

**Marquette University Alumni Association
National Board of Directors
Spring Conference Itinerary
April 26-28, 2019**

MUAA Purpose:

Develop a passionate community of Marquette alumni in support of the university and each other.

MUAA National Board Purpose:

The MUAA National Board of Directors assembles to offer counsel and support to Marquette University on issues and initiatives with an alumni focus. National Board members share a passion for Marquette, serve as active and engaged alumni role models, and empower and motivate fellow alumni to connect in innovative and meaningful ways with the university.

Spring Conference Goals:

1. Provide feedback on university priorities including campaign branding/marketing, spirituality and mission-driven programming, and opportunities around Marquette's Institute for Women's Leadership, etc.
2. Celebrate and honor our alumni national award recipients.
3. Acknowledge and thank our retiring directors.

Next Steps and Call to Action:

1. Review your FY19 engagement activities (July 1, 2018 – April 1, 2019) to ensure accuracy of your personal engagement summary. Provide updates via the online form found in the Toolbox.
2. Begin thinking about what engagement activities/initiatives you will impact most in FY20 and start putting a plan in place to bring your talents, expertise and, where appropriate, financial support to the table.
3. Serve as an ambassador, sharing timely and relevant Marquette updates and key messages in your region.
4. Continue connecting with Marquette alumni, donors, potential students/parents through personal contacts.

Thursday, April 25, 2019

Business Attire

Various start times

Alumni National Awards Ceremonies

Various Locations

❖ **Helen Way Klingler College of Arts and Sciences Awards Reception and Luncheon**

Reception: 11:30 a.m.

Luncheon: Noon

AMU, Monaghan Ballroom, 3rd Floor

❖ **College of Education Awards Reception and Conferral**

Reception: 4:30 p.m.

Conferral: 5:00 p.m.

AMU, Lunda Dining Room

Friday, April 26, 2019

Business Attire

8:15 a.m.	Breakfast	Alumni Memorial Union Room 163
8:30 a.m.	Executive Director Updates Sarah Burkhart, Bus Ad '03, Grad '12, Executive Director, MUAA Call to Order Amy Zimmerman, Bus Ad '10, President, MUAA National Board of Directors	
9:00 a.m.	Listening Session: Institute for Women's Leadership Dr. Jean Hossenlopp, Vice President, Research and Innovation	
9:45 a.m.	The Power of Community Daniel Bergen, Grad '11, Executive Director, Community Engagement	
10:15 a.m.	Commercial Break: Marquette Admissions Ambassador Program (MAAP) Lindsay Gonzalez, Senior Engagement Office, Parents	
10:20 a.m.	Break (and transition to AHPRC)	
10:30 a.m.	Behind the Scenes Campus Tours <ul style="list-style-type: none">❖ Athletic Human Performance Research Center Tour Guide: Joseph True, Asst. Vice President, College Advancement and Athletics ❖ J. William and Mary Diederich College of Communication Student Media Center Tour Guide: Mark Zoromski, Director of Student Media and participating Adjunct Professor	
11:30 a.m.	Break (and transition to AMU Monaghan Ballroom)	
11:45 a.m. – 1:30 p.m.	College of Business Administration Reception and Awards Luncheon	Alumni Memorial Union Monaghan Ballroom 3 rd Floor
1:35 p.m. – 2:20 p.m.	Committee Meetings <ul style="list-style-type: none">❖ Alumni Donor Participation (AMU 368)❖ Awards (AMU 313)❖ Governance (AMU 364)	
2:30 p.m. – 3:15 p.m.	BVK: Campaign Trends, Branding and Marketing Pat McGovern, Vice President, Account Services Tamalyn Powell, Senior VP, Group Account Director - Higher Education	Alumni Memorial Union Room 163

Friday, April 26, 2019 (continued)

Business Attire

3:15 p.m. – 3:45 p.m.	360° Interview of Police Chief, Edith Hudson Facilitated by Luis Hernandez, Jr. Comm '00	Alumni Memorial Union Room 163
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Various start times	Alumni National Award Ceremonies	Various Locations
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- ❖ **College of Nursing Awards Reception and Conferral**
Reception: 4:00 p.m.
Conferral: 4:30 p.m.
AMU, Monaghan Ballroom, 3rd Floor
- ❖ **Department of Intercollegiate Athletics Awards Reception and Conferral**
Reception: 4:30 p.m.
Conferral: 5:00 p.m.
Alumni Memorial Union, Marquette Place, 2nd Floor
- ❖ **School of Dentistry Awards Reception and Conferral**
Reception: 5:00 p.m.
Conferral: 6:00 p.m.
AMU, Monaghan Ballroom, 3rd Floor
- ❖ **Opus College of Engineering Awards Convocation and Reception**
Convocation: 8:00 p.m., Weasler Auditorium
Reception: 9:30 p.m., Engineering Hall

6:15 p.m.	Farewell Dinner	Saz's State House 5539 W State St Milwaukee
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Saturday, April 27, 2019

Spirit Wear or Business Attire (depending on your attendance at an Awards program)

8:15 a.m.	Breakfast	Alumni Memorial Union Room 163
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8:20 a.m.	President's Remarks/Observations Amy Zimmerman, Bus Ad '10, President, MUAA National Board of Directors
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8:25 a.m.	Staying True to our Jesuit Mission: Spirituality Focus Group Dr. Kathy Coffey-Guenther, Arts '85, Grad '88, '98 Senior Mission and Ignatian Specialist
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9:15 a.m.	The Lifecycle of a Marquette Donor
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Stephen Ryan, Arts '08, CEO Rytech, LLC
Sara Harvey, Senior Philanthropic Advisor, Strategic Initiatives

Saturday, April 27, 2019

Spirit Wear or Business Attire (depending on your attendance at an Awards program)

9:45 a.m. **50th Anniversary of the Education Opportunity Program (EOP)** Alumni Memorial Union
Room 163
Sara Harvey, Senior Philanthropic Advisor, Strategic Initiatives
Rachelle Shurn, Prof St '11, Senior Engagement Officer

10:00 a.m. **Committee Reports**

- Alumni Donor Participation
- Awards
- Governance

10:15 a.m. **Wrap-up/Next Steps and Adjournment**
Sarah Burkhart, Bus Ad '03, Grad '12, Executive Director, MUAA
Amy Zimmerman, Bus Ad '10, President, MUAA National Board of Directors

10:30 a.m. **Association of Marquette University Women Awards Brunch**
Alumni Memorial Union, Lunda Dining Room

J. William and Mary Diederich College of Communication Awards Brunch
Alumni Memorial Union, Monaghan Ballroom, 3rd Floor

College of Health Sciences Awards Brunch
Alumni Memorial Union, Monaghan Ballroom, 3rd Floor

Formal Attire for All-University Alumni Awards

5:00 p.m. **All-University Awards Pre-Reception** Alumni Memorial Union
(MUAA Awards Committee members and their guest, All-University Award recipients and their guest) Père Marquette Discovery Suite
5th Floor

6:00 p.m. **All-University Awards Cocktail Reception** Alumni Memorial Union
Marquette Place, 2nd Floor

7:00 p.m. **All-University Awards Dinner** Alumni Memorial Union
Monaghan Ballroom