



# Call to Order

Monica Oliver<sup>2</sup> !

# Invocation

Bill Krueger, Eng '87

# **Executive Director Updates**

**Sarah Burkhart, Bus Ad '03, Grad '12**

**Executive Director, MU Alumni Association**



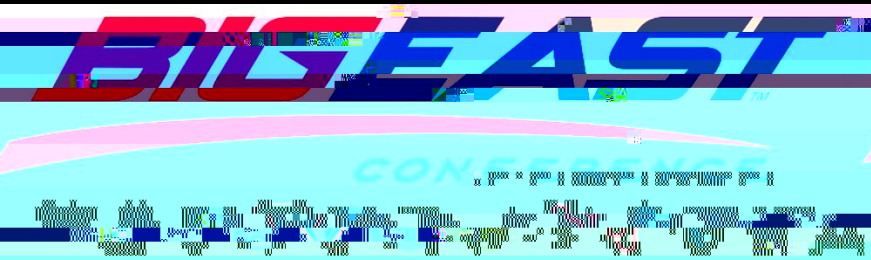
# Action



# Action







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



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 Results

## As of 11.13.20

FY20 Final Alumni Participation: 17%

FY21 Alumni Participation Goal: 18%

**FY21 Alumni Participation To-date: 11%**

# Current and Upcoming Solicitations

## St. Joan of Arc Chapel Restoration

Timeframe: Mid-November through December 31

Donors can choose to receive a limited-edition mug featuring an

# 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  
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

# 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](mailto: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?
  -

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](https://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





## **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



*Presented by: Jennilee Schlinsky, Engagement Director*

# SOCIAL MEDIA OVERVIEW

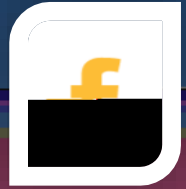




# MUAA SOCIAL MEDIA ACCOUNTS



| @MarquetteAlumni



| facebook.com/MarquetteAlumni



| @MarquetteAlumni



| linkedin.com/groups/46939

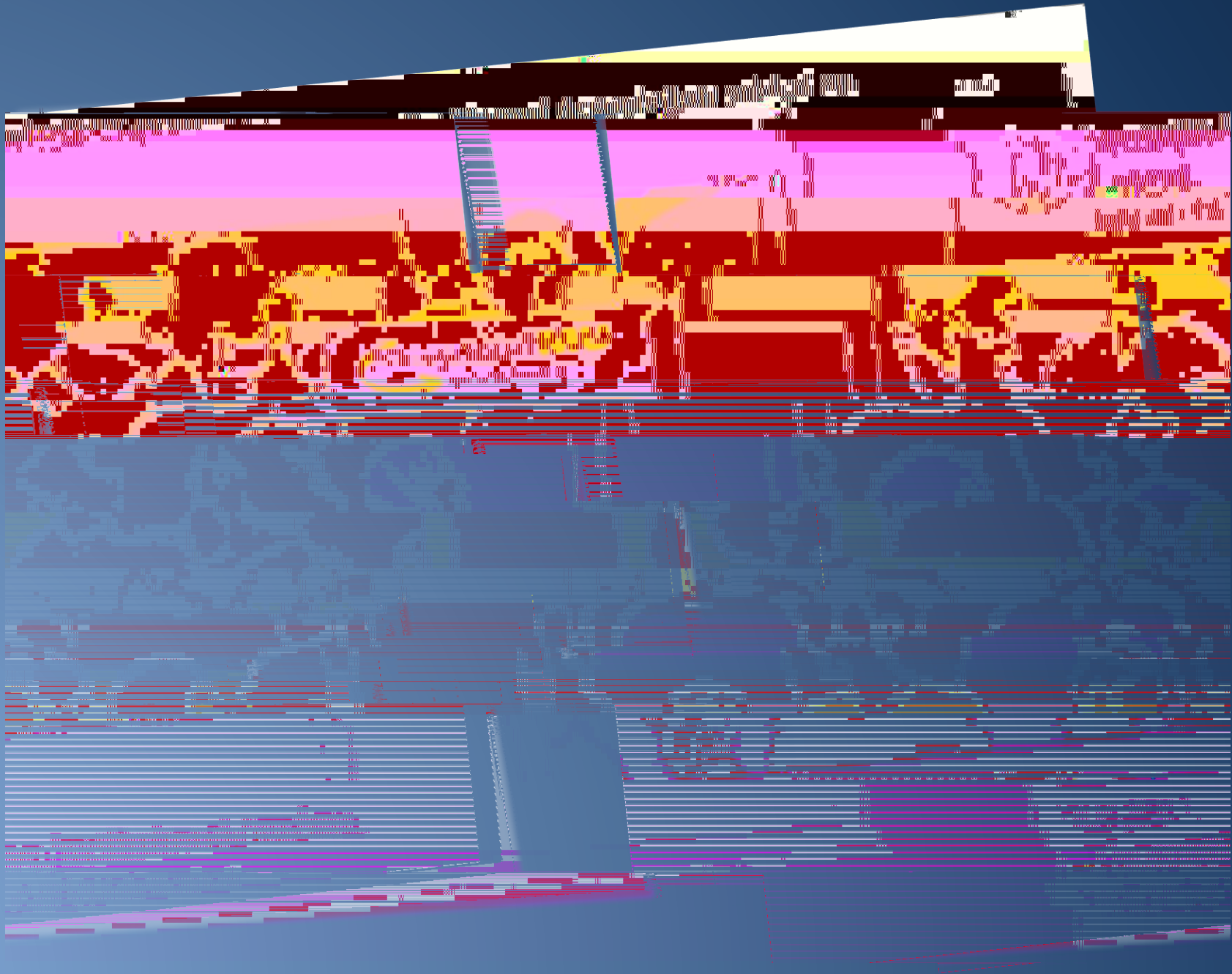
# CONTENT ON SOCIAL MEDIA PLATFORMS

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*

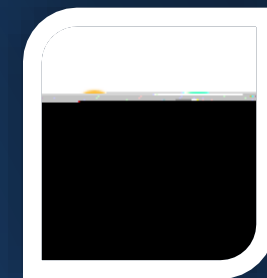
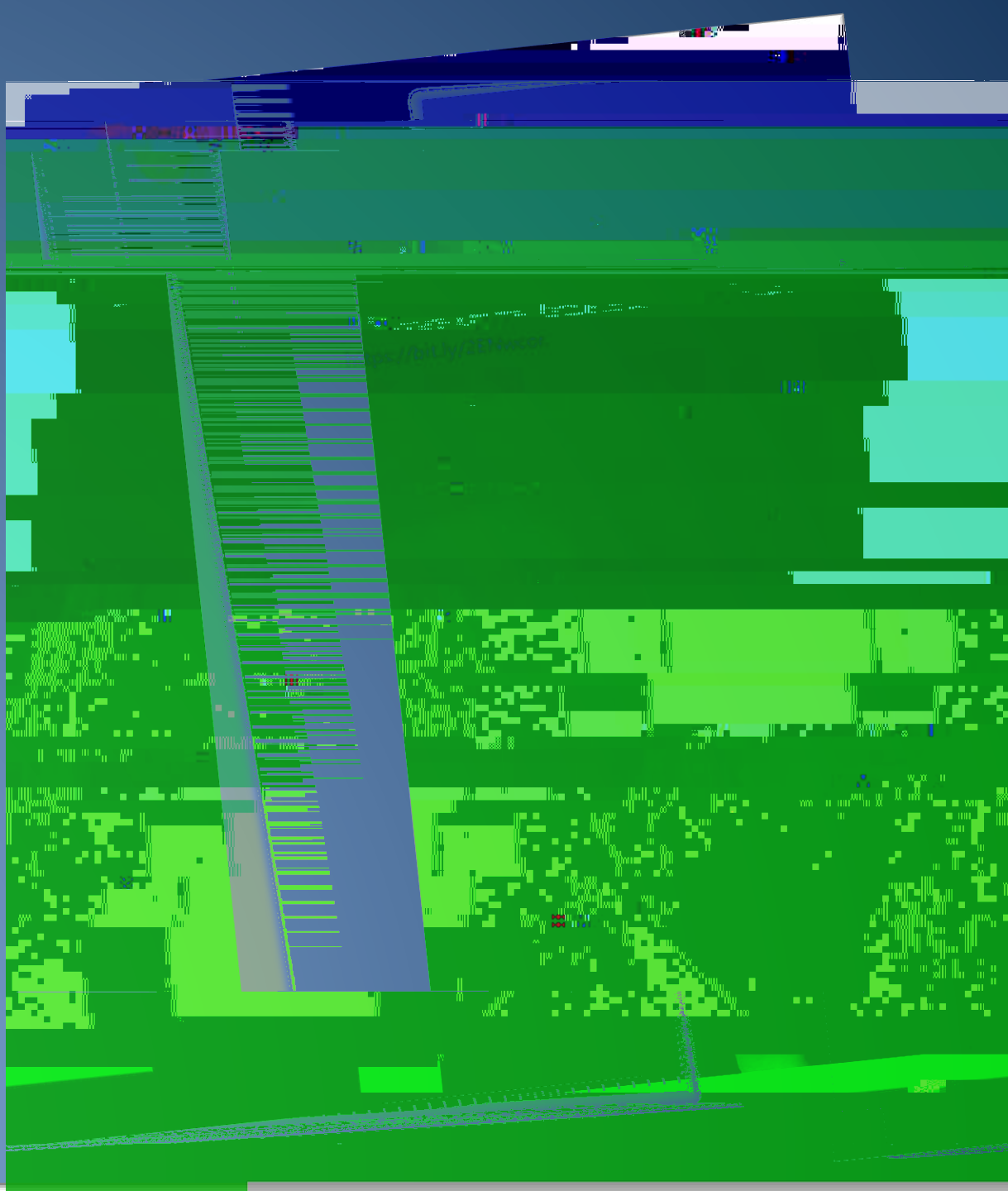




# CONTENT ON SOCIAL MEDIA PLATFORMS







# 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)

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

# 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** *post-*

*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**

**#marquettewetrEaC&Cthya**

# 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

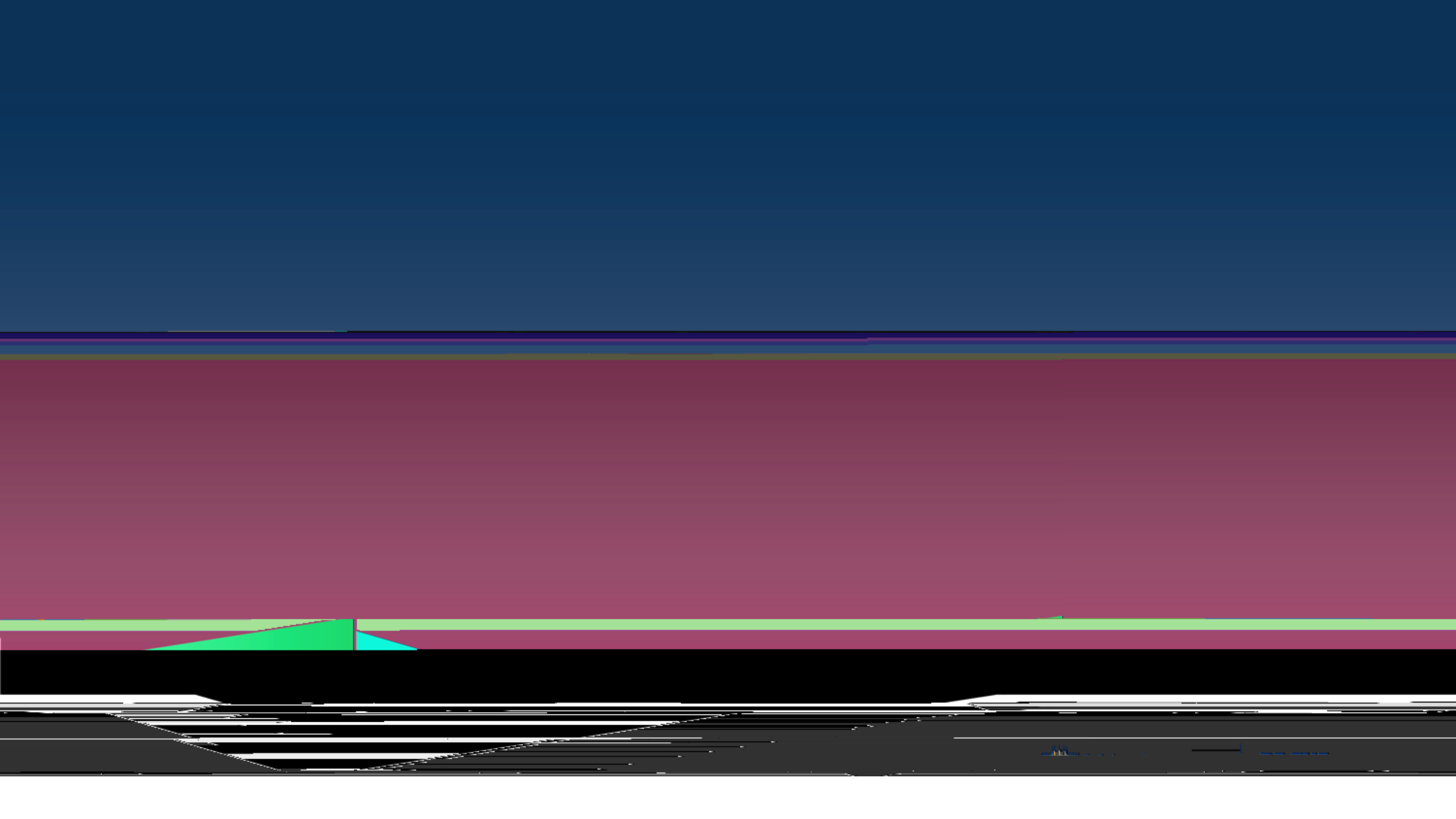
[alumni.marquette.edu/social](https://alumni.marquette.edu/social) (launching this winter)

[facebook.com/groups/MUAASocialMediaVolunteers](https://facebook.com/groups/MUAASocialMediaVolunteers) (launching this winter)

[marquette.edu/social/](https://marquette.edu/social/)

Directory of Marquette's social media accounts (colleges, departments, and more)







MA  
MARQUETTE  
UNIVERSITY

BE THE DIFFERENCE.

# **MUAA Branding & Visibility**

**Nicole Singer, Comm, Hist '06**

**Sr. Dir. Advancement & Campaign Communications**

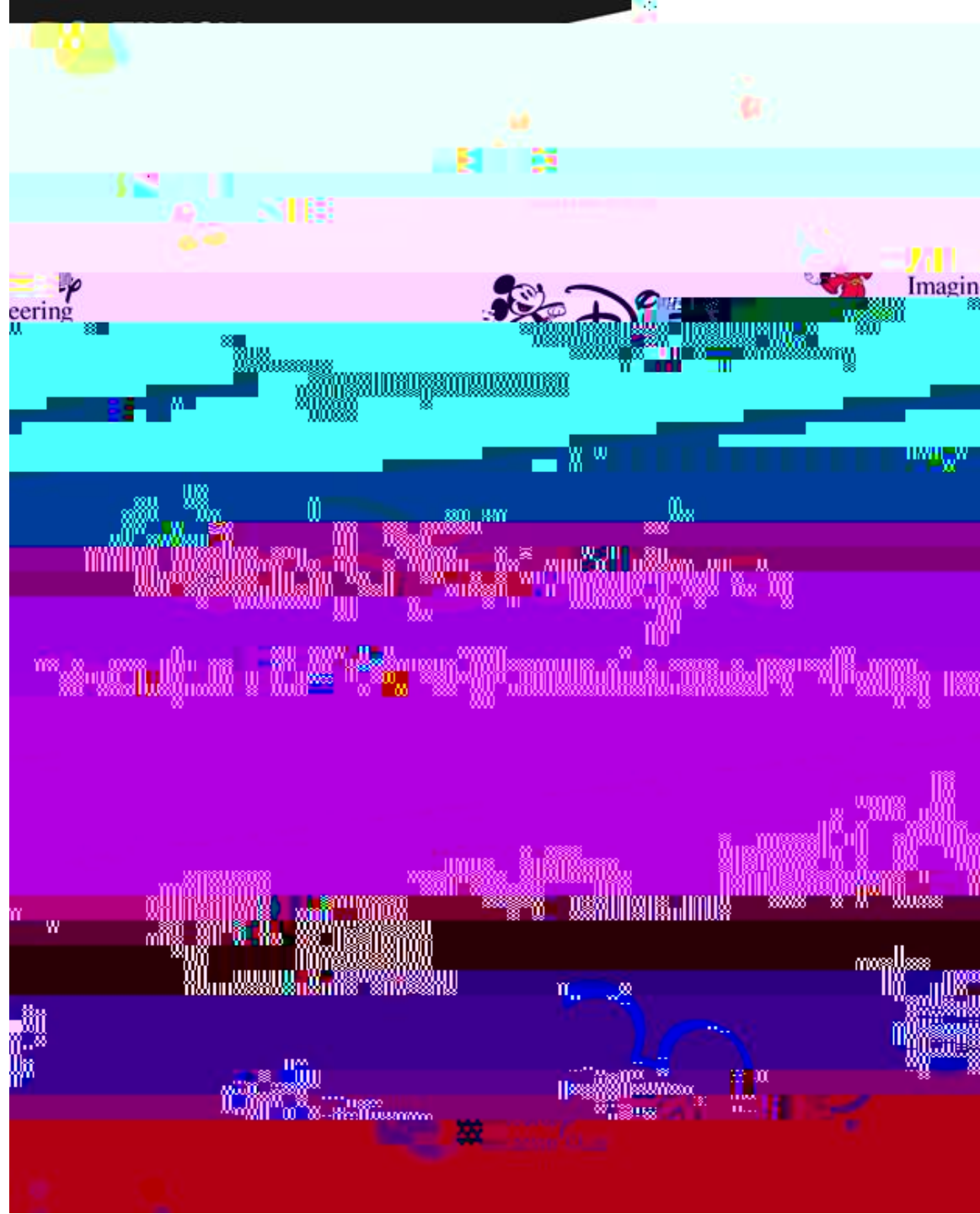
# What's in a 'brand?'

**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**



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.

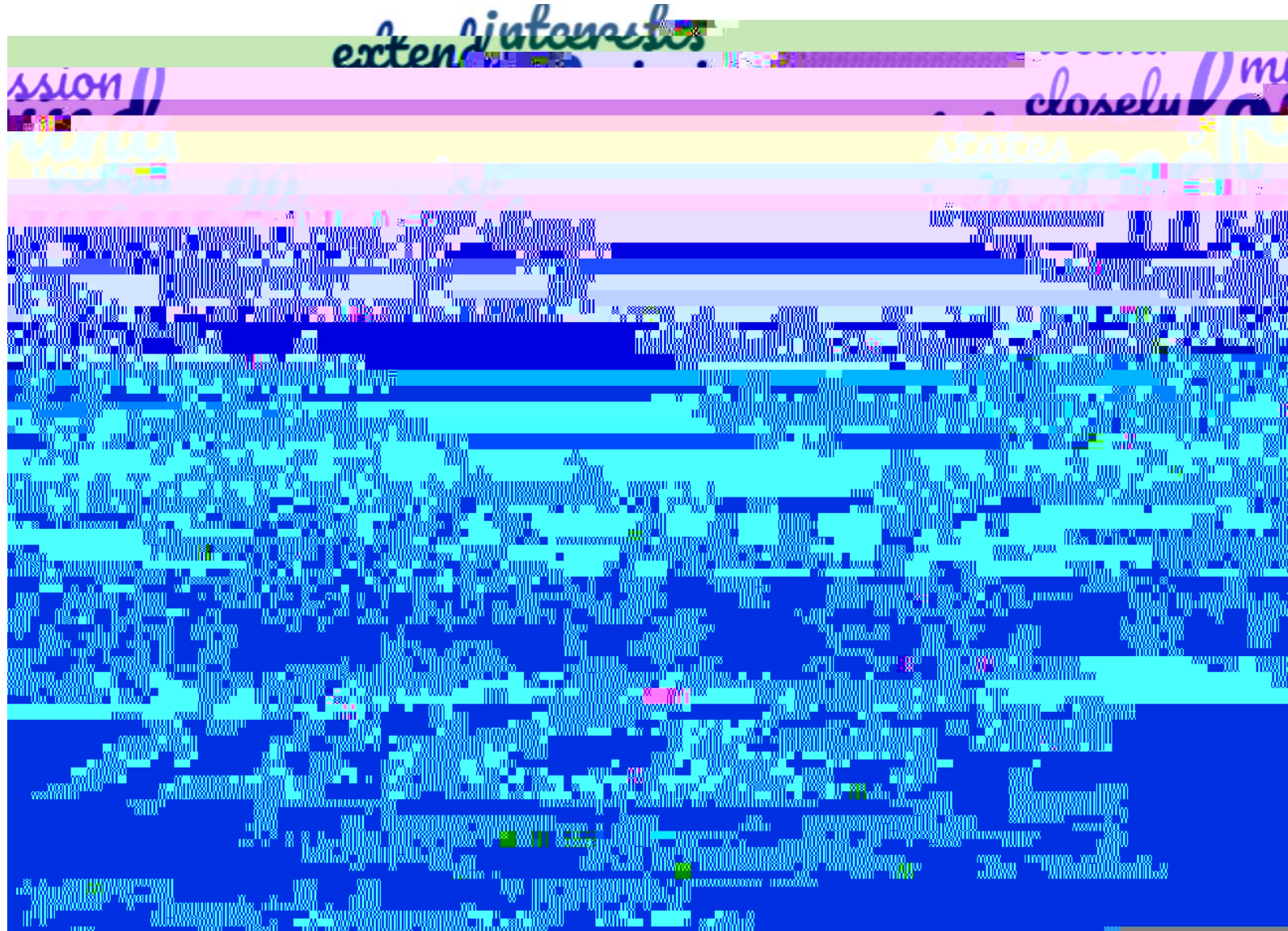
Functional Promise

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

Reasons to Believe

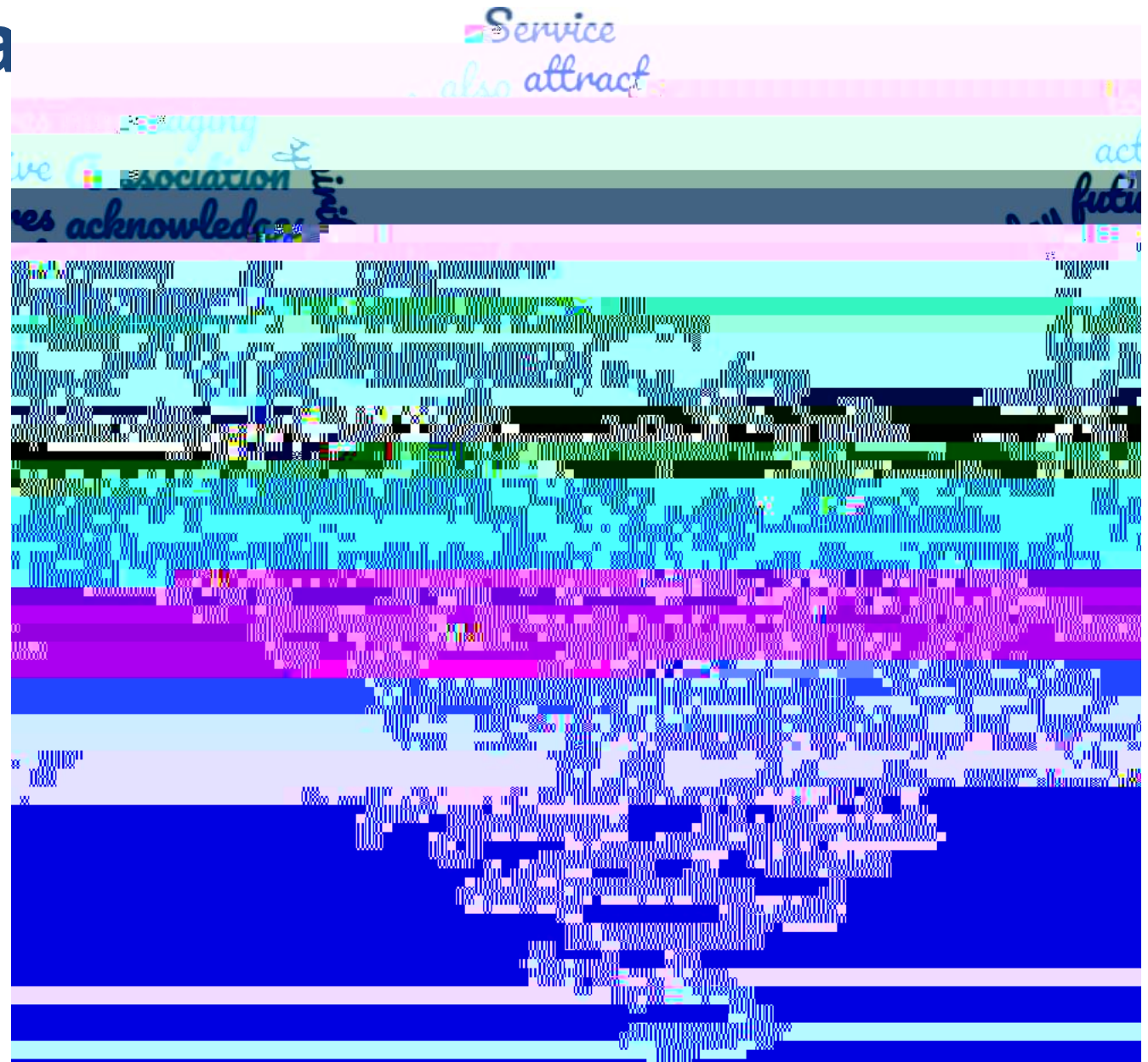
# What we've heard so far:

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



# What we've heard so far

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





# What we've heard so far:

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



# What we've heard so far:

## Primary Keywords

Connect  
Family  
Experience  
Network  
Support  
Values  
Students  
Mission  
Opportunities  
Advocate  
Feedback

## Secondary Keywords

Relationships  
Camaraderie  
Spirit  
Faith  
Diverse  
Community  
Immersive / engaging

# What we've heard so far:



# **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

# 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 emotional 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



**Toolbox reminders and presentations:**

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**Happy Thanksgiving!**