

Welcome, MUAA National Board of Directors



**BE THE
DIFFERENCE.**

Call to Order

Micky Minhas, Eng '89

President, MU Alumni Association, National Board of Directors

Invocation

Fr. Fred Zagone, S.J., University Chaplain

Executive Director Updates

Sarah Burkhart, Bus Ad '03, Grad '12



BeyondMU

Lifelong Learning

Beyond Graduation. Beyond Campus. Beyond Boundaries.

2015 2010 2005 2000 1995 1990 1985 1980 1975 1970

Let's try this ONE. MORE. TIME.
 It's time to CELEBRATE your Marquette reunion in June 2021!
 Friday, June 4 – Sunday, June 6, 2021

MU
REUNION

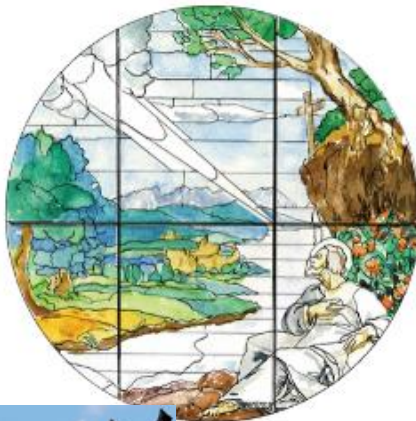
VIRTUAL MASS LIVE FROM MARQUETTE'S CAMPUS

All Are Welcome

The **Mission at Marquette Facebook Page** is hosting Masses online.

Weekly Virtual Masses:

Tuesdays and Thursdays at Noon
Sundays at 9 a.m.



BE THE BRIDGE TO THE FUTURE.

An extraordinary opportunity for extraordinary times.

CLICK HERE to make a gift, and help students in need.



BE THE DIFFERENCE.

Feedback Session and Updates from the Office of Economic Engagement

**Dr. Maura Donovan
Vice President, Economic Engagement**

MUAA National Board Strategic Plan: Progress to Date

Sarah Burkhart, Bus Ad '03, Grad '12, Executive Director, MUAA
Rachelle Shurn, Prof St '11, Senior Engagement Officer

MUAA National Board: STRATEGIC DRIVERS

Strategic drivers are foundational tenants that guide the National Board's work. These drivers often are beyond the board's direct control, but they do impact the work of the board and align with the university's goals.

A Culture of Inclusion

The board is a crucial participant in the future of the university, and its goal is to foster a culture and environment that values, respects, and welcomes all, along with promoting a sense of belonging within our alumni community.

Community Engagement

Achieving an engaged and passionate alumni community requires effective communication across all available mediums with the goal of creating collaboration and raising the profile of Marquette University.

Innovation

Create, plan and execute alumni engagement initiatives with boldness, in keeping with *Beyond Boundaries*, which asks us to "think and act differently so that together, we can do more."

MUAA National Board: STRATEGIC INITIATIVES

Understand and grow the depth and breadth of alumni engagement.

Your Impact:

- ✓ **Peer Screening**
- ✓ **Enhanced Faith-based Offerings**
- ✓ **Review Regional Club Data Review**
- ✓ **Enhanced New Graduate Offerings**

MUAA National Board: STRATEGIC INITIATIVES

Serve as leaders and understand the National Board's impact on the volunteer ecosystem.

Your Impact:

- ✓ **Volunteer Summit and Break-out Sessions**
- ✓ **Collaboration with University Partners**
- ✓ **Sharing your Marquette Stories**

MUAA National Board: STRATEGIC INITIATIVES

Broaden alumni donor base and grow giving at all levels

Your Impact:

- ✓ **Backpack Program**
- ✓ **Marquette University Campus Kitchen**
- ✓ **National Marquette Day and Give Marquette Day Outreach**

**MARQUETTE
BACKPACK
PROGRAM**



MUAA National Board: STRATEGIC INITIATIVES

Utilize the alumni network to enhance Marquette's reputation of excellence

Your Impact:

- ✓ **Marquette Mentors**
- ✓ **Marquette Alumni Businesses**
- ✓ **Diversity**



MUAA National Board: STRATEGIC PLAN

Where do you see opportunity for the Board?

- Increase overall awareness of MUAA, the National Board, and benefits of being a Marquette alumnus/a
- Introduce MUAA, the national board and alumni benefits to students and new alumni
- Support Marquette University efforts around increasing alumni participation

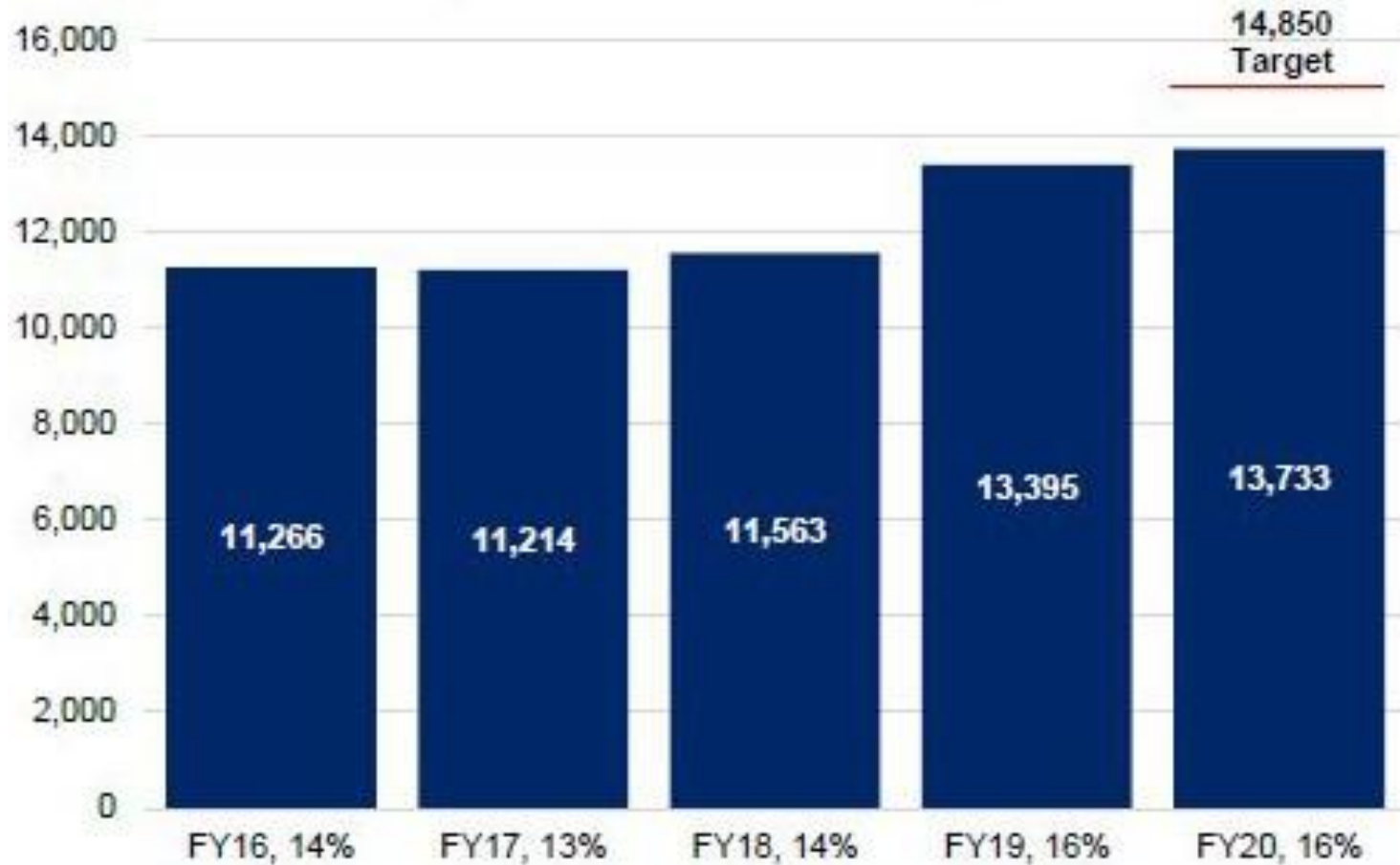
Committee Report-Outs

**Alumni Donor Participation
Awards
Governance**

April 2020

ALUMNI PARTICIPATION COMMITTEE

Alumni Participation FY16-FY20



FY20 Target: 18% (est. 14,850 Donors)

GIVE MARQUETTE DAY RESULTS

- Goal: 2,020 donors
- Results: 3,941 donors contributed over \$1 million
 - Doubled the number of donors and dollars from previous year
 - Students doubled their goal to secure 100 donors
 - Over 100 donors self-identified as being a new donor to Marquette
- 58 challenges and matches: 36 met, 20 not met, 2 IP
- Noon “Power Hour” was highest performing email, generating \$18,000 from 215 donors
- New texting platform: 171 donors contributed \$19,265
 - UG alumni with no FY20 gift was our highest performing text segment, generating over \$13,000 from 118 donors

GMD RESULTS: FUN FACTS

- 128 advocates generated more than 2,200 clicks and inspired 109 donors
- Donors from all but three states participated
- 100 different funds supported
- MU is about 9,786 miles from our furthest GMD donor (Australia)
- We sent 2,288 personalized thank you videos in under 24 hours and that email had an open rate of 65.3%



RESPONSE TO COVID-19

- Highlighting Bridge to the Future in broad communications from university leadership and University Advancement communications
- Looking to promote Marquette Fund as well

RESPONSE TO COVID-19 T-SHIRT PROMOTION

**WE ARE
MARQUETTE**

**YOUR SUPPORT MATTERS
NOW MORE THAN EVER.**

See details on back for how you can help students in need today and get an exclusive, short-sleeve, heather blue "We Are Marquette" crewneck unisex shirt that's tagless, super soft and machine safe.

give.marquette.edu/shirt



Results to-date:

- 487 new undergraduate alumni donors
- \$27,900 raised

From texting alone:
226 donors, \$11,000

April 2020

AWARDS COMMITTEE

Pedro Arrupe Award

- 7 Completed Applications
- 4 Colleges Represented
- 4 Zoom Interviews Conducted



Evelia Guerrero, Nursing student

April 2020

GOVERNANCE COMMITTEE

National Board Recruitment Updates

Director Renewals

Ron Giordan, Comm '96

Bill Krueger, Eng '87

Marissa Martin, Comm '00

DJ Jefferson, Arts Student

Retiring Directors

Amy Zimmerman, Bus Ad '10

Susan Nelson, Nurs '79

Patty Radlick, Bus Ad '76

Steve Ryan, Arts '08

Megan Pokrandt, Business Student

Retiring Directors!

- Megan Pokrandt, Bus Ad Student
- Susan Nelson, Nurs '79
- Patty Radlick, Bus Ad '76
- Steve Ryan, Arts '08
- Amy Zimmerman, Bus Ad '10



Wrap-up and Next Steps

Sarah Burkhart, Bus Ad '03, Grad '12
Executive Director, MU Alumni Association

Micky Minhas, Eng '89
President, MU Alumni Association National Board of Directors

Thank you!



MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.