

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

Summer

300+ annual alumni events

300+ annual alumni events

Winter

Data Services and Research
Development
Donor Relations

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)

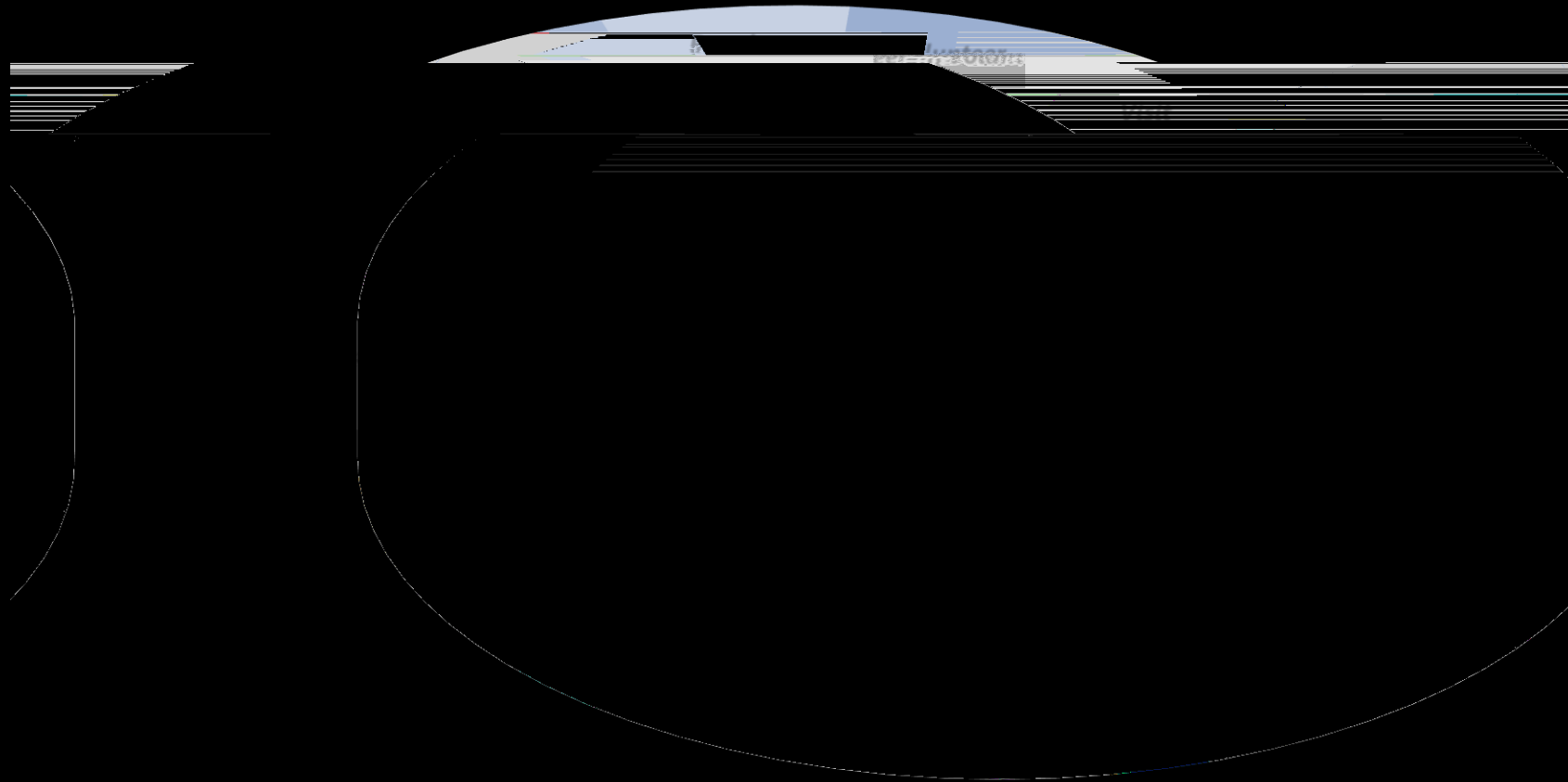
University Advancement

Marquette Mentors Program

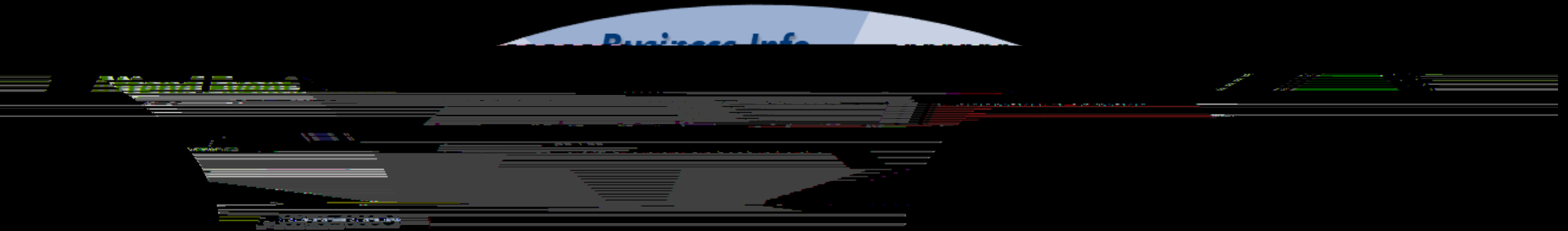
CIRCLES Program (award winner)

Creation of Seven Essentials of Highly Engaged Alumni

The 16-Point Engagement Score Model



Involvement and Connectivity



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)

Governance

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

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

Questions?

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

