



Welcome, MUAA Board Members!

Saturday, April 26, 2025 | 11:00 AM – 1:00 PM

Laura L. Schanz, Senior Consultant & Facilitator

LAURA SCHANZ
CONSULTING ASSOCIATES, LLC

"We are all Marauders —
and we are here to remind our alumni,
friends, and each other what that means,
and what we can accomplish when we
work together on behalf of Millersville."

-Anonymous MUAA Stakeholder

Agenda

Saturday, April 26, 2025 | 11:00 AM – 1:00 PM

I. Welcome, Purpose & Process

II. Board Survey Activity - Small Group Discussion:

- a. What resonated?
- b. What surprised you?
- c. What questions do we still need to answer?

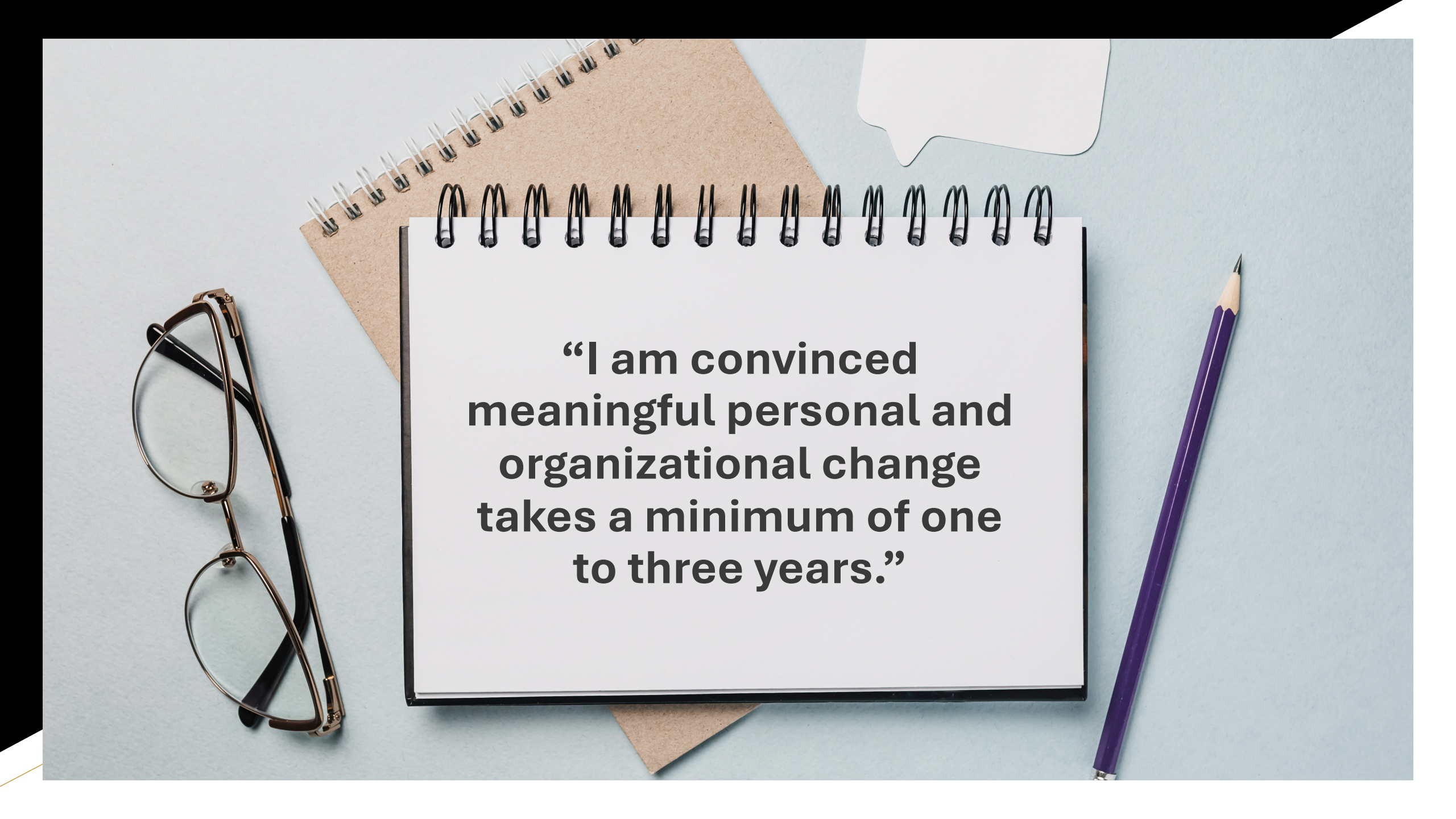
III. Report Out & Large Group Dialogue

IV. Exploration of Strategic Themes

- a. Refine MUAA's **Purpose** (mission, identity, and value proposition)
- b. Reset MUAA's **Plan** (strategic focus areas and priorities)
- c. Reenergize MUAA's **Path Forward** (governance, engagement, sustainability)

V. Immediate Next Steps & Action Plan

VI. Bumper Stickers & Adjournment

A top-down view of a desk setup. In the center is a spiral-bound notebook with a white page displaying a quote. To the left of the notebook is a pair of gold-rimmed glasses. To the right is a purple pencil. The notebook is placed on a light blue surface, with a brown cardboard piece and a white speech bubble-shaped paper fragment visible in the background.

**“I am convinced
meaningful personal and
organizational change
takes a minimum of one
to three years.”**



Purpose & Process

2025

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Purpose, Objectives & Deliverables

The emphasis of this partnership is to facilitate the creation and delivery of a robust 3-5 Year Strategic Plan for the Millersville University Alumni Association (MUAA) by June 30, 2025. This engagement will also help define MUAA's Organizational D-N-A and ensure a sustainable future by focusing on:

- ❖ **Refining Our Purpose** – Identifying MUAA's Value Proposition and Organizational D-N-A
- ❖ **Resetting Our Plan** – Establishing a clear roadmap for Fiscal Years 2026-2028
- ❖ **Reenergizing MUAA** – Ensuring long-term sustainability through strategic alignment and enhanced engagement

Appropriate MUAA Board Members and Constituency Groups will be engaged throughout the process to ensure alignment with the association's mission, vision, and strategic priorities. Deliverables include:

- *Written MUAA Organizational D-N-A and Value Proposition*
- *Written 3 Year Strategic Plan*
- *Discovery & Analysis Electronic Survey Administration, Processing & Results*



Board & Stakeholder Survey Activity 2025

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Small Group Breakout Discussions

1. What resonated?

2. What surprised you?

3. What questions do we still need to answer?

Report Outs



“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has.”

- Margaret Mead



Exploration of Strategic Themes 2025

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#1. Refining Our Purpose


Identifying MUAA's Value Proposition & Organizational D-N-A

#2. Resetting Our Plan

Establishing a clear roadmap for Fiscal Years 2026-2028

#3. Reenergizing MUAA

*Ensuring long-term sustainability through strategic alignment
and enhanced engagement*

A top-down view of a desk setup. In the top right corner, there is a white keyboard with Cyrillic characters and a small green plant with yellow variegated leaves. Below the keyboard is a spiral-bound notebook with lined pages and a light green pen with a gold-colored clip. The background is a plain, light-colored surface.

#1. REFINE MUAA'S PURPOSE

What is culture?



*Culture is the
environment
we create as a result
of our behavior.*

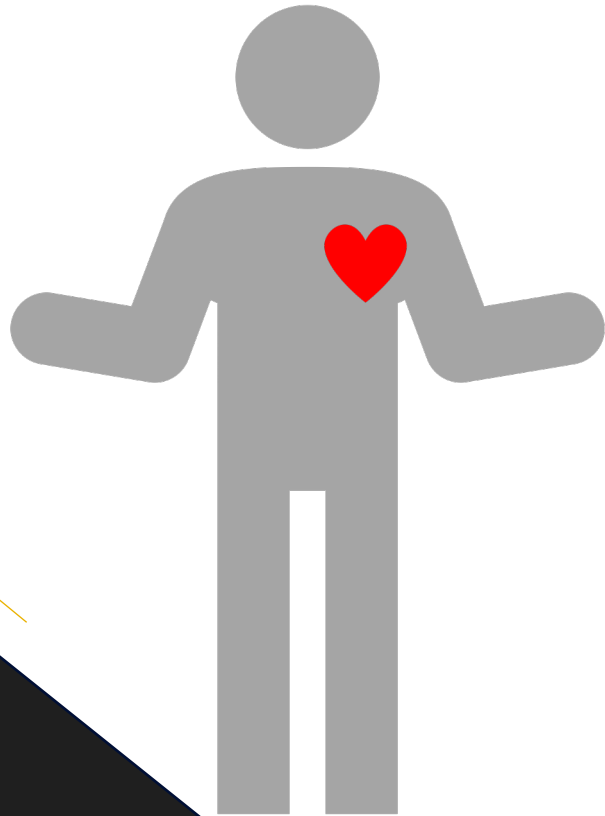
The Code Purpose

The Code Model Creates
Organizational Framework

At The Individual,
Team and Company Level

Decisions
eNergy
Actions

Organizational D-N-A Definition & Outcomes

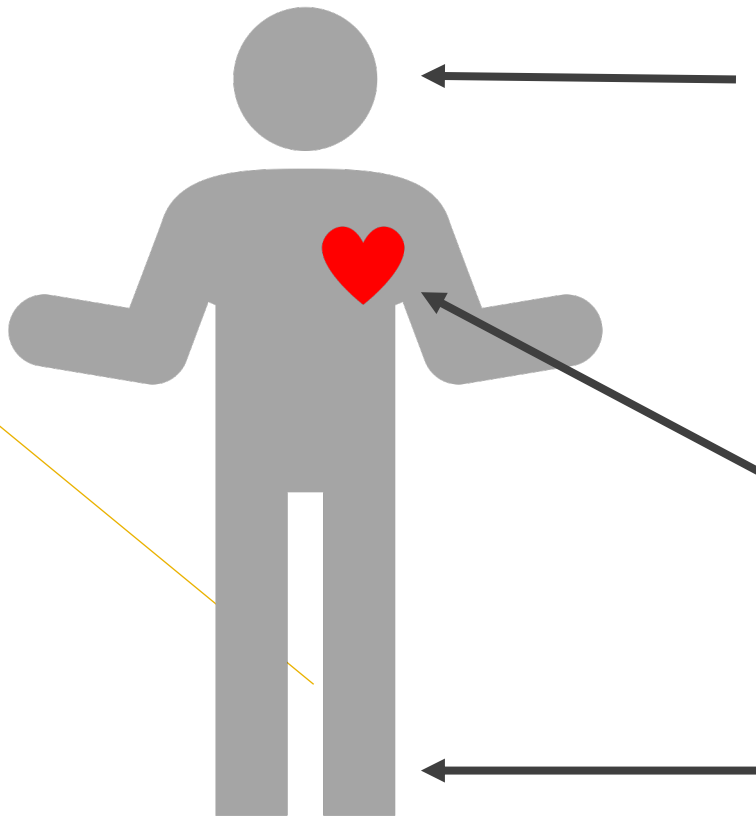


Decisions
eNergy
Actions

Organizational D-N-A
Creates **Decision** Making
& **Behavioral** Boundaries

Organizational D-N-A

Definition & Outcomes Continued...



Decisions | MIND

What Pinciples

Direct Our Thoughts



eNergy | Our “WHY”

What We Are Passionate About



Actions | BODY

What We “Do Unto Others”



Organizational D-N-A
Creates Decision Making
& Behavioral Boundaries

Sample Organizational D-N-A

Our Decisions

What Principles

Direct Our Thoughts

Willingness

Initiative

Integrity

Faith

Focus on Others

Our eNergy

What We Are

Passionate About

Encouraging,

Influencing and

Inspiring

Our Actions

What We

Do “Unto Others”

We will:

- Act with Integrity
- Serve with Grace and Humility
- Live with Passion and Gratitude
- Create Connections, Energy & Fun
- Seek and Embrace Diversity

Decisions
eNergy
Actions

Value Proposition Definition & Outcomes



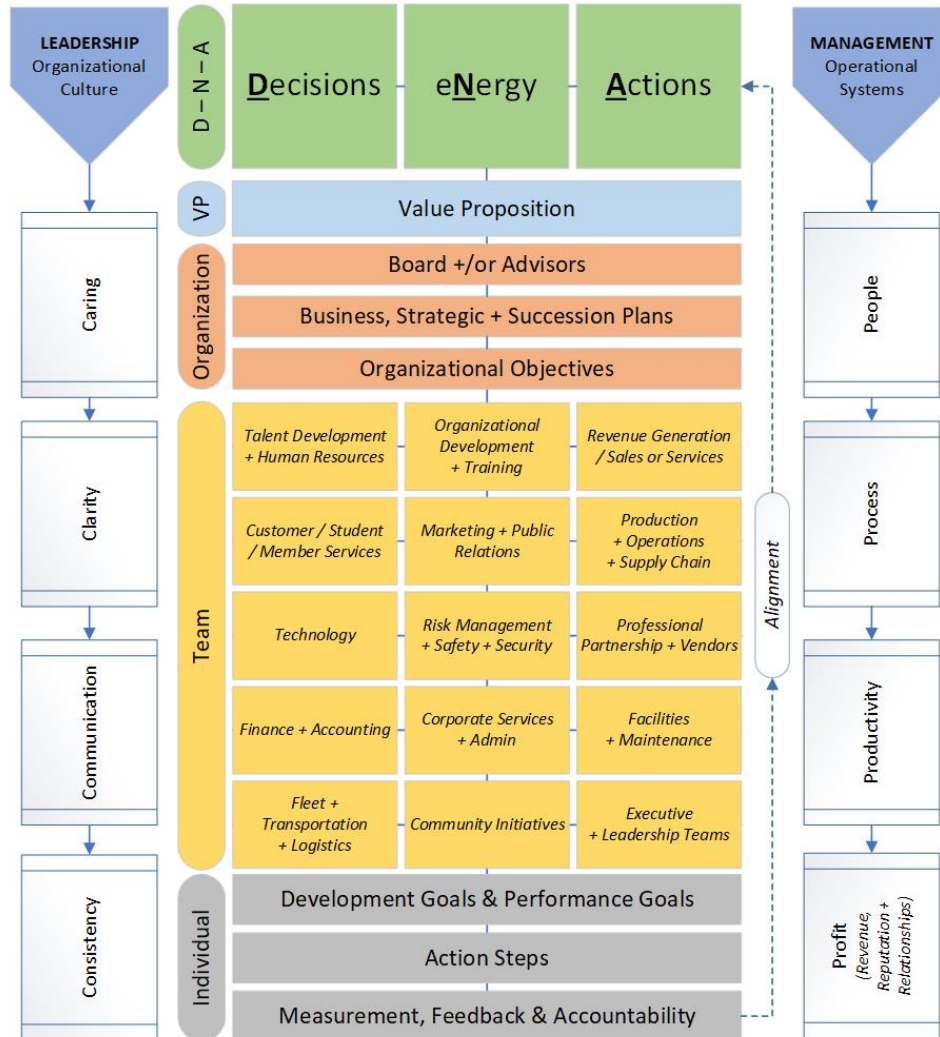
Value Proposition =
Our Expertise Resulting
in Revenue Generation
Activity

Sample Value Proposition

We Help People Grow
and Organizations Grow

The Code

Unlocking Your Organizational D-N-A



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CONSULTING ASSOCIATES, LLC

The Code: *Unlocking Your Organizational D-N-A*

Organizational Development Model

Millersville University Alumni Association

Our D-N-A & Value Proposition

Our Decisions

What Principles Direct Our Thoughts

- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____

Our eNergy

What We Are Passionate About

- ❖ _____

Our Actions

What We “Do Unto Others”

We Will:

- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____

Our Value Proposition

- ❖ _____

Decisions – eNergy – Action

10 Principles to Consider
Surfaced from Survey Responses

1.Integrity

2.Service

3.Commitment

4.Innovation

5.Inclusivity

6.Collaboration

7.Respect

8.Excellence

9.Stewardship

10.Adaptability

Decisions – eNergy – Action

3 Statements to Consider

Surfaced from Survey Responses

1. We are passionate about Building Belonging, Creating Lifelong Connections & Serving Others
2. We are passionate about Strengthening Community, Inspiring Engagement & Fueling the Future
3. We are passionate about Honoring Tradition, Embracing Innovation & Leading with Purpose

Decisions – eNergy – Action

5 “We Will” Statements to Consider Surfaced from Survey Responses

1. Honor Millersville’s legacy and embrace new ideas
2. Engage alumni beyond events
3. Create opportunities to give back, mentor, and lead
4. Collaborate across all roles and committees
5. Communicate openly and act with integrity
6. Support students and the MU community with pride
7. Celebrate diversity and build belonging
8. Pursue partnerships that strengthen MUAA
9. Use resources wisely and plan for the future
10. Listen, learn, and lead together

Value Proposition

3 Statements to Consider Surfaced from Survey Responses

1. To Connect Our Past with a Purposeful Future

MUAA exists to honor tradition, build belonging, and create lifelong connections that serve both alumni and the university.

2. To Serve With Pride, Lead With Heart, and Engage With Intention

We are energized by our legacy and committed to shaping meaningful alumni experiences rooted in service, integrity, and innovation.

3. To Be the Bridge Between Millersville and Its Alumni

We strengthen the Marauder community by building pathways for involvement, leadership, and shared celebration—across generations.

A top-down view of a workspace. In the top right corner, a portion of a white keyboard is visible. Next to it is a small potted plant with green, elongated leaves. Below the keyboard and plant, a spiral-bound notebook with lined pages lies flat. A light green pen with a gold-colored clip is positioned vertically to the left of the notebook. The background is a plain, light-colored surface.

#2. RESET MUAA'S PLAN

(For Consideration)

Five Strategic Themes from Survey Findings

1. **Purpose & Identity**

1. Clarify MUAA's mission, value, and role within the university ecosystem.

2. **Governance & Board Engagement**

1. Strengthen structure, leadership, accountability, and board culture.

3. **Alumni Engagement & Experience**

1. Expand the ways alumni connect with each other, the university, and current students.

4. **Operational Infrastructure & Communications**

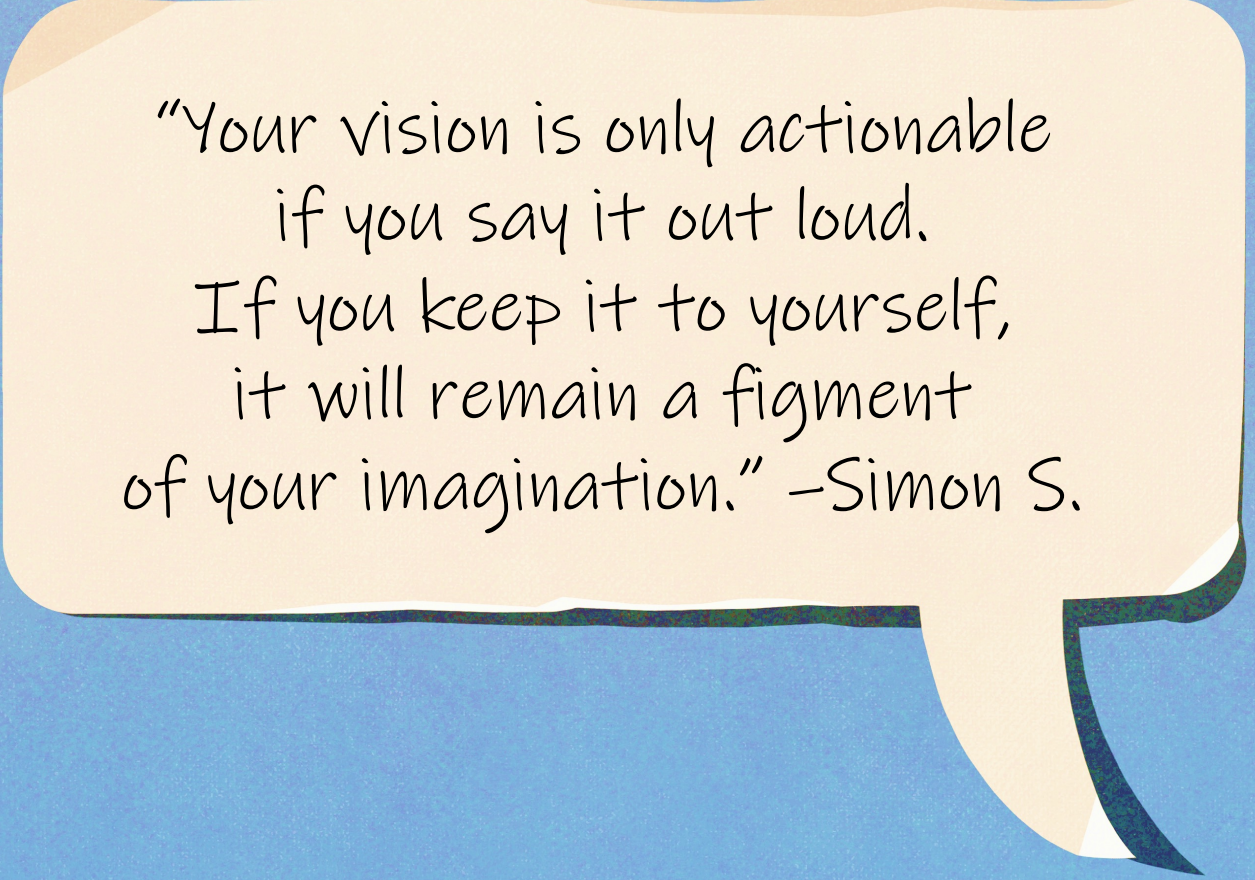
1. Enhance internal tools, communication practices, and institutional knowledge.

5. **Financial Sustainability & Partnerships**

1. Develop creative, mission-aligned approaches to fundraising and long-term financial health.

A top-down view of a workspace. In the top right corner, a portion of a white keyboard is visible. Next to it is a green plant with small, pointed leaves. Below the keyboard is a spiral-bound notebook with lined pages and a light green pen with a gold-colored tip and clip. The background is a plain, light-colored surface.

#3. REENERGEIZE MUAA'S PATH FORWARD

A light beige speech bubble with a dark blue shadow, set against a textured blue background. The bubble has a tail pointing towards the bottom right.

"Your vision is only actionable
if you say it out loud.
If you keep it to yourself,
it will remain a figment
of your imagination." -Simon S.

Purpose, Objectives & Deliverables

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Action Plan



Bumper Stickers





Thank you,
for your Partnership!
2025

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The 12 Tenets of Developing a Leadership Mindset

- 1) **Employ the 4 Cs of Leadership –
*Caring, Clarity, Communication and Consistency***
- 2) **Trust and Caring are the
Foundation of *All* Relationships**
- 3) **Cultivate Both/And Thinking**
- 4) **Meet People Where They Are**
- 5) **Start with and Always Share the Why**
- 6) **Get Comfortable Being Uncomfortable**
- 7) **Seek and Provide Clarity**
- 8) **Set and Manage Expectations**
- 9) **Utilize Fact-Based Decision Making**
- 10) **Validate and Ground Assessments**
- 11) **Find Common Ground and Shared Passion**
- 12) **Coach Behavior and Manage Performance**



Introductions

2025

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Our D-N-A

Our Decisions

What Principles Direct Our Thoughts

- ❖ Willingness
- ❖ Initiative
- ❖ Integrity
- ❖ Faith
- ❖ Focus on Others

Our eNergy

What We Are Passionate About

- ❖ Encouraging, Influencing, and Inspiring

Our Actions

What We “Do Unto Others”

We Will:

- ❖ Act with Integrity
- ❖ Serve with Grace and Humility
- ❖ Live with Passion and Gratitude
- ❖ Create Connections, Energy and Fun
- ❖ Seek and Embrace Diversity

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Our Value Proposition

We Help People
and Organizations Grow