Welcome, MUAA National Board of Directors



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

Executive Director Updates

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

Diversity, Equity and Inclusion Breakout Session

How can alumni support Marquette's DEI efforts?

Time, Talent and Treasure



Your Ideas in <u>Action</u>

Time:

- √ Referral to the Backpack Program
- ✓ Intentional connections/support with black alumni volunteers
- ✓ Identify and engage alums to provide leadership on developing strategies
- ✓ Recruit more diverse mentees and mentors
- √ Work locally to recruit diverse interested students

Your Ideas in <u>Action</u>

Talent:

- ✓ Host MU book club featuring contributors from Black Marquette:

 Overcoming Obstacles and Achieving Success
- ✓ Strategize locally about how the board/volunteer leaders engage with new alums. Recruit a panel of alums to discuss diversity and offer them to the chapters
- ✓ Highlight DEI through Beyond MU and other programs

Your Ideas in <u>Action</u>

Treasure:

- ✓ Provide student support for assistance with books, meals or meal tickets, travel expenses, gas card, bus tokens, monetary payment assistance (car payment, etc.)
- Equity in MKE endowed scholarships, support services and funding for room and board

MUAA Communication and Events

✓ MUAA Alumni E-Newsletter

✓ MUAA Communications Calendar – new!

✓ MUAA Events Calendar



University Updates and Programming





Beyond Graduation. Beyond Campus. Beyond Boundaries.









Ignatian Advent Retreat in Daily Life Sunday, November 29 - Sunday, December 20, 2020

Committee Report-Outs

November 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

FY21 Alumni Participation To-date

Current and Upcoming Annual Giving Solicitations

Get Involved!



FY21 Undergraduate Alumni Participation ResultsAs of 11.13.20

FY20 Final Alumni Participation: 17%

FY21 Alumni Participation Goal: 18%

FY21 Alumni Participation To-date: 11%



Current and Upcoming SolicitationsSt. Joan of Arc Chapel Restoration

- Timeframe: Mid-November through December 31
- Donors can choose to receive a limited-edition mug featuring an illustration of St. Joan of Arc Chapel by Daniel Augustine, Comm '03.
- Promoted to undergraduate alumni, current and past parents and friends via mail, emails, Phonathon, social media and texting



Current and Upcoming Solicitations We Are Marquette Young Alumni Challenge

- Timeframe: December 8 January 7
- Promoted to undergraduate alumni who graduated in the last 15 years via postcard, emails, Phonathon, social media and texting
- Utilizing GiveCampus, our social fundraising platform
- Donors can choose to receive a We Are Marquette felt pennant.



Current and Upcoming Solicitations

Virtual Advent Calendar

- Timeframe: December 1-25
- Communication will kickoff via email and updates will be posted to social media daily.
- Each day will feature engaging content, and most Tuesdays will feature a giving opportunity.
 - Holiday playlist
 - Christmas cookie recipes
 - Sharable videos
 - And more!









Get involved! Spread the word on social media.

- 1. Follow @MarquetteAlumni on Facebook, Instagram and Twitter
- 2. Reshare posts every Monday featuring news and updates
- 3. Share your own Marquette experience. Email amanda.lang@marquette.edu or post on social and tag @MarquetteAlumni. Here are some ideas to get you started:
 - Why do you support Marquette? What inspires you to give back or to serve within the Marquette community?
 - How are you using your Marquette education today? Tag your college or school and share your success story.
 - Have you attended a virtual Mass? Write and share a reflection.



November 2020

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.

New Nomination Form is LIVE! (marquette.edu/awards)

- Link to Award Criteria
- Spot for LinkedIn or bio URL
- Separate questions about service to Marquette, service in the community and professional achievements



November 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.

National Board Strategic Plan Refresh

Tuesday, December 1

December Board Virtual Social

Wednesday, December 16 5-6pm CT





SOCIAL MEDIA OVERVIEW





MUAA SOCIAL MEDIA ACCOUNTS





@MarquetteAlumni



facebook.com/MarquetteAlumni



@MarquetteAlumni



linkedin.com/groups/46939



CONTENT ON SOCIAL MEDIA PLATFORMS

- Twitter | Alumni event promotion, university news, nostalgia, campus photos, faith, giving, etc.
- Facebook | Facebook events & ads, university news, nostalgia, campus photos, faith, giving, etc.
- Instagram Nostalgia, campus photos, holidays, faith, giving, event story-telling
- Linkedin Career-focused content, class notes, university news





Marquette University Alumni Association added an event.



Dismantling Institutional Racism TUE, SEP 1

258 Went · 1.814 Interested



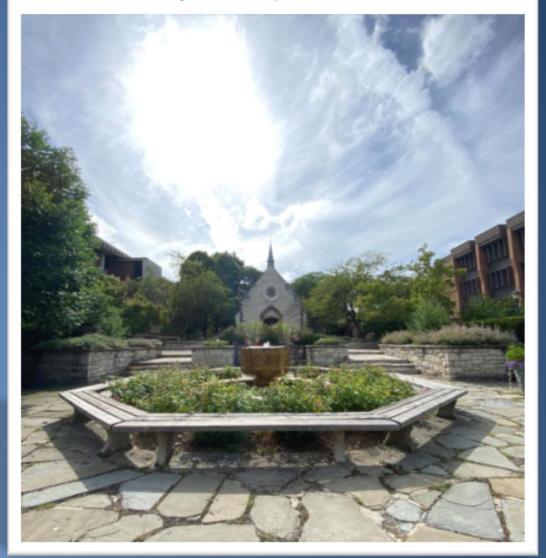
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Marquette University Alumni Association is with Belinda
Perez Smith.

Published by Vicki Clancy **②** · August 21 · **③**

Alumni, tag your college roommate to share a piece of campus with them! #FlashbackFriday #wearemarquette







Marquette Alumni @MarquetteAlumni · Nov 2

If you have a loved one whom you would like remembered throughout the month of November, send in your prayer requests at bit.ly/3mCYwKR. Prayer requests will be placed before the altars in multiple chapels on the @MarquetteU campus. #AllSoulsDay









marquettealumni





marquettealumni More than 200 @marquetteu alumni and fans are gathered in Washington, D.C. to #RingOutAhoya before @MarquetteMBB takes on Georgetown! #wearemarquette

41w







41w Reply









Liked by muclubwashingtondc and others

JANUARY 18

Add a comment...





Engagement Director | Athletics Advancement Programs at Marquette University

Marquette University Alumni Association Class Note!

JoEllen (Gielow) Burdue Arts '00, was promoted to senior director of communications and media relations at Milwaukee School of Engineering.

Do you have an achievement to share with the Marquette community? Please submit your class note at https://bit.ly/2ENwcor.





MU ALUMNI SOCIAL MEDIA ACCOUNTS

- College and Interest-based Chapters
- Class Years
- Regional and International Alumni Clubs



OPPORTUNITIES FOR ENGAGEMENT



WHAT YOU CAN DO

- Like, comment, tag and share Marquette Alumni or other university posts
- "Invite Friends" to Marquette Alumni Facebook events
- Join the Marquette Alumni Social Media Volunteer Facebook group to easily access relevant Marquette content to share on your social media accounts
- Utilize the social media toolkits created around giving campaigns and help spread the message (ex. Digital Campaign Toolkit)



WHAT YOU CAN DO



Post on your personal accounts about:

- An experience at an event (be sure to use the event hashtag)
- Excitement for attending an upcoming Marquette alumni event (include registration link and tag @MarquetteAlumni)
- Important and relevant updates you learn at National Board meetings (especially to the alumni club Facebook group in your region)
- Thanking alumni volunteer leaders you know (tag @MarquetteAlumni)



SOCIAL MEDIA TIPS

- Tag @MarquetteAlumni in your posts
- Remember to use Marquette hashtags
- Use photos and videos in your posts
- Follow the Marquette University accounts across all social media platforms
- Tag your Marquette alumni friends in posts
- Reshare Marquette content on your own feed



COMMON MARQUETTE HASHTAGS

ALUMNI EVENTS

#BeyondMU

#MarchWithMarquette – postseason men's and women's basketball

#MUAlumniAwards

#MUCircles

#MUReunion

#NationalMarquetteDay

ATHLETICS RELATED

#BeatBucky - mantra for the Marquette vs. Wisconsin rivalry basketball game

#mubb

#murahrah

#muwbb

#ringoutahoya

GENERAL MARQUETTE

#BeTheDifference

#CuraPersonalis

#faithatmarquette

#FutureGoldenEagles

#jesuiteducated

#MarqULove or #mulove

#marquettewedding or #muwedding

#WeAreMarquette



PREVIEW | FUTURE OF MUAA SOCIAL



MUAA SOCIAL MEDIA UPDATES

- Community for alumni volunteers who lead on Marquette alumni social media accounts
 - Facebook group (community, resources, content, etc.)
 - Guide for managing the accounts
- Landing page on the alumni website for all things social media
 - Include a complete directory of all alumni club/chapter and class year social media accounts
 - Marquette hashtag directory
 - Feed of MUAA social media posts



RESOURCES



- alumni.marquette.edu/social (launching this winter)
- facebook.com/groups/MUAASocialMediaVolunteers (launching this winter)
- marquette.edu/social/
 - Directory of Marquette's social media accounts (colleges, departments, and more)



Questions?

Comments?

Ideas?





BE THE DIFFERENCE.

MUAA Branding & Visibility

Nicole Singer, Comm, Hist '06 Sr. Dir. Advancement & Campaign Communications

What's in a 'brand?'

- Think beyond a logo and visuals
- What you want people to think, feel, say and do about MUAA
- Both functional and emotional
- Built through every interaction and communication

















(DALT DISNEP'S

Signature Mickey Mouse Logo Designs



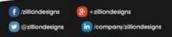












ALUMNI ASSOCIATION BRAND PROFILE

Target Audience

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

Emotional Promise

Primary emotional commitment that describes how this brand is better than alternatives.

Functional Promise

Primary functional commitment that describes how this brand is better than alternatives.

Reasons to Believe

Relevant and unique support of promises.

Core Need

Functional, Emotional

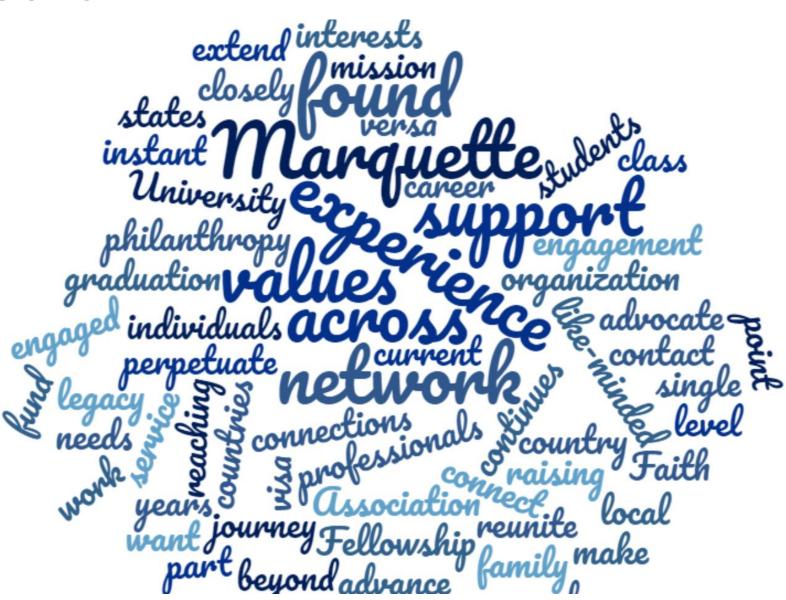
Differentiating Benefit

Functional, Emotional





How would you describe the Alumni Association to an incoming student or graduate in 1-2 sentences?



From your experience, what is the Association's mission? What are its top values?



What is the single most valuable aspect of what the Association does?



Primary Keywords

Connect

Family

Experience

Network

Support

Values

Students

Mission

Opportunities

Advocate

Feedback

Secondary Keywords

Relationships

Camaraderie

Spirit

Faith

Diverse

Community

Immersive / engaging





Primary Keywords

Connect - Functional

Family - Emotional

Experience - Both

Network - Functional

Support - Both

Values - Emotional

Students - Emotional

Mission - Emotional

Opportunities - Both

Advocate - Functional

Feedback - Functional

Secondary Keywords

Relationships - Emotional

Camaraderie - Emotional

Spirit - Emotional

Faith – Emotional

Diverse – Both

Community – Both

Immersive / Engaging – Both





Exercise: Breakout branding discussions

- We'll prompt 2-3 questions for each breakout group
- Return to share answers and insights
- We'll begin building out the brand framework as a group
- Marquette will refine and expand framework will guide future communications and outreach



Communication Break-Out Sessions

Group 1: Wick (lead), Ariola, Brescia, Gardner, Jefferson, Leung, and Manghera

Questions

- 1. What common questions do you hear about the Association and its benefits?
- 2. What <u>functional</u> benefits appeal to members? (e.g. access to networking opportunities, webinars, discounts)
- 3. If the Association could (hypothetically) have any celebrity spokesperson, who would it be and why?

Communication Break-Out Sessions

Group 3: Giordan (lead), Bingham, Delgado, Jaeger, Neugent and Oliver

Questions

- 1. Where do you see opportunity for the Alumni Association in the future?
- 2. What <u>emotional</u> benefits appeal to members (e.g. friendship, camaraderie, connection)?
- 3. If alumni remember only one thing about the Association and its benefits, what would you like that to be?

Wrap-up and Next Steps

Monica Oliver, Sp '81

President, MUAA National Board of Directors

Wrap-up and Reminders

Mark Your Calendars:

National Board Virtual Social Wednesday, December 16 5:00 – 6:00 p.m. CT

Post-meeting Survey:

Please complete by Monday, November 30

January Meeting Date:

Forthcoming

Wrap-up and Reminders

Toolbox reminders and presentations:

https://www.marquette.edu/alumni/clubschapters-muaa.php

Happy Thanksgiving!