

Welcome, MUAA National Board of Directors



MARQUETTE
UNIVERSITY

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**

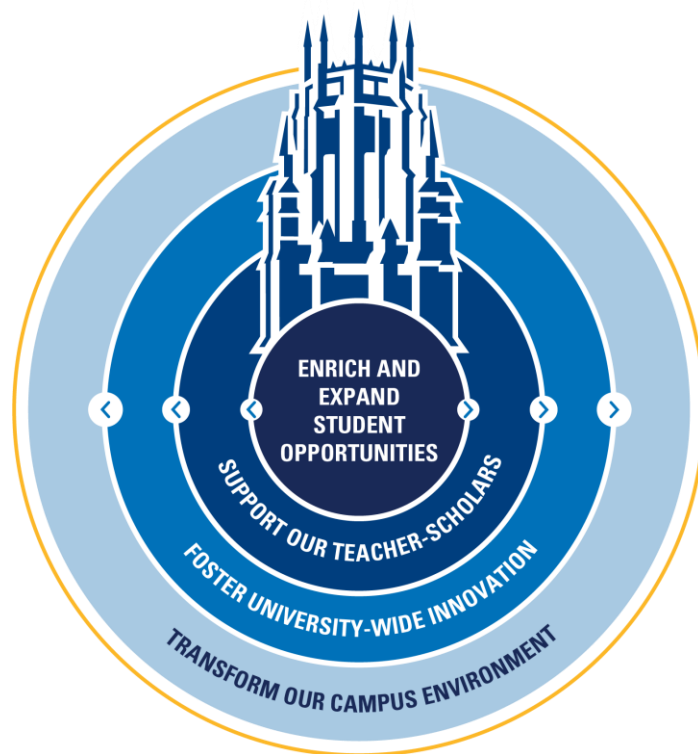
TIME TO **RISE**

THE MARQUETTE PROMISE TO BE THE DIFFERENCE





Campaign Objectives



TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE

CAMPAIGN PROGRESS

Through April 29, 2021

\$455.4M New gifts and pledges, 61% of \$750M goal

49,938 Donors (43% have made their first-ever gift to Marquette)

539 Donors who have given \$100K+ in commitments,
60% were first-time major gift donors to Marquette

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

TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE



[HOME](#)

[ALUMNI](#)

[STUDENTS](#)

[FACULTY / STAFF](#)

[PARENT / FRIEND](#)

[FAQS](#)

[SIGN IN](#)

MARQUETTE Career Network

The official online community driving powerful, professional connections within the global Marquette Community.

[JOIN OUR COMMUNITY](#)

Powered by  PeopleGrove

MARQUETTE Career Network



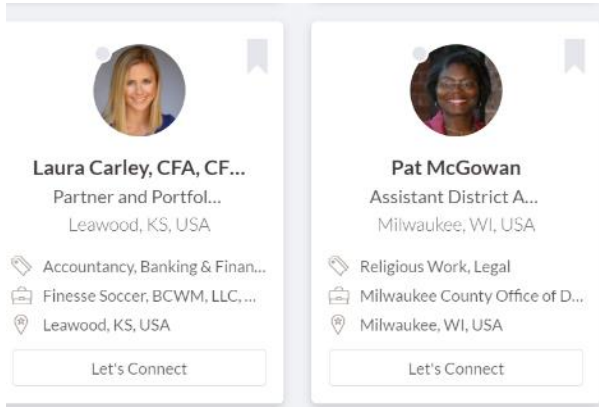
Features

- Informal (Flash) and Formal Mentorship
- Search and Filter Connections and Opportunities
Catered to Interests
- Scheduling Tools
- Phone and Video Calls within the Platform
- Map View
- Reporting and Analytics

MARQUETTE Career Network

Benefits

Network & Mentorship



The screenshot displays two user profiles in a grid. Each profile includes a circular profile picture, the user's name, title, location, a list of interests, and a 'Let's Connect' button.

- Laura Carley, CFA, CF...**
Partner and Portfol...
Leawood, KS, USA
Accountancy, Banking & Finan...
Finesse Soccer, BCWM, LLC, ...
Leawood, KS, USA
- Pat McGowan**
Assistant District A...
Milwaukee, WI, USA
Religious Work, Legal
Milwaukee County Office of D...
Milwaukee, WI, USA

Business Directory & Career Resources



Job & Project Opportunities



The screenshot shows two job listings. Each listing features a large letter in a colored square, the company name, job title, location, date, and employment type.

- T** The J.M. Smucker Company
Analyst, Integrated Analytics
Apr 6, 2021 Full-time
- V** Vernon Memorial Healthcare
Clinic Registered Nurse
Apr 6, 2021 Full-time

- Connect 1:1 as a mentor for students and/or alumni
- Search directory of alumni based on demographics, interests

- Highlight alumni-owned businesses
- Access a library of career resources

- Share and search job and project-based opportunities

Send a congratulatory message to [Evelia Register](#) for the All-University Awards Virtual Ceremony on May 25, 6:00 p.m. CDT
Read their inspiring stories
Nominate an alumnus/a who lives the Marquette mission for a future award

Celebrate
Alumni National Awards 2021
TIME TO RISE
THE MARQUETTE PROMISE TO BE THE DIFFERENCE



Alumni of the Year Award
Terry Hall Jackson, Nurs '87, and
Darren R. Jackson, Bus Ad '86

Marquette University

Alumni National Awards



Professional Achievement Award
Harvey J. Anderson II, Eng '84



Service Award
Craig R. Kasten, Bus Ad '75

Gene & Ruth
POSNER
FOUNDATION

Friend of the University Award
Gene and Ruth Posner Foundation



Spirit of Marquette Award
Jill E. Rauh, Comm '02, and
Ajmel A. Quereshi, Arts '03

<https://alumni.marquette.edu/awards>

MUAA National Board: Year In Review

ADVANCING DIVERSITY, EQUITY & INCLUSION



**Alumni
Affinity Groups**

**URBAN
SCHOLARS**

**Urban
Scholars**



**University
Admission**

S

CREATE LINKAGE

Regional club/volunteer leaders, new
grads

MARQUETTE
MIXERS



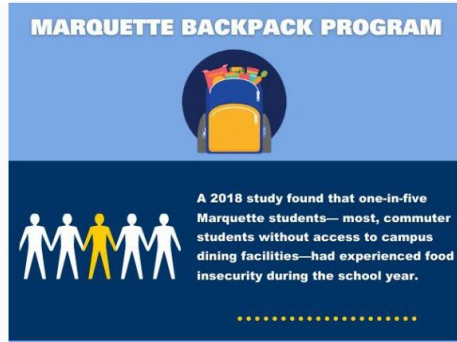
we are **ALL**
marquette

Active Communication




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](#)



Laura Carley

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



👍 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](#)!





NATIONAL BOARD'S IMPACT ON GIVE MARQUETTE DAY


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



MUAA Communications & Turning Up the Volume

Nicole Singer, Comm '06
Sr. Director, Advancement and Campaign Communications
Adjunct Professor - PR Writing

What's Ahead



Establish
Branding
Framework



Empower
Use of
Brand-
focused
Messaging

MUAA Communications – Awareness Wins

1. Marquette Mixers
2. Admissions Virtual Panel
3. Alumni E-newsletter
4. Volunteer Leader Meetings (BAA/Regional alumni clubs)

5. Marquette Career Network

MARQUETTE
Career Network

ALUMNI NEWSLETTER



Dear Marquette alumni,

After a challenging and uncertain year, let's approach this Thanksgiving holiday with grateful hearts for family, friends and our alumni community. For the last ten months, your Marquette University Alumni Association, led by the National Board of Directors, has given much focus to the wellbeing of students, leading by example through our gifts of time, treasure and talent.

We are giving to the [Backpack Program](#) to help support students facing food insecurity while at Marquette. [We invite you to join us in generously caring for current Marquette students through a gift to this program or a gift to scholarship](#), both of which are needed more than ever. In the coming year, we'll also be dedicating our time and talent to support diversity, equity and inclusion at Marquette and within our alumni community.

Your MUAA National Board of Directors is proud to be Marquette's alumni voice, working to create a passionate alumni community that is engaged with the university and each other.

We are so thankful for you. WE ARE MARQUETTE.

Monica Oliver, Sp '81

President

Marquette University Alumni Association

[MUAA National Board of Directors](#)

MUAA Communications – Awareness Wins

1. Welcoming new graduates into the Alumni Association

- Video welcome from board members and volunteers
- Commencement video message from Monica and message in printed program

2. Urban Scholars Activity

3. Give Marquette Day and Backpack Program Challenge



Brand Framework: Based on your December input

ALUMNI ASSOCIATION BRAND PROFILE

Target Audience

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

Emotional Promise

When you found Marquette, you found a family. That doesn't stop at graduation; it continues with a welcome to the Marquette University Alumni Association. We are a network that crosses colleges, decades and geographies, and we connect you with the lifelong experiences, relationships, camaraderie, faith and mission that ARE Marquette.

Functional Promise

Whether connecting you with old friends, expanding your network of fellow alumni, offering alumni travel opportunities or providing feedback and advocacy to the university on your behalf, the Marquette University Alumni Association is here for you.

Brand Framework: Based on your December input

Reasons to Believe

- The Alumni Association is where you find out what is happening in the life of the university.
- By keeping both alumni and the university engaged, we are instrumental in assuring the mission and values of MU are always at the forefront of work being done by university. We are your voice, representing to the university the interests of our varied alumni.
- We grow engagement through local clubs, news and information, and networking to help each other as we move through our life paths.
- We reunite alumni, make connections with current students and support the university.
- We take an interest in not only the lives of those who *walked* campus, but also who *currently walk* campus.
- The Association acknowledges the great things accomplished by alumni and invests in the futures of students through scholarships and opportunities.

Brand Keywords

Based on your December input

Primary Brand Keywords

Connect - **Functional**
Family - **Emotional**
Experience - **Both**
Network - **Functional**
Support - **Both**
Values - **Emotional**
Students - **Emotional**
Mission - **Emotional**
Opportunities - **Both**
Advocate - **Functional**
Feedback - **Functional**

Secondary Brand Keywords

Relationships - **Emotional**
Camaraderie - **Emotional**
Spirit - **Emotional**
Faith - **Emotional**
Diverse - **Both**
Community - **Both**
Immersive / Engaging - **Both**

Brand Benefits

Based on your December input

Important functional benefits include:

- Circles!!
- Networking to seek employment; advancing career
- Travel packages
- Discount in spirit shop
- Connecting in person; social

Important emotional benefits include:

- Friendship, camaraderie, connection
- Community and service
- Learned how we could make a difference
- We are a family and – spiritually – we are always at Marquette
- Ignatian lens, Jesuit spirit

Brand 'Stickiness'

Based on your December input


When you leave a room after a conversation about the Association, what do you want people to feel or think about the Association?

- It's welcoming, personal, a resource, included in opportunities/discussions
- People are drawn to be connected with the university and each other

If alumni remember only one thing about the Association and its benefits, what would you like that to be?

- Connection with Marquette graduates spanning all years
- When we get information from Marquette, we share it with alumni – you're still part of the community – stay tuned with what's happening.

What's Ahead



Establish
Branding
Framework



Empower
Use of
Brand-
focused
Messaging

Infuse Strengthened Messaging

1. Messaging Guide

- Integrate with web, eblasts, impact stories, club communications, etc.

2. Highlight visibility of Association in alumni e-newsletters (e.g. continue president's openings; brand "Guess the Year" section)

3. Your input on inspiring recent Marquette communications

May 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.

New Director Recruitment Update

CONFIDENTIAL Slate of Candidates

1. Swati Joshi, CIPA '94, Atlanta
2. Cathy Powers, Nurs'81, St. Louis
3. Alycia Broz, Bus Ad '93, Columbus
4. Trisha Connolly, Arts '07, New York
5. Peter Kujawa CIPA '92, Law '02, La Crosse
6. Javier Alvarez, Eng '93, Southeastern WI
7. Victor Rocha, Sp '83, Memphis
8. Nick McMillan, Arts '08, Las Vegas
9. Rolando Trevino, Eng '84, Northern California
10. Yomarie Castellano, Comm '02, Southeastern WI
11. Charlie Birts, Arts '10, Washington, DC
12. JJ Alberts Jr., Arts '93, Boston and Rhode Island
13. Matt Sallaberry, Bus Ad '00, St. Louis

May 2021

ALUMNI DONOR PARTICIPATION COMMITTEE



MUAA Alumni Donor Participation Committee May 2021

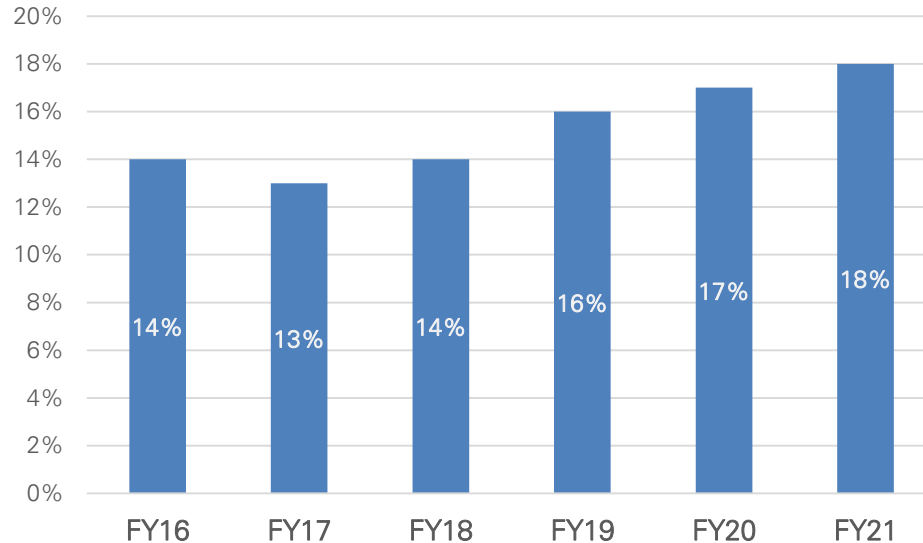
This committee will focus on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.

Agenda:

- Alumni participation to-date
- Highlights from recent solicitations
- Upcoming solicitations
- Reunion giving initiatives
- FY22 solicitations
- Advanced donation form features

Alumni Participation as of 5/14/21

- FY21 Alumni Participation Goal: 18%
- FY21 Alumni Participation To-date: 18%



Highlights from Recent Solicitations

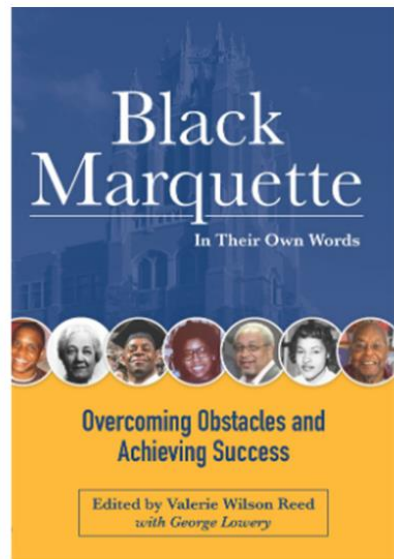
Mentor Cookie Promotion

- Mentors were invited to purchase cookies for their mentees during finals week
- A portion of each purchase benefitted the Backpack Program
- 47 mentors participated; 21 of whom were new donors for FY21
- Enhanced GMD outreach with mentors:
 - Nearly half of all current mentors have given since March 1
 - 35 mentee alumni and current mentees participated on GMD, setting a new record



BLACK MARQUETTE – IN THEIR OWN WORDS: "OVERCOMING OBSTACLES AND ACHIEVING SUCCESS"

COMPILATION OF ESSAYS WRITTEN BY BLACK MARQUETTE ALUMNI
REGARDING THEIR UNIQUE MU EXPERIENCES



Spotlights stories of resilience, dedication, and accomplishments from alumni spanning 20 states, over 15 industries, and several countries

- 175 copies sold to date
- Alumni, faculty, staff and MKE community donors
- Nearly \$2,000 raised for scholarship
- Anonymous donor purchased books for the Fall 2021 RISE cohort
- Book discussions and “Meet the Contributors” events planned for Fall ‘21 and Winter ‘22
- Culminating event held during Reunions 2022

Upcoming Solicitations

President's Society

“You're Almost There”

- Targeting constituents with FY21 cash gifts totaling \$1,500-\$2,499, or 50% to young alumni giving level
- Letter mailed mid-May includes constituent's giving to date and amount needed to reach President's Society level
- Includes customized ask amounts and fund designations

St. Joan of Arc Chapel

Restoration and Renovation

- Mailer sent to targeted list of donors
- Option to make gift in honor or in memory of someone and have a frameable watercolor keepsake print of the Chapel and gardens sent to honoree or family (June 30 deadline)



Reunion events will take place virtually June 1-10, 2021.

<https://alumni.marquette.edu/reunion>



<https://marquetteshop.overturestore.com/>



<https://www.charityfootprints.com/getonyourmarq/>

TIME TO RISE
THE MARQUETTE PROMISE TO BE THE DIFFERENCE

FY22 Picnic Blanket Promotion

- Promoted to undergraduate alumni throughout month of July
- Multi-channel approach:
 - Postcard opposite customized mailer to LYBUNTS and 1-2 year SYBUNTS with custom ask amounts and fund options
 - Emails
 - Phonathon
 - Social posts and ads
 - Texting



FY22 Move in Marquette Solicitation

- Online fundraising effort during move-in late August
- Encourage alumni to share photos and stories from their own move-in experiences



Advanced Donation Form Features

- URL: *timetorise.marquette.edu/give*
- New features:
 - Progress bar
 - Fund search functionality
 - Fund descriptions
 - Responsive and mobile friendly
 - Overall improved user experience!

The screenshot displays the 'TIME TO RISE' donation form. At the top, the logo 'TIME TO RISE' is accompanied by the tagline 'THE MARQUETTE PROMISE TO BE THE DIFFERENCE'. Navigation links include 'CAMPAIGN OBJECTIVES', 'IMPACT STORIES', 'WAYS TO GIVE', 'GET INVOLVED', and a yellow 'GIVE' button. A progress bar shows four stages: 'Designate' (active), 'Support', 'Review', and 'Complete'. The main heading is 'RISE WITH US.', followed by a paragraph explaining the campaign's goal to support philanthropic initiatives. Below this is a search field for funds. The 'GIFT SUMMARY' section shows 'No gifts selected yet' and a 'Total: \$0.00'. Two buttons, 'ADD ANOTHER GIFT +' and 'CONTINUE +', are visible. At the bottom, there are two yellow buttons: 'WAYS TO GIVE' and 'DOWNLOAD GIVING FORM'. A footer note provides contact information for questions.

May 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.

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

Register at <https://alumni.marquette.edu/all-university-awards>

Pedro Arrupe Recipient

Evelia Guerrero, Nursing student

- Evelia will provide the invocation for the All-University Awards Virtual Ceremony (May 25).

Interviews were conducted for the next Pedro Arrupe recipient. Decision will be made by end of May.

Congratulations, Evelia!



Pedro Arrupe Award

Evelia Guerrero

Nursing Student

TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE

Graduating Directors

- DJ Jefferson, Jr., Arts Student
- Robert Leung, H Sci '04
- Ann Marie Wick, Bus Ad '92
- Lou Hernandez, Comm '00
- Tom Schwendler, Jour '80



THANK YOU

Monica, thank you for your unwavering leadership



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](#)

...and for your ongoing
support and mentorship of
MU students

