

# 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

Rev. Fred Zagone, S.J.

Chaplain, University Advancement

# **Executive Director Updates**

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

**Executive Director, MU Alumni Association**

# Board Updates

## Mark Your Calendars:

Wednesday, October 21, 2020

5:00 – 7:00 p.m. CT

- Focus on diversity, equity and inclusion
- Guests:
  - Dr. William Welburn – vice president for inclusive excellence
  - Valerie Wilson Reed, Sp '79 – alumna, author of *Black Marquette in Their Own Words: Overcoming Obstacles & Achieving Success*, and former MUAA National Board President

Tool Box reminders

# 2019-2020 Year End Impact

## THANK YOU

for fueling remarkable impact throughout turbulent times. You help us **BE THE DIFFERENCE.**



**BE THE DIFFERENCE.**

### 2019-20 FISCAL YEAR BY THE NUMBERS



IN FY20, you helped support students and faculty by being part of our **\$95.3 MILLION** TOTAL FUNDRAISING

**\$500K+**

RAISED FOR **BRIDGE TO THE FUTURE** emergency fund for students



**PHILANTHROPIC MOMENTUM:** Over the past two years, your generosity has totaled **\$200 MILLION**

**25K+** TOTAL DONORS  
A 5% INCREASE FROM FY19  
3rd consecutive year increase  
**1,000+** FIRST-TIME DONORS

**210** FOUNDERS SOCIETY MEMBERS  
WHO GAVE \$1M+  
**17** NEW MEMBERS IN FY20

**781** LEGACY SOCIETY MEMBERS  
WHO NAMED MARQUETTE IN PLANNED AND ESTATE GIFTS  
**36** NEW MEMBERS IN FY20



## BACKPACK PROGRAM

**\$100K+ RAISED**  
in its inaugural year to support students facing food insecurity; feeds over 50 students a week

## 3RD ANNUAL GIVE MARQUETTE DAY

- 3,941 DONORS PARTICIPATED IN THE GIVE MARQUETTE DAY
- DOUBLED DONORS AND DOLLARS FROM PREVIOUS YEAR
- RAISED \$1 MILLION+



**3K+ PEOPLE** PARTICIPATED IN MORE THAN 20 WEBINARS since March through the new Beyond MU lifelong learning platform

### UNIVERSITY HIGHLIGHTS

**400+** PEOPLE CELEBRATED 50 YEARS OF MARQUETTE'S FIRST-IN-THE-NATION Educational Opportunity Program for first-generation students



**TOP 10** CATHOLIC UNIVERSITY IN THE COUNTRY  
AS RANKED BY U.S. NEWS & WORLD REPORT

**55** STUDENTS PARTICIPATED IN THE SECOND COHORT OF RISE READY TO INSPIRE SUCCESS AND EXCELLENCE  
MULTICULTURAL ORIENTATION PROGRAM

**6TH** IN THE COUNTRY FOR JOB PLACEMENT 10 years after graduation  
ZIPPIA, U.S. DEPARTMENT OF EDUCATION DATA

**25% DIVERSE** STUDENT POPULATION  
One of the highest yet in Marquette history  
**2,990** STUDENTS OF COLOR  
**11,819** TOTAL ENROLLMENT

We are profoundly grateful. Imagine where we can go next. **TOGETHER.**



# 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**

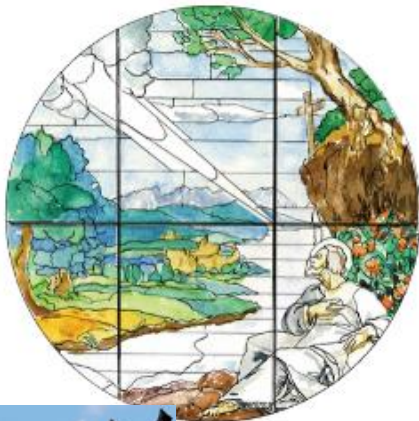
## VIRTUAL MASS LIVE FROM MARQUETTE'S CAMPUS

*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.**

# **MUAA National Board Strategic Plan: Progress to Date**

Sarah Burkhart, Bus Ad '03, Grad '12, Executive Director, MUAA



# 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 and Connect with Club Leaders**
- ✓ **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**
- ✓ **Campaign Public Launch Timing**

# 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?*

Governance Committee will review the Strategic Plan which is due for a refresh in 2021.

# Updates & Actions Summer Feedback

Monica Oliver, Sp '81

President, MUAA National Board of Directors

# Marquette Admissions Ambassador Program (MAAP)

## **College Fairs**

Marquette is invited to attend college fairs throughout the nation where university representatives staff a table or booth and connect with high school students interested in attending Marquette.

## **Endorse a Prospective Student**

Assist in Marquette's recruitment efforts by recommending talented students through the university's prospective student application endorsement process.

## **Outreach to Prospective and Admitted Students**

A personal phone call, meeting, email, letter or text message can go a long way when college applicants are deciding between multiple colleges and universities.

## **Admitted Student Gatherings**

Attend or host a gathering for admitted students in your area. These events offer a meaningful platform for admitted students and their families to connect with the local Marquette community.



# Supporting Marquette Admissions Break-Out Sessions:

**Group 1:** How can alumni help MU continue to attract a diverse student population?

*(Brescia, Carley, Delgado, Jefferson, McGowan, Oliver and Zagone)*

**Group 2:** What are some innovative ways that alumni can communicate to prospective and admitted students?

*(Bingham, Gardner, Hernandez, Manghera, Schwendler, Shurn and Wick)*

**Group 3:** How can MU alumni clubs get involved and help with recruitment and networking with prospective and admitted students?

*(Ariola, Giordan, Jaeger, Jorgenson, Krueger, Leung, Neugent and Mullarkey (Admissions))*

# Supporting Marquette Admissions: Report Out

**Group 2:** What are some innovative ways that alumni can communicate to prospective and admitted students?

**Group 3:** How can MU alumni clubs get involved and help with recruitment and networking with prospective and admitted students?

# **Committee Report-Outs**

**Alumni Donor Participation  
Awards  
Governance**

September 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**

**Impact of engagement on giving**

**Way to support Annual Giving efforts**

**FY21 Annual Giving highlights**

**New digital fundraising tools**



# The 16-Point Engagement Score Model

MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT

LEADERSHIP · DONOR CENTRICITY · ACHIEVEMENT · EXCELLENCE · PASSION · INNOVATION



# Involvement and Connectivity



MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT

LEADERSHIP · DONOR CENTRICITY · ACHIEVEMENT · EXCELLENCE · PASSION · INNOVATION



# What's the impact?

- Employment: Twice as likely to give
- Email: More than twice as likely to give
- Reunion: Three times as likely to give
- Volunteer: More than three times as likely to give
- Event: Four times as likely to give
- Visit: Six times as likely to give





# Support Annual Giving Efforts: Marquette Moments

Why do you give?

What does Marquette mean to you?

Is there a professor that made an impact?

How has Marquette leadership inspired you?

**Spread the word on social media!**



# FY21 Alumni Participation Results as of 9.18.20

- FY20 Final Alumni Participation: (17%)
- FY21 Alumni Participation Goal: (18%)
- **FY21 Alumni Participation To-date: (8%)**

**GET A MASK, GIVE A MASK**

## **FY21 Annual Giving Highlights: Mask Promotion**



- July-August 2020
- 5,000 donors contributed over \$200,000 to support Health Sciences and Nursing students
- 2,577,101 impressions on social media
- Thousands of masks handed out to students during move in

# FY21 Annual Giving Highlights: Masks vs Shirt



- August-Sept 2020
- So far, 1,100 donors contributed \$54,000
- Twice as many donors chose the masks

# New + Upcoming Digital Fundraising Tools

- Matching Gift Integration
- QR codes
- Advanced Donation Form (ADF)

**GIFT DETAILS**

Type of gift:  One-time gift  Recurring gift

Anonymous:  Give anonymously

Matching Gift:  My company will match my gift.

Matching Gift Company:

Spouse/Partner:

**TRIBUTE INFORMATION**

Search powered by Double the Donation



## **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**

**Impact of engagement on giving**

**Way to support Annual Giving efforts**

**FY21 Annual Giving highlights**

**New digital fundraising tools**

September 2020

# AWARDS COMMITTEE

## AWARDS

Standing committee to oversee the Alumni National Awards process, provide recommendations for the All-University Award recipients and select the Pedro Arrupe Award recipient for student service and leadership.

### Agenda

- Introduction of Members
- Role of Committee
- Pedro Arrupe Award Update
- Alumni National Awards
  - Virtual event ideas
  - Promotion/social media
  - Feedback on nomination form
- Timeline/Next Steps



# Introduction of Members

- New Committee Member – Lee Ann Jorgensen
- Returning Members – Marissa (Martin) Delgado, Ron Giordan, Lou Hernandez and Ann Marie Wick
- Marquette staff leads – Lisa Bartoszewicz and Jill Ott
- Marquette key staff partner – Holly Hamilton

# Role of Committee

- Interview student applicants for the Pedro Arrupe Award
- Review materials and provide two recommendations per category for the All-University Awards to Marquette leadership:
  - Alumnus/a of the Year Award
  - Professional Achievement Award
  - Service Award
  - Spirit of Marquette Award (under 40 yrs old)
- Friend of the University Award is selected by Dr. Lovell

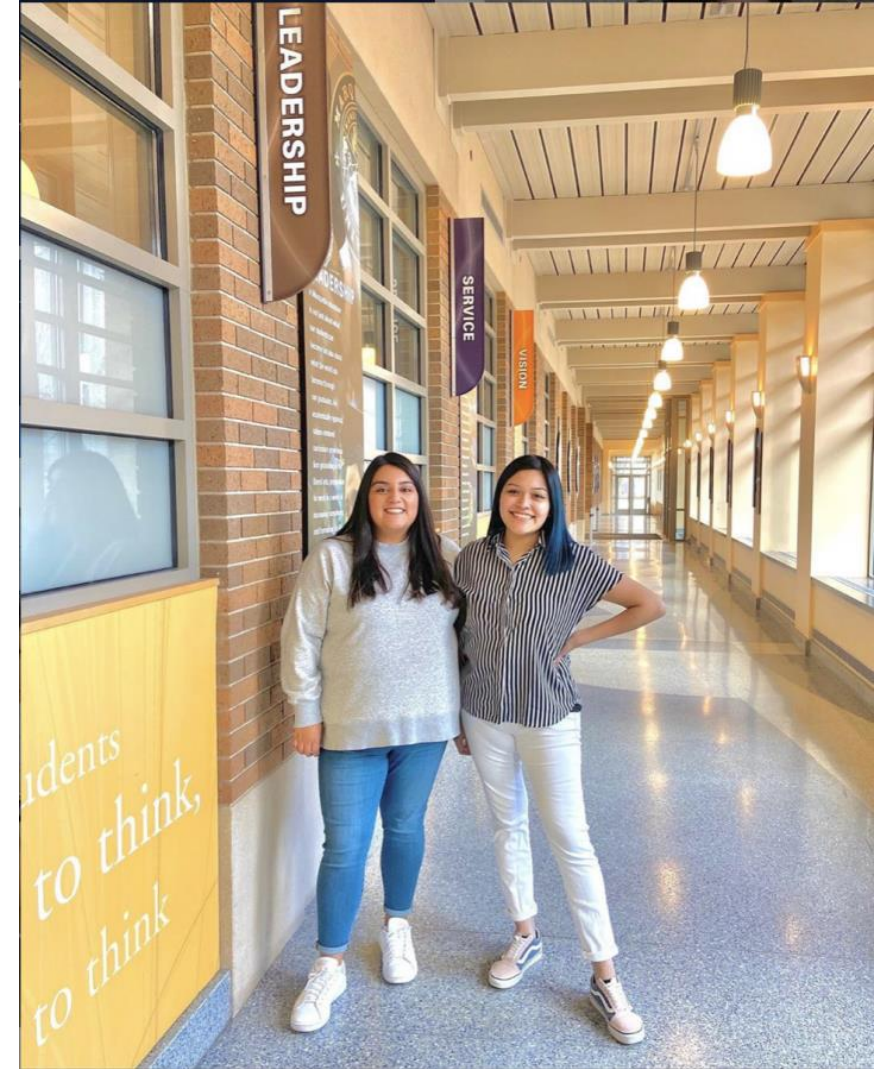
# Pedro Arrupe Award

- Established in 1991 by the MUAA board and the Marquette Jesuit Community
- Awarded to an outstanding junior student for their service and leadership to Marquette, Milwaukee and global communities
- The students are interviewed and the recipient is selected by the MUAA Awards Committee at the April meeting

# Pedro Arrupe Recipient

## Evelia Guerrero, Nursing student

- We will honor Evelia in 2021
- She was recently elected MUSG President



# Alumni National Awards

- Discussed options for Alumni National Awards 2021
  - Recipients selected for 2020 will be awarded in 2021
  - What will the event look like? In-person, virtual, hybrid – all options are being considered at this time
  - Shared examples of virtual events that committee has seen or participated in
- Talked through items to include in updated Award Nomination Form
  - Committee will test form and provide feedback by October 5

# Next Steps

- Test Award Nomination Form by October 5
- Continue to share examples of virtual events

September 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.**

## **AGENDA**

**\*Welcome**

**\*High-level Diversity, Equity and Inclusion initiatives at Marquette**

**\*Board Focus Discussion**

**\*Marquette Mixers Debrief and Regional/Affinity Synergy**

**\*Board Recruitment and Renewals**

**\*Open Discussion/Next Steps**



# Diversity, Equity and Inclusion Updates

**\*President's Commission on Racial Equity (CORE)**

**\*Equity in MKE Initiative**

**\*Partnership with Black Student Council**

**\*Ready to Inspire Success and Excellence (RISE)**

**\*Backpack Program**

**\*Hispanic Serving Institution**

# **New Graduate Outreach**

## **Graduation Cards from Regional Club Presidents**

Graduation cards sent to local grads by club leadership

Personalized notes sent to over 300 new grads

## **Marquette Mixers**

35 clubs participated (grouped into five regions)

\*Greater Chicagoland: Paul Manghera

\*West Coast: April Ariola

\*South Bill Krueger

\*Midwest: Ron Giordan

\*Northeast: Monica Oliver

Nearly 200 registrants

New grads participated in every mixer; great connections, advice, plans and trivia!

## **Regional Club Synergy**

Club Leaders Meeting

# National Board Recruitment Updates

## Director Renewals

April Ariola, Comm '92, Grad '93, Chandler, AZ

Marilynn Gardner, Jour '88, Chicago, IL

Paul Manghera, Bus Ad '82, Tinley Park, IL

Patricia "Pat" McGowan, Arts '84/Law '89,  
Milwaukee

## Retiring Directors

Luis "Lou" Hernandez, Jr., Comm '00, Chicago, IL

Robert Leung, H Sci '04, San Francisco, CA

Mary Lou Neugent, Arts '73, Des Moines, IA

Thomas "Tom" Schwendler, Jour '80, Glenville, NY

Ann Marie Wick, Bus Ad '92, West Milwaukee, WI

Darren "DJ" Jefferson, II, Arts & Sciences Student

# Wrap-up and Next Steps

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

Monica Oliver, Sp '81  
President, MUAA National Board of Directors

Thank you!



MARQUETTE  
UNIVERSITY

---

**BE THE DIFFERENCE.**