

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

Get more into communities

- Cristo Rey
- Milwaukee Public Schools
- Upward Bound
- Chicago Scholars and Link Unlimited Scholars (High school students)
- Tap into community colleges

Bring them on-campus events

- Brotherhood Summit – get board members/alumni involved
- Shadow program – match them with a student they can relate to
- Spotlight alums and share with Admissions to pass along to admitted students
- Upward Bound program
- Spotlight diverse faculty

Group two: What are some innovative ways that alumni can communicate to prospective and

Testimonies (Virtual)

Tape regional testimonials of successful Alums as well as famous alums and weave into Zoom events asynchronously.

Bring alums into the conversation

Promote club scholarship (where applicable) as an opportunity

- Utilize the club scholarship events as recruitment challenges for next years class.

Tap into current students

- Utilize upperclassmen from their different home states to virtually help recruit from their home high schools.

Host events for prospective/admitted students (30 mins via Zoom)

- Utilize tapes testimonials of current students, recent grads, successful alums.