

1. What common questions do you hear about the Association and its benefits?

Fewer questions, but hesitation – people think it's giving focused only

Alumni Association has quieter voice in sharing key events and activities through the university

2. What functional benefits appeal to members? (e.g. access to networking opportunities, webinars, discounts)

Circles!!

Networking to seek employment; advancing career

Travel packages

Discount in spirit shop

Connecting in person; social

3. If the Association could (hypothetically) have any celebrity spokesperson, who would it be and why?

Dwyane Wade

Dan Pudi

Jimmy Butler

Doc Rivers

1. What are the Association's biggest strengths? Biggest weaknesses?

Strengths: Engagement, passion, resource rich, responsive and action-oriented, desire to be inclusive

Weaknesses: Hard to find things online, Alumni Clubs are "on an island," disparate thoughts/direction

2. If the Association was a car, what would it be and why?

Station wagon – comfortable, engaging, welcomes everyone, dependable

Want to be a Tesla

3. When you leave a room after a conversation about the Association, what do you want people to feel or think about the Association?

It's welcoming, personal, a resource, included in opportunities/discussions

People are drawn to be connected with the university and each other

1. Where do you see opportunity for the Alumni Association in the future?

Close the gap between new grads and the Association (start before graduation)

Immediately communicate that we're not only about giving money and where the local clubs are situated

Sponsor an event for grads before graduation (connecting graduation years so they can learn from one another)

2. What emotional benefits appeal to members (e.g. friendship, camaraderie, connection)?

Community and service

Learned how we could make a difference

We are a family and – spiritually – we are always at Marquette
Ignatian lens, Jesuit spirit

3. If alumni remember only one thing about the Association and its benefits, what would you like that to be?

Connection with Marquette graduates spanning all years

When we get information from Marquette, we share it with alumni – you're still part of the community – stay tuned with what's happening.