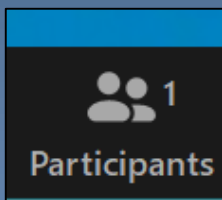


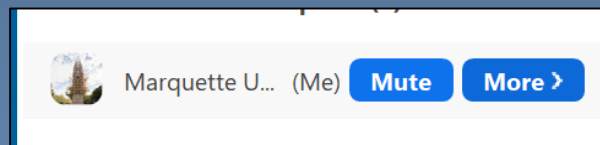
Marquette University Alumni Association National Board of Directors: New Director Immersion

Change your Zoom name to include:
Name, College/ Grad Year, City/State
(for example – **John Marquette, Arts '04, Milwaukee, WI**)

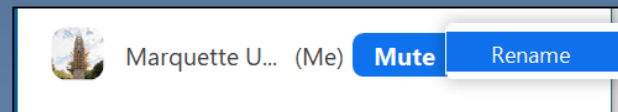
1. Click on participants icon along zoom toolbar



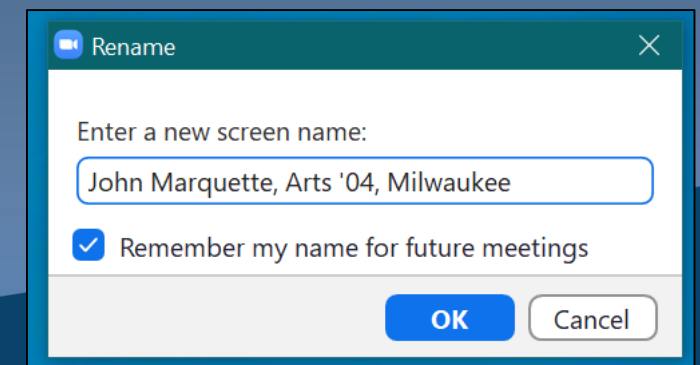
2. Hover over your name until you see the options appear



3. Select "More" and then "Rename"



4. Change name and push "ok"



Welcome and Introductions

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

**Rachelle Shurn, Prof St '11
Senior Engagement Officer**

Getting to Know You: New Directors

Please share:

*Name, college/year

*City/state

*Why did you accept the invitation to serve on the MUAA National Board of Directors?

Getting to Know You: Directors

Please share:

*Name, college/year, city/state

*Years of service with the Board

*Favorite Board experience thus far

MU Alumni Association: Purpose and Overview

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

- 115,000 Alumni Worldwide
- 40+ Regional & International Clubs & Chapters
- Interest-Based Chapters
 - Association of Marquette University Women (AMUW)
 - Black Alumni Association (BAA)
 - Council on Native American Affairs
 - Hispanic Alumni Association (HAA)
 - LGBT+ Alumni Council
 - M Club (former lettered athletes)
 - Young Alumni Association (YAA)
 - Young Alumni Leadership Council (YALC)
 - Plus College/Unit Volunteer Groups

MU Alumni Association: Programming/Calendar

300+ annual alumni events

Summer

Welcome students back to campus (focus on parents)

Fall

Board conference, Campaign public launch (10/10/20)
look to board to help grow our donor base,
dedications/groundbreakings, Beyond MU, Beyond
CIRCLES, affinity-based programming, Christmas
gatherings

MU Alumni Association: Programming/Calendar

300+ annual alumni events

Winter

Board meeting, Basketball gatherings, National Marquette Day, Mission Week

Spring

Board meeting, Scholarship Dinner, Alumni National Awards, Commencement

ALUMNI BENEFITS

BE A LIFELONG LEARNER

- Beyond MU Lifelong Learning
- Social Media Networking (Facebook, Linked-In, Twitter, Podcast, Instagram)
- *Marquette Magazine* and College Publications
- Marquette Travel Program

CAREER SUPPORT

The Marquette University Career Services Center staff is available to provide comprehensive career education, and professional preparation services and resources for undergraduate students, graduate students, and alumni

- Polishing your resume and cover letter
- Searching for a job or internship
- Improving your interview skills
- CIRCLES and other networking programs

ON-CAMPUS PERKS & SERVICES

Your Alumni ID card is your ticket to resources on campus including:

- merchandise discounts from Spirit Shop
- recreation centers
- LIMO Services
- Helfaer Theatre
- Rev. John P. Raynor, S.J., Library and Memorial Libraries

University Advancement Structure

Data Services and Research

Development

Donor Relations

Engagement

MUAA National Board of Directors

Purpose

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

The Role of Directors

Advisor

Advocate

Ambassador

Visionary

Alumni Conscience

Director Expectations

Time

Talent

Treasure

Being The Difference: Notable Impact

Campus Partners

Academic Affairs – Career Preparedness

Admissions – Test Optional Policy and Congratulatory Phone Calls

Marketing and Communication – *Marquette* Magazine

MU Police Department – MU Police Chief Search

Student Affairs – Backpack Program and Marquette University Neighborhood Kitchen (MUNK)

Being The Difference: Notable Impact

University Advancement

Marquette Mentors Program

CIRCLES Program (award winner)

Creation of Seven Essentials of Highly Engaged Alumni

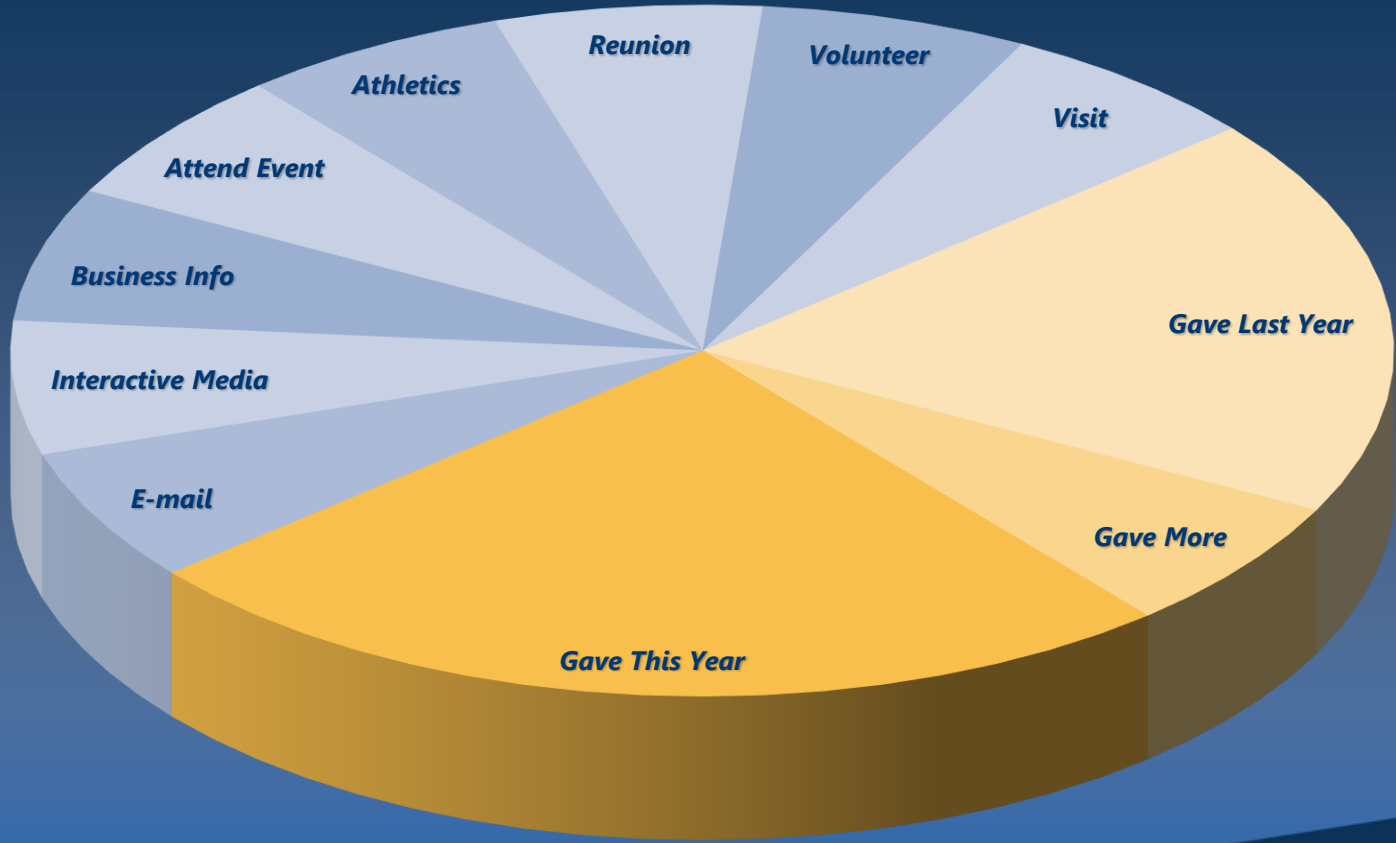
Board Visibility: Marquette Mixers, Beyond MU

Programming, Pedro Arrupe Award featured story

Alumni Website Redesign (including giving pages)

Alumni Engagement Score (featured publication)

The 16-Point Engagement Score Model



Involvement and Connectivity



Conference Overview

Virtual

Featured speaker (UA, campus partners, students), committee meetings, breakout sessions

In-Person

On campus (full day and a half), occasional evening commitment), featured speakers, committee meetings, site visits, service projects

Conference Schedule FY20-21

Fall Gatherings (virtual)

A few short meetings

New Director Welcome and Board Social

Tuesday, September 15, 5:30-6:30pm CT

September Meeting

Thursday, September 24, 5-7pm CT

Conference Schedule FY20-21

Winter Gatherings (virtual)

A few short meetings – timing TBD

Spring Conference (Marquette campus)

Friday, April 22- 23, 2021

(in conjunction with Alumni National Awards Weekend)

Committees

Alumni Donor Participation

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.

Awards

Oversees the alumni awards process and select all-university award winners, and the Pedro Arrupe award for student service excellence.

Committees

Governance

Oversees recruitment process of all directors, propose amendments to by-laws as appropriate and ad-hoc initiatives as suggested.

Beyond the Board: Engagement Opportunities

ADMISSIONS

Admitted student receptions

Congratulatory phone calls to admitted students

College fairs

Summer send-offs

REUNIONS

Class and affinity reunion volunteer

Beyond the Board: Engagement Opportunities

HOSTING/ORGANIZING EVENTS

Basketball gatherings

Home/office gatherings

MENTORSHIP

Marquette Mentors

College mentors/ volunteer

Beyond the Board: Engagement Opportunities

RECOGNIZING FELLOW ALUMNI

Class notes (print and online)

MUAA National Board of Directors recommendations

National Alumni Award recommendations

Marquette Magazine – story sharing

SOCIAL MEDIA ADVOCACY

FACEBOOK, TWITTER, LINKED-IN, INSTAGRAM

Beyond the Board: Engagement Opportunities

**SPEAKING AT PROGRAMS/HELP
SECURE SPEAKERS/SPACE**

SPONSORSHIP

PHILANTHROPY

Resources

Sarah Burkhardt and Rachelle Shurn

National Board Peers

MUAA National Board Toolbox

[HTTPS://WWW.MARQUETTE.EDU/ALUMNI/CLUBSCHAPTERS-MUAA.PHP](https://www.marquette.edu/alumni/clubschapters-muaa.php)

Events Calendar and Registration

[HTTPS://ALUMNI.MARQUETTE.EDU/EVENT-CALENDAR](https://alumni.marquette.edu/event-calendar)

Engagement Activity Form

[HTTPS://WWW.MARQUETTE.EDU/ALUMNI/ABOUT-BOARD-ENGAGEMENT-ACTIVITY.PHP](https://www.marquette.edu/alumni/about-board-engagement-activity.php)

Questions?

**Thank you for ALL you do to support our
Marquette University!**



**BE THE
DIFFERENCE.**



MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.