***Key themes and messages***

**A shared vision**

* Marquette’s vision is to be recognized as among the most innovative and accomplished Catholic, Jesuit universities in the world.
* In response this changing landscape and headwinds facing higher education (ie. 15-16% decline in college-age students starting in 2026), Marquette’s strategic plan – Beyond Boundaries – has set in motion a clear strategy for Marquette’s future.
* This plan is guiding MU to reach beyond traditional academic boundaries and embrace new and collaborative methods of teaching, learning, research and service in an inclusive environment.
* We are poised to make strides in achieving our vision. Among recent accomplishments, MU recently funded an undergraduate Honors program, launched four new research projects at its Athletic and Human Performance Center, engaged a taskforce around corporate social responsibility, and has begun a Examen process to reaffirm its Catholic and Jesuit identity.
* In 2020, the university has challenged itself to think and act differently. In the spirit of St. Ignatius, to live with “one foot raised.”

**Momentum**

* Marquette’s momentum is highly visible around campus and includes:
* Expansion of Physician’s Assistant (PA) Studies Program (ranked #40 by US News and World Report) and a new PA building.
* Opening of the Athletic and Human Performance Research Center as well as The Commons, which was MU’s 1st new student housing project in 50 years.
* The Henke Courtyard outside the 707 Hub and the Marian Gotto are also part of a “building boom” on campus.
* In the near future, MU will open a new $70M College of Business Administration building that will also house innovation leadership programs, at the former site of McCormick Hall.
* These and other projects are part of the university’s master plan which is the foundation of a capital projects initiative designed to take the university to the next level.
* In the fall of 2020, Marquette will publicly launch a $750 million fundraising campaign. Alumni participation will critical to the success of this effort which will support academic programs, build MU’s endowment, fund capital projects and grow the Annual Fund.

**Inclusion**

* Marquette is committed to fostering a diverse teaching and learning environment
* The Institute for Women’s Leadership and the College of Nursing’s scholarship (Project Beyond-2) are two examples of that commitment.
* Among other initiatives a pre-orientation for students of color – Ready to Inspire (RISE) was introduced along with “Unlearning Racism” workshop series.
* A second round of “cluster hiring” is underway focused on increasing diversity among faculty.
* For the first time in the Law School’s history, there were as many women as men enrolled in the first year of studies.
* A work/study and mentorship program has been developed in partnership with Christo Rey High School.
* Inclusion is part of our history. In 1969, MU became one of the nation’s first universities to establish an Equal Opportunity Program.

**Collaboration**

* MU makes community collaboration a priority, partnering with its neighbors to inspire actions that connect challenges with solutions.
* MU launched the Northwestern Mutual Data Science Institute in collaboration with UWM (advancing MKE as a national hub for technology, research, business and talent development)
* Students collaborate with local businesses as part of Blue and Gold Ventures which has launched 6 new businesses.
* Corporate partnerships are fostered through MU’s Office of Corporate Engagement.

**Social Responsibility**

* As a large institution in Milwaukee, MU needs to re-build relationships and bring equitable resources while empowering neighborhoods to decide how to deliver those resources.
* Examples of MU’s community engagement include Near West Side Partners, Scaling Wellness in Milwaukee (SWIM), the President’s Challenge (a $250,000 grant in partnership with Johnson Controls), the opening of the Next Step Clinic and a NeuroRecovery Clinic.
* A recent public arts initiative, Watermarks, leveraged the location and mission of Marquette to lead a conversation about sustainability.

**Academic Excellence**

* MU is embracing new and collaborative methods of teaching and enhancing the quality and rigor of its academic programs.
* In Engineering, for example, we are taking students beyond the books and equations, and challenging them to find new ways and disciplines to solve the world’s problems.
* MU is providing more scholarships and mentoring.
* New programs include an online MBA and Corporate Communications major, data analytics, supply chain management, and applied behavior analysis.
* The Grad school has launched three new graduate programs.
* A student-run business program – Blue & Gold Ventures – has launched 6 new businesses.
* Graduate school enrollment has increased 10.5 percent since 2016.
* A new core curriculum was introduced in 2018.
* Marquette was again named in February to list of 200 Best Value Colleges for 2020 by The Princeton Review.

**Research**

* The College of Education has tripled its research since ‘13/’14
* The College of Nursing has secured federal NIH funding.
* Health Sciences has established a bio-imaging program.

**Jesuit tradition**

* Marquette’s mission is grounded in the core Jesuit values of Excellence, Faith, Service and Leadership.
* We have a focus on academic excellence and of being men and women for others. We are called to be servant-leaders who use our work to positively impact humanity promoting the greater glory of God (Ad Majorem Dei Gloriam)
* Marquette also cares for the ‘whole person’ or what is called *cura personalis*, which is Latin for “care for the whole person.”  This includes a focus on the mental health of students.
* A Marquette education prepares students to “Be The Difference.” This is not a slogan but a formula for success in life.

**MU Family**

* Alums aren’t just graduates, they are family.
* As men and women for others, MU are leaders in life who lift those around them.
* MU grads are problem-solvers and agents for change. Ready to “go and set the world on fire.”
* Alumni resolve to Be The Difference because as one alum said it, “We have the guts to try and the heart to care.”
* Alumni are a crucial participant in the mission of Marquette. And, they are key to the success of the upcoming fundraising initiative which hopes to increase alumni participation from 16 to 18 percent (>1,800 new donors).