

# 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**

# **Executive Director Updates**

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

**Executive Director, MU Alumni Association**

# Diversity, Equity and Inclusion Breakout Session

*How can alumni support Marquette's  
DEI efforts?*

***Time, Talent and Treasure***

# Your Ideas in Action

## Time:

- ✓ Referral to the Backpack Program
- ✓ Intentional connections/support with black alumni volunteers
- ✓ Identify and engage alums to provide leadership on developing strategies
- ✓ Recruit more diverse mentees and mentors
- ✓ Work locally to recruit diverse interested students

# Your Ideas in Action

## Talent:

- ✓ Host MU book club featuring contributors from *Black Marquette: Overcoming Obstacles and Achieving Success*
- ✓ Strategize locally about how the board/volunteer leaders engage with new alums. Recruit a panel of alums to discuss diversity and offer them to the chapters
- ✓ Highlight DEI through Beyond MU and other programs

# Your Ideas in Action

## Treasure:

- ✓ Provide student support for assistance with books, meals or meal tickets, travel expenses, gas card, bus tokens, monetary payment assistance (car payment, etc.)
- Equity in MKE – endowed scholarships, support services and funding for room and board



# MUAA Communication and Events

- ✓ MUAA Alumni E-Newsletter
- ✓ MUAA Communications Calendar – **new!**
- ✓ MUAA Events Calendar

# University Updates and Programming



Beyond Graduation. Beyond Campus. Beyond Boundaries.



**Ignatian Advent Retreat in Daily Life**  
**Sunday, November 29 - Sunday, December 20, 2020**

# Committee Report-Outs

November 2020

# 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**

**Current and Upcoming Annual Giving Solicitations**

**Get Involved!**

# FY21 Undergraduate Alumni Participation Results

## As of 11.13.20

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation To-date: 11%**

# Current and Upcoming Solicitations

## St. Joan of Arc Chapel Restoration

- Timeframe: Mid-November through December 31
- Donors can choose to receive a limited-edition mug featuring an illustration of St. Joan of Arc Chapel by Daniel Augustine, Comm '03.
- Promoted to undergraduate alumni, current and past parents and friends via mail, emails, Phonathon, social media and texting



# Current and Upcoming Solicitations

## We Are Marquette Young Alumni Challenge



- Timeframe: December 8 – January 7
- Promoted to undergraduate alumni who graduated in the last 15 years via postcard, emails, Phonathon, social media and texting
- Utilizing GiveCampus, our social fundraising platform
- Donors can choose to receive a We Are Marquette felt pennant.



# Current and Upcoming Solicitations

## Virtual Advent Calendar

- Timeframe: December 1-25
- Communication will kickoff via email and updates will be posted to social media daily.
- Each day will feature engaging content, and most Tuesdays will feature a giving opportunity.
  - Holiday playlist
  - Christmas cookie recipes
  - Sharable videos
  - And more!



# Get involved! Spread the word on social media.

1. Follow @MarquetteAlumni on Facebook, Instagram and Twitter
2. Reshare posts every Monday featuring news and updates
3. Share your own Marquette experience. Email [amanda.lang@marquette.edu](mailto:amanda.lang@marquette.edu) or post on social and tag @MarquetteAlumni. Here are some ideas to get you started:
  - Why do you support Marquette? What inspires you to give back or to serve within the Marquette community?
  - How are you using your Marquette education today? Tag your college or school and share your success story.
  - Have you attended a virtual Mass? Write and share a reflection.

November 2020

# 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.

### **New Nomination Form is LIVE! ([marquette.edu/awards](https://marquette.edu/awards))**

- Link to Award Criteria
- Spot for LinkedIn or bio URL
- Separate questions about service to Marquette, service in the community and professional achievements

November 2020

# GOVERNANCE COMMITTEE

## **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**

Tuesday, December 1

### **December Board Virtual Social**

Wednesday, December 16

5-6pm CT



# **ENGAGING AS A MARQUETTE UNIVERSITY ALUMNI LEADER ON SOCIAL MEDIA**

*Presented by: Jennilee Schlinsky, Engagement Director*

# SOCIAL MEDIA OVERVIEW





# MUAA SOCIAL MEDIA ACCOUNTS



| @MarquetteAlumni



| facebook.com/MarquetteAlumni



| @MarquetteAlumni



| linkedin.com/groups/46939

# CONTENT ON SOCIAL MEDIA PLATFORMS

- **Twitter** | *Alumni event promotion, university news, nostalgia, campus photos, faith, giving, etc.*
- **Facebook** | *Facebook events & ads, university news, nostalgia, campus photos, faith, giving, etc.*
- **Instagram** | *Nostalgia, campus photos, holidays, faith, giving, event story-telling*
- **LinkedIn** | *Career-focused content, class notes, university news*



Marquette University Alumni Association added an event.

July 31 · 🌐



TUE, SEP 1

**Dismantling Institutional Racism**

258 Went · 1.814 Interested



Marquette University Alumni Association is with Belinda Perez Smith. ...

Published by Vicki Clancy · August 21 ·

Alumni, tag your college roommate to share a piece of campus with them! [#FlashbackFriday](#) [#wearemarquette](#)





**Marquette Alumni** @MarquetteAlumni · Nov 2

⋮

If you have a loved one whom you would like remembered throughout the month of November, send in your prayer requests at [bit.ly/3mCYwKR](https://bit.ly/3mCYwKR). Prayer requests will be placed before the altars in multiple chapels on the @MarquetteU campus. #AllSoulsDay



 Save





marquettealumni



marquettealumni More than 200 @marquetteu alumni and fans are gathered in Washington, D.C. to #RingOutAhoja before @MarquetteMBB takes on Georgetown! #wearmarquette

41w



cyndicavanaugh 🙌🙌🙌🙌🙌🙌



41w Reply



Liked by muclubwashingtondc and others

JANUARY 18

Add a comment...

Post



**Kimberly Perez** • 1st

Engagement Director | Athletics Advancement Programs at Marquette University

19h

Marquette University Alumni Association Class Note!

JoEllen (Gielow) Burdue Arts '00, was promoted to senior director of communications and media relations at Milwaukee School of Engineering.

Do you have an achievement to share with the Marquette community? Please submit your class note at <https://bit.ly/2ENwcor>.



# MU ALUMNI SOCIAL MEDIA ACCOUNTS

- College and Interest-based Chapters   
- Class Years 
- Regional and International Alumni Clubs    



# OPPORTUNITIES FOR ENGAGEMENT



# WHAT YOU CAN DO



**Like, comment, tag and share** Marquette Alumni or other university posts

- “Invite Friends” to Marquette Alumni **Facebook events**
- Join the **Marquette Alumni Social Media Volunteer Facebook group** to easily access relevant Marquette content to share on your social media accounts
- Utilize the **social media toolkits** created around giving campaigns and help spread the message (ex. Digital Campaign Toolkit)

# WHAT YOU CAN DO



Post on your personal accounts about:

- An **experience at an event** (be sure to use the event hashtag)
- Excitement for attending an **upcoming Marquette alumni event** (include registration link and tag @MarquetteAlumni)
- Important and relevant **updates you learn at National Board** meetings (especially to the alumni club Facebook group in your region)
- **Thanking alumni volunteer leaders** you know (tag @MarquetteAlumni)

# SOCIAL MEDIA TIPS



- Tag **@MarquetteAlumni** in your posts
- Remember to use **Marquette hashtags**
- Use **photos** and **videos** in your posts
- **Follow the Marquette University accounts** across all social media platforms
- **Tag** your Marquette **alumni friends** in posts
- **Reshare Marquette content** on your own feed

# COMMON MARQUETTE HASHTAGS #

## ALUMNI EVENTS

**#BeyondMU**

**#MarchWithMarquette** – *post-season men's and women's basketball*

**#MUALumniAwards**

**#MUCircles**

**#MUReunion**

**#NationalMarquetteDay**

## ATHLETICS RELATED

**#BeatBucky** - *mantra for the Marquette vs. Wisconsin rivalry basketball game*

**#mubb**

**#muraHrah**

**#muwbb**

**#ringoutahoya**

## GENERAL MARQUETTE

**#BeTheDifference**

**#CuraPersonalis**

**#faithatmarquette**

**#FutureGoldenEagles**

**#jesuiteducated**

**#MarqULove** or **#mulove**

**#marquettewedding** or **#muwedding**

**#WeAreMarquette**

# PREVIEW | FUTURE OF MUAA SOCIAL



# MUAA SOCIAL MEDIA UPDATES



- **Community for alumni volunteers who lead on Marquette alumni social media accounts**
  - Facebook group (community, resources, content, etc.)
  - Guide for managing the accounts
- **Landing page on the alumni website for all things social media**
  - Include a complete directory of all alumni club/chapter and class year social media accounts
  - Marquette hashtag directory
  - Feed of MUAA social media posts

# RESOURCES



- [alumni.marquette.edu/social](https://alumni.marquette.edu/social) (launching this winter)
- [facebook.com/groups/MUAASocialMediaVolunteers](https://facebook.com/groups/MUAASocialMediaVolunteers) (launching this winter)
- [marquette.edu/social/](https://marquette.edu/social/)
  - Directory of Marquette's social media accounts (colleges, departments, and more)



Questions?

Comments?

Ideas?



MARQUETTE  
UNIVERSITY

---

**BE THE DIFFERENCE.**

# **MUAA Branding & Visibility**

**Nicole Singer, Comm, Hist '06**

**Sr. Dir. Advancement & Campaign Communications**

# What's in a 'brand?'

- **Think beyond a logo and visuals**
- **What you want people to think, feel, say and do about MUAA**
- **Both functional and emotional**
- **Built through every interaction and communication**



# WALT DISNEY'S

## Signature Mickey Mouse Logo Designs



# ALUMNI ASSOCIATION BRAND PROFILE

## Target Audience

Marquette alumni – undergraduate, graduate and professional – across all class years, majors and locations

## Emotional Promise

Primary emotional commitment that describes how this brand is better than alternatives.

## Functional Promise

Primary functional commitment that describes how this brand is better than alternatives.

## Reasons to Believe

Relevant and unique support of promises.

## Core Need

Functional, Emotional

## Differentiating Benefit

Functional, Emotional

# What we've heard so far:

How would you describe the Alumni Association to an incoming student or graduate in 1-2 sentences?







# What we've heard so far:

What is the single most valuable aspect of what the Association does?

bringing  
solid  
family  
issues  
community  
valuable  
University  
actionable  
local  
near  
back  
offering  
variety  
keeps  
diverse  
providing  
connects  
connects

# What we've heard so far:

## Primary Keywords

Connect  
Family  
Experience  
Network  
Support  
Values  
Students  
Mission  
Opportunities  
Advocate  
Feedback

## Secondary Keywords

Relationships  
Camaraderie  
Spirit  
Faith  
Diverse  
Community  
Immersive / engaging

# What we've heard so far:

## Primary Keywords

Connect - **Functional**

Family - **Emotional**

Experience - **Both**

Network - **Functional**

Support - **Both**

Values - **Emotional**

Students - **Emotional**

Mission - **Emotional**

Opportunities - **Both**

Advocate - **Functional**

Feedback - **Functional**

## Secondary Keywords

Relationships - **Emotional**

Camaraderie - **Emotional**

Spirit - **Emotional**

Faith - **Emotional**

Diverse - **Both**

Community - **Both**

Immersive / Engaging - **Both**

# Exercise: Breakout branding discussions

- We'll prompt 2-3 questions for each breakout group
- Return to share answers and insights
- We'll begin building out the brand framework as a group
- Marquette will refine and expand framework – will guide future communications and outreach

# Communication Break-Out Sessions

**Group 1:** Wick (lead), Ariola, Brescia, Gardner, Jefferson, Leung, and Manghera

## Questions

1. What common questions do you hear about the Association and its benefits?
2. What functional benefits appeal to members? (e.g. access to networking opportunities, webinars, discounts)
3. If the Association could (hypothetically) have any celebrity spokesperson, who would it be and why?

# Communication Break-Out Sessions

**Group 3:** Giordan (lead), Bingham, Delgado, Jaeger, Neugent and Oliver

## Questions

1. Where do you see opportunity for the Alumni Association in the future?
2. What emotional benefits appeal to members (e.g. friendship, camaraderie, connection)?
3. If alumni remember only one thing about the Association and its benefits, what would you like that to be?

# Wrap-up and Next Steps

Monica Oliver, Sp '81

President, MUAA National Board of Directors

# Wrap-up and Reminders

## Mark Your Calendars:

National Board Virtual Social  
Wednesday, December 16  
5:00 – 6:00 p.m. CT

## Post-meeting Survey:

Please complete by Monday, November 30

## January Meeting Date:

Forthcoming



# Wrap-up and Reminders

**Toolbox reminders and presentations:**

<https://www.marquette.edu/alumni/clubschapters-muaa.php>

**Happy Thanksgiving!**