead by example and make a donation of any size.

Gifts can be made by credit card or debit card, PayPal, ApplePay and Google Pay.

Thank you for making a difference!

\$ 100    \$ 250    \$ 2,500

Amount\*    \$

Designation    Select a Designation

[Sign in with Facebook to autopopulate form](#)

Name\*    First and Last Name   
 Please do not display my name

Email\*    your\_email@example.com

Street address\*    Street, City, State, Country

Zip code\*    Enter your billing ZIP or postal code

Joint gift?    Spouse/Partner's Name     Spouse Class

Affiliation:

Alumnus/a     Parent  
 Student     Friend  
 Faculty/Staff

I have read and agree to the [terms of service\\*](#)

[Go to Checkout](#)



# Offer a Matching Gift or Challenge

**Matching Donations** ⓘ

Offer a Matching Donation

**Challenges** ⓘ

Offer a Challenge

Motivate others to give by creating your very own matching donation or challenge.

**How?** On the campaign page, click on “Offer a Matching Gift” or “Offer a Challenge” on the campaign side bar.

**Create your match!**  
[Learn more](#)

I will match up to \$

\$1 per \$1 donated       Until campaign end  
 Other       Other

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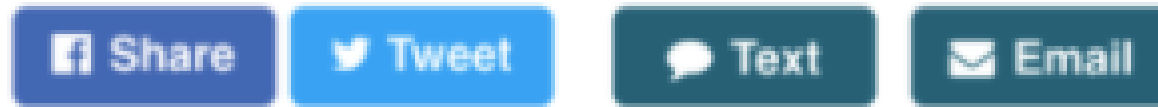
Match your class or a list of friends





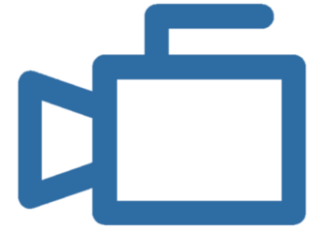
# Share, Share, Share

The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!



Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!

# Tell your Story



Upload a short video and use your own words to explain why this campaign is important to you!

## How: 3 Easy Steps



### Record a short video

Tell your friends why you're supporting this campaign and why they should, too.



### Upload your video

After you upload the video, you'll receive a link to share.



### Share!

Share the link with your friends and inspire them to make a gift.

# REUNION POP UP SHOP

GET YOUR  
MARQUETTE  
REUNION GEAR



February 2021

# AWARDS COMMITTEE

## **AWARDS**

Standing committee to oversee the Alumni National Awards process and provide recommendations for the All-University award recipients and select the Pedro Arrupe Award for student service and leadership.

### **Plan for Alumni National Awards 2021 - 100% Virtual**

- **How do we promote?**
- **How do we ensure the recipients feel special?**
- **What social media avenues do we use?**
  
- **We referenced examples of local awards and brainstormed ideas.**

# Red Cross Heroes – Chicago Area

Home > Local > Illinois Region > About Us > News and Events > Events >  
**Heroes Breakfast**



# Honoring Our Heroes

# Milwaukee Business Journal 40 under 40



Recognizing Milwaukee-area leaders under the age of 40

# 40 Under 40 Awards

# Crain's Chicago Business 2021 Notable HR Leader

[Need talent now? - Upwork is your answer. Hire from the top website for expert professionals.](#) Ad ...



**Marissa Delgado (Martin)**

Managing Director at Koya Leadership Partners

[View full profile](#)



**Marissa Delgado (Martin)** • 2nd

Managing Director at Koya Leadership Partners

2w •

Thank you [Koya Partners](#), [Crain's Chicago Business](#) and friends!!!



**Koya Partners**

17,009 followers

2w • Edited •

[+ Follow](#)

Koya congratulates our very own [Marissa Delgado \(Martin\)](#), Managing Director, Executive Search, on being named to [Crain's Chicago Business's](#) 2021 Notable HR Leaders List.

Marissa has over 15 years of experience leading executive and senior leadership recruitments. She has deep expertise in social and human services, organizations with global reach, and health-related nonprofits.

Marissa has placed exceptional leaders at top nonprofits, including Boys & Girls Clubs of Chicago, Illinois Action for Children, Southern Poverty Law Center, Hazelden Betty Ford Foundation, Catholic Charities of the Archdiocese of Chicago, and the Illinois Department of Children and Family Services

Congratulations on this well-deserved recognition, Marissa. Your Koya family is

Ad ...

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**Messaging**

https://www.linkedin.com/feed/update/urn:li:activity:6762024003495329792/



# Pedro Arrupe Recipient

## Evelia Guerrero, Nursing student

- As MUSG President, Evelia was a featured speaker in the 2021 President's Address.

# MARK YOUR CALENDARS

## **Week of May 24 – Celebration Week**

This is the week we will be showcasing all of the Alumni National Award recipients.

**May 25 at 6:00 p.m. - All-University Awards Virtual Ceremony**

February 2021

# GOVERNANCE COMMITTEE REPORT OUT

## **GOVERNANCE**

Standing committee to oversee the recruitment process of all directors, propose amendments to by-laws as appropriate and make recommendations for board activities and initiatives.

**National Board Strategic Plan Refresh**

**Standing Agenda Item**

**New projects/initiatives**

**New Director Recruitment**

# Engaging Urban Scholars: Planning Sessions

## Negotiating

Lee Ann, Nick, Pat and Monica

## Networking

Aleisha, Bill, Lou, Marilynn, Paul, Robert and Ron

## Resume Reviews/Interview Prep

April, Ann Marie, Laura, Marissa, Mary Lou and Tom

# Wrap-up and Reminders

## Post-meeting Survey:

Please complete by Monday, March 8

## Upcoming Meetings

Thursday, March 25

5-7 p.m. CT

Saturday, April 10

5:30 p.m. CT – Campaign Launch

Thursday, May 20

5-7 p.m. CT