

# 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**

# ADVANCING MARQUETTE

MARQUETTE UNIVERSITY  
ALUMNI ASSOCIATION

NATIONAL BOARD



MARQUETTE  
UNIVERSITY

**BE THE  
DIFFERENCE.**

# Thank you, MUAA National Board



**MARQUETTE  
MIXERS**

**we are ALL  
marquette**

# Agenda

- Momentum and opportunities: Brian Dorrington
- Campaign launch
- Progress to date
- Growing a culture of giving



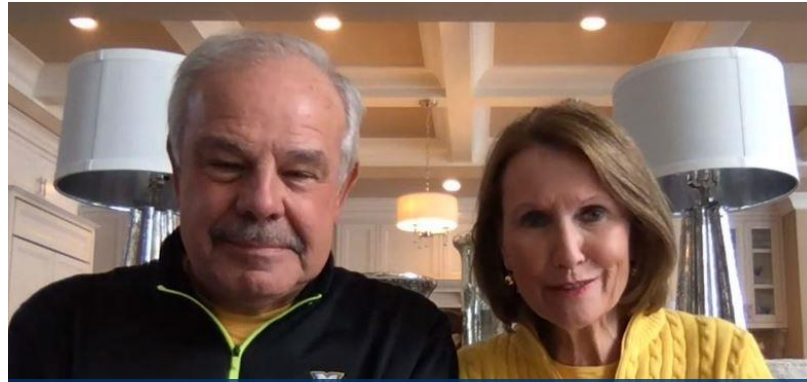
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# RECENT MOMENTUM



Darren & Terry Jackson - \$31M



Dr. Scott & Mary Ellen Stanek - \$2M



Wintrust Town Bank - \$2M



Frechette Foundation - \$5M



2021 Presidential Address

# ADVANCING DIVERSITY, EQUITY & INCLUSION

**EQUITY IN  
MIKE**  
— MARQUETTE UNIVERSITY —



**URBAN  
SCHOLARS**

## Future growth opportunities



# Marquette Business and innovation leadership programs building project

\$60M building goal

## Fundraising progress

**\$60.8M**

gifts and confirmed pledges

**62** gifts and confirmed pledges of \$100K + including 14 gifts of \$1M +

Concept View - 16<sup>th</sup> & Wisconsin

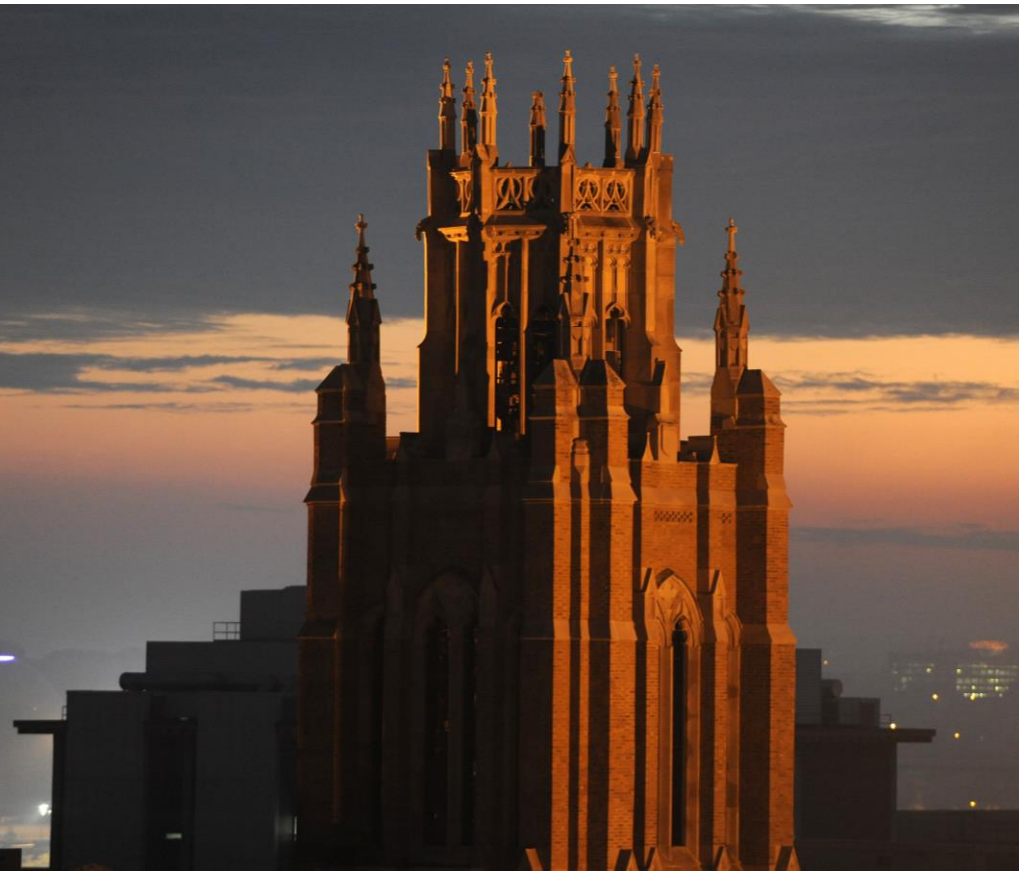


## St. Joan of Arc Chapel: Preserving an iconic, sacred space

- Structure dates back to early 15<sup>th</sup> century
- Renewed stone and structure, enhanced accessibility, more connection to Grotto
- Secured \$1 million gift from Slaggie Family Foundation, establish endowment
- At the center of Catholic, Jesuit identity

# CREATE SUSTAINABLE MOMENTUM

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- Preserve our founding mission
- Boldly inspire and galvanize our university community
- Tap into our core – our spirit, pride and passion
- Marquette is an educational difference maker in our community and world, producing men and women who serve others.



# **NOW IS THE TIME.**

**Not to rest on past achievements. But to ignite the difference we will be.**

Because on campus and beyond lie communities in need of help and hope. And, as torchbearers of the centuries-long Jesuit-led tradition, we are called to this mission. To serve as a force for good. To embody unity in a society of self. **To set the world on fire for others.**

We are here to lift up all. We are collaborators, change agents, challengers of the status quo. The brave and the bold who will answer the complex, urgent needs of today and tomorrow.

Now is our time to soar to new heights. To give boldly of ourselves. To invest in what counts. To create a movement that will elevate not only our university, but the world in which we live.



We invite you to  
***Be the Difference***

**April 10, 2021**



You are invited to join us virtually  
to celebrate Marquette's bold  
undertaking as we host our

## **CAMPAIGN LAUNCH EXPERIENCE**

Hear from university leaders, benefactors,  
and students about the remarkable impact  
of generosity and the importance of continuing  
our Marquette promise for future generations.

**Saturday, April 10, 2021**

Celebration Mass from St. Joan of Arc Chapel - 5:30 p.m. CST

Pre-program experience with Marquette celebrities - 6:15 p.m.

Campaign program - 6:30 p.m.

Concluding remarks and toast - 7:00 p.m.

Please register online at  
[marquette.edu/launch](http://marquette.edu/launch) by Friday, March 26.

For questions or special needs, please contact  
Arielle Smith at [arielle.smith@marquette.edu](mailto:arielle.smith@marquette.edu) or 414.288.4986.

Virtual event details will be provided upon your registration,  
as well as a gift box to accompany your evening.

**Don't miss this opportunity to rise with us.**

# Campaign Launch Week

Week of April 5

- Campaign case statement arrives in homes; pre-event gift box arrives for registered guests
- **Comprehensive digital toolkit**

Thursday, April 8

- **Campaign launch announcement** to alumni, parents, friends
- Campaign site and anthem video go live
- Campus announcement via *Marquette Today*
- Announcement news release for media
- Social media launch (all platforms) – quotes, video, impact stories

Friday, April 9

- Continuing social posts and impact stories

Saturday, April 10

- **Virtual launch experience**

Week of April 11

- Follow-up communication for launch event guests
- Continuing social posts
- BeyondMU webinars driven by pillars
- Spring Marquette Magazine insert (later in April)

# CAMPAIGN PROGRESS

Through March 12, 2021

**\$440M**

New gifts and pledges, 59% of \$750M goal

**48,545**

Donors (41% have made their first-ever gift to Marquette)

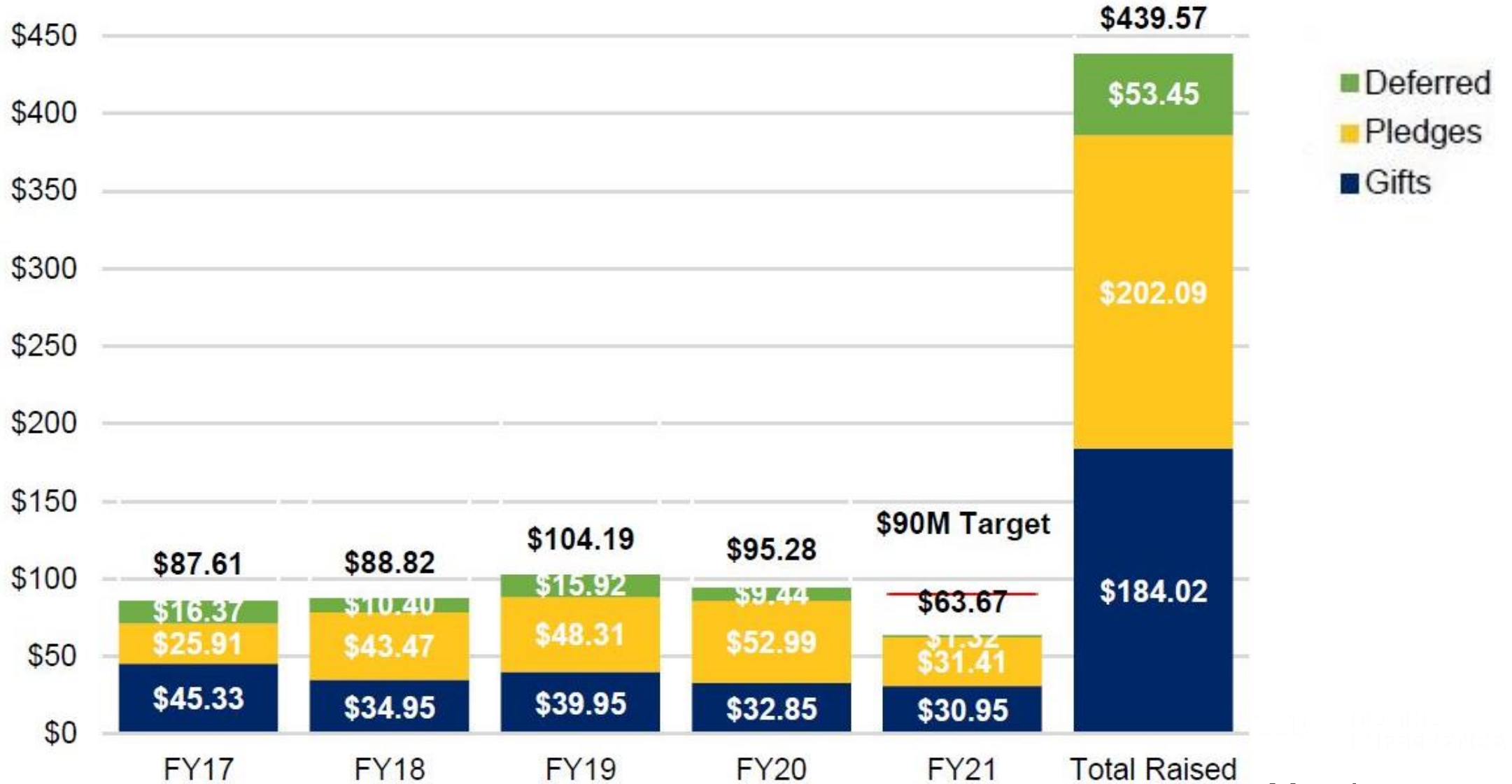
**513**

Donors who have given \$100K+ in commitments,  
59% were first-time major gift donors to Marquette

**89**

Donors who have given \$1M+ in commitments,  
67% gave first 7-figure gift to Marquette

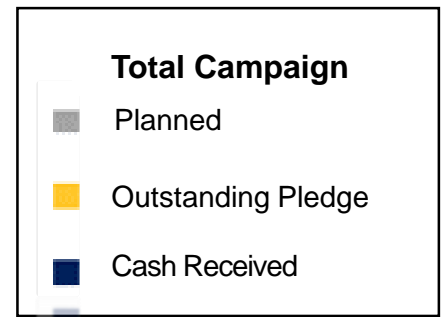
# CAMPAIGN COMMITMENTS BY FISCAL YEAR



March 12, 2021



# CAMPAIGN PROGRESS BY INITIATIVE



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# Creating a Culture of Giving: NATIONAL BOARD'S IMPACT ON GIVE MARQUETTE DAY

- Growing a culture of philanthropy
- \$5,000 raised collectively plus the Give Marquette Day challenge






Marquette University

104,999 followers


5h • 🌐

The National Board will contribute \$5,000 to the MU Campus Backpack Program when 200 people are tagged in the comments below. Help combat food insecurity today! [#GiveMUDay](#)

**MARQUETTE BACKPACK PROGRAM**



A 2018 study found that one-in-five Marquette students— most, commuter students without access to campus dining facilities—had experienced food insecurity during the school year.



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## Laura Carley

Rockin the [#GiveMUDay](#) mask today.

[#donate](#) [#wearemarquette](#)



🗨️ 1 ❤️ 9 📤



## Monica Oliver

Today is “Give Marquette Day” to celebrate the incredible school we know and love! The MUAA National Board will contribute \$5000 to the MU Campus Backpack Program to support students in need when 200 people are tagged.

[#GiveMUDay](#)

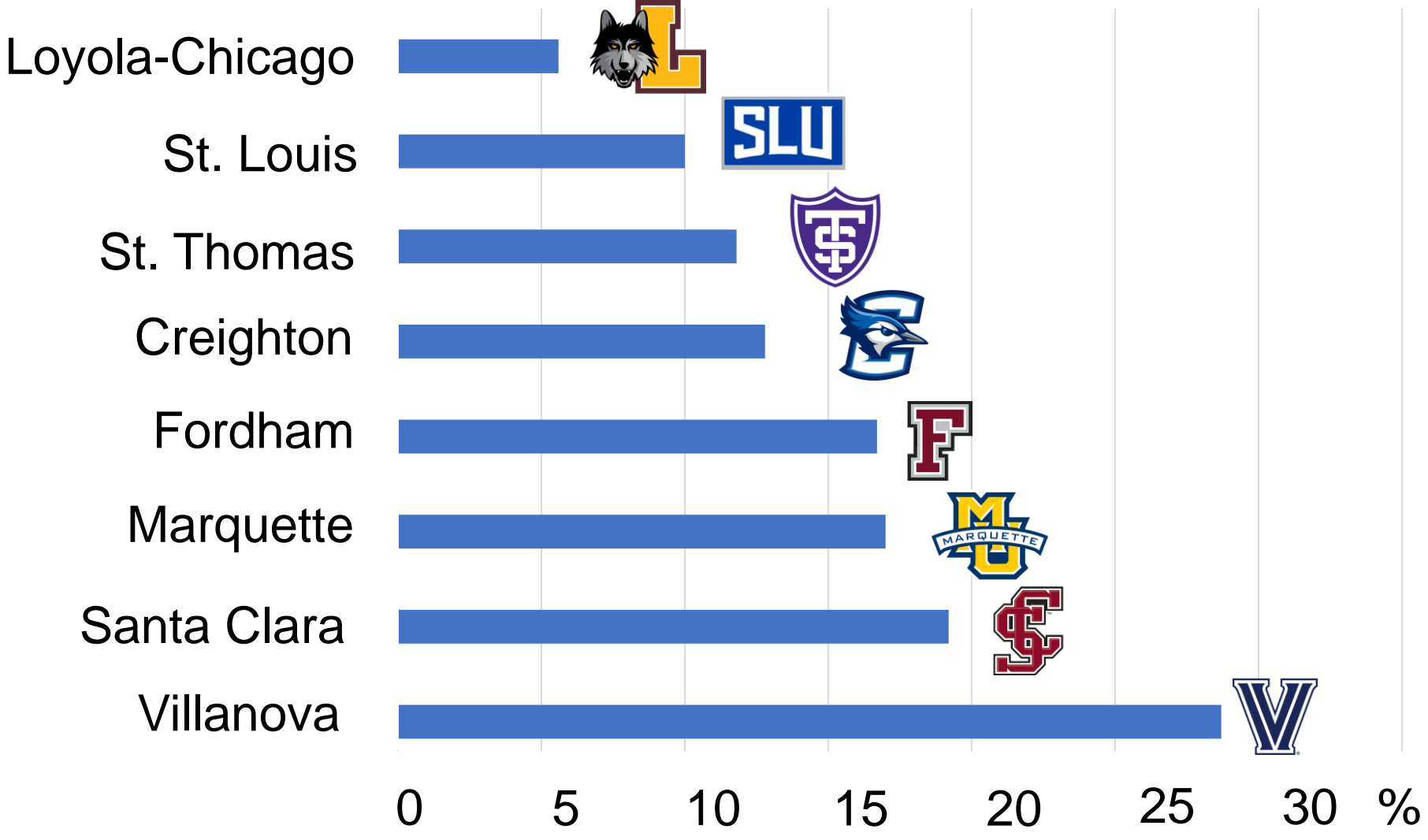


## Tom Schwendler

When life gives you lemons, make lemonade. When MU gives you socks, make sock puppets. Rock with some new socks on [#GiveMUDay!](#)



# GROWING A CULTURE OF GIVING



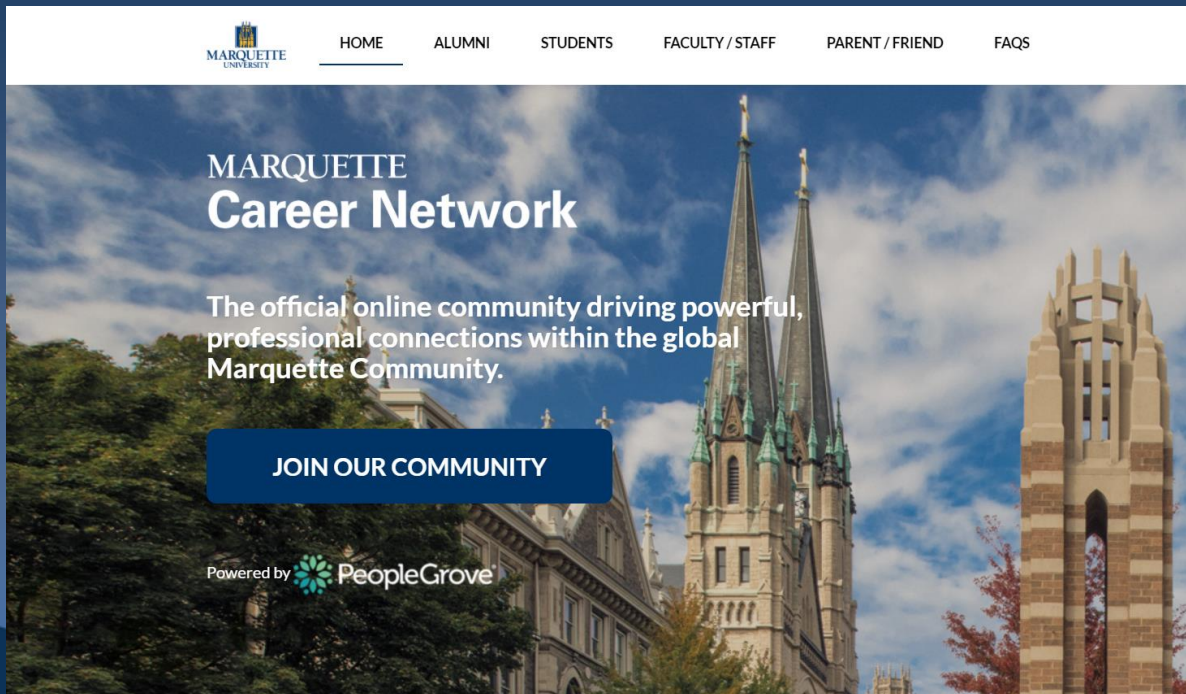
THANK  
YOU



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# Marquette Career Network



**Coming Soon** - The Marquette University Alumni Association, in partnership with the university's Career Services Center, is excited to announce the launch of **Marquette Career Network**.

As early adopters, you will help the Marquette network come alive through ongoing career-related conversations, connections, and mentorship between current students and alumni, parents and friends.

# Marquette Career Network – Your Feedback

As an early adopter, we would appreciate your feedback on:

- Promoting Marquette Career Network to Marquette alumni and students
- Training materials and resources for alumni to use the platform
- Career resources shared in the platform

# MUAA National Board Strategic Plan 2021-2024



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## Marquette's Strategic Plan Themes



Pursuit of  
Academic  
Excellence for  
Human Well-  
being



Research in  
Action



A Culture of  
Inclusion



Social  
Responsibility  
through  
Community  
Engagement



Formation of  
Hearts and  
Minds



Sustainability  
of Valuable  
Resources



# OBJECTIVES

- Update and simplify MUAA National Board strategic plan which expires in 2021.
- Ensure alignment with Beyond Boundaries, MU's strategic plan.
- Keep the strategic plan dynamic and visible to guide the board throughout the years.

*“The Beyond Boundaries strategic plan themes will continue to inform the direction for the university although some tactics may need to be re-adjusted.”*

- Sarah Burkhart, MUAA Executive Director

# MUAA National Board Strategic Plan updates

## **Unchanged:**

Three Strategy Drivers, Purpose, Principles

## **Changed:**

- Consolidated 4 initiatives to 3
- Reframed initiatives around specific, concrete actions
- Reformatted document to reflect status of Board initiatives and present MUAA's plan as living, strategic and evolving, consistent with Beyond Boundaries.

# MUAA National Board Strategic Plan updates

## Changes based on feedback from Campus Partners:

- Added student support initiatives under Driver 1
- Added inclusive Faith language and moved to Driver 1
- Under Driver 2 (Community Engagement) “Train alumni board members on the use of social media to leverage their networks” noted as ongoing instead of complete

# MUAA National Board Strategic Plan updates

- Discussion
- Board Vote

March 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**

**Director Renewals**

**New Director Recruitment Update**

# National Board Recruitment Updates

## **Directors Renewed**

April Ariola, Comm '92, Grad '93

Marilynn Gardner, Jour '88

Paul Manghera, Bus Ad '82

Pat McGowan, Arts '84, Law '89

## **Retiring Directors**

DJ Jefferson, II, Arts Student

Lou Hernandez, Jr., Comm '00

Robert Leung, H Sci '04

Micky Minhas, Eng '89

Mary Lou Neugent, Arts '73

Ann Marie Wick, Bus Ad '92



March 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 Results and Highlights**

# FY21 Undergraduate Alumni Participation Results

## As of 3.23.21

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation as of 3.23.21: 17%**

# Give Marquette Day Results and Highlights

- \$3.5 million raised from more than 4,000 donors
- Hundreds of advocates generated 15,431 clicks and sent 1,677 emails
- 50+ Challenges/Matches were successfully met
- Donors participated from all 50 states and as far as Germany!

# Give Marquette Day Social Media Highlights

- #GiveMUday was trending #1 on Twitter
- Originated over 100 organic posts on social media
- 450,000+ impressions
- 16,000+ engagements throughout the day
- 19,000+ views of Give Marquette Day video

March 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 ensure the recipients feel special?**
- **We referenced examples from Give Marquette Day and brainstormed ideas.**

# Give Marquette Day - Kudoboard

Share     

## CHALLENGE SECURED!




Today is full of generosity! Thank you!

Steve Ryan, Arts '08, and Beth Warmuth Ryan, Arts '08, will donate \$6,000 when we secure 250 young alumni donors (graduates from 2006-2020).

From Marquette University

of relief to me and my family and made the decision to return to campus easier." Adela, Sophomore, College of Education



From Marquette University

difference for me. Thank you for helping me to be a better student.


**\$63**

About \$63 per month, or a one-time gift of \$750, funds a laptop and WIFI for one student. Your gift makes an immediate impact and helps to remove a significant barrier for student success, particularly for first-generation and minority students.

Thank you for helping us secure our social challenge!

Marc Viale, Arts '90, will give \$25 for every person who likes/shares this post on #GiveMUDay, up to \$2,500. Plus, Jim Balestrieri, Bus Ad '77, Grad '88, will give \$5 for every \$1 donated to Equity in MKE, up to \$60,000. #GiveMUDay


From Vicki Clancy

 **Michael Lovell**  
@PresLovell

I'm beyond thankful for our @MarquetteAlumni, parents and friends who make a @MarquetteU education possible for our students. Happy #GiveMUDay

## GIVE MARQUETTE DAY

# THANK YOU!





# Pedro Arrupe Recipient

## Evelia Guerrero, Nursing student

- As MUSG President, Evelia and the MUSG VP will be a part of the Campaign Launch on April 10.

# MARK YOUR CALENDARS

## **Week of May 24 - Celebration Week**

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

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

# Wrap-up and Reminders

## **Post-meeting Survey**

Please complete by Wednesday, March 31

## **Upcoming Meetings**

### **Campaign Launch**

Saturday, April 10

5:30 p.m. CT

### **Board Meeting**

Thursday, May 20

5-7 p.m. CT

# Pilot: Leveraging the MU Alumni Association Throughout your Journey

## Session Outline

- Introductions and US Questions (2 mins)
- Session Overview (2 mins)
- Case Review (5 mins)
- Group Discussion (5 mins)

# **Pilot: Leveraging the MU Alumni Association Throughout your Journey**

## **Networking: Beyond the Initial Conversation**

Lee Ann Jorgenson (lead), Pat McGowan

## **Maximizing Your Experience: Co-ops, Internships and Student Employment**

Bill Krueger (lead), Ron Giordan, Robert Leung

## **Building Intentional Pathways from Freshman to Senior**

Marissa Delgado (lead), Tom Schwendler, Aleisha Jaeger

## **Negotiating: Creating Win-Win Scenarios**

Monica Oliver (lead), Paul Manghera

**Thank you and Final Remarks**