

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

FALL 2021

A memo from our Chair, Susan 'Jay' Hauck

When thinking about Marietta College, especially our beautiful campus, my favorite question to fellow Pioneers is, "what's your favorite building?" My answer is easily Fayerweather Hall. I lived there senior year with my roommate, Suzy on the third floor of that graceful old women's dorm, that was affectionately nick-named 'Menopause Mansion.' Interestingly enough, the money donated to construct it in the 1890's came from a Connecticut man named Daniel B. Fayerweather, a wealthy shoe manufacturer who had no connection whatsoever to Marietta College. Fayerweather decided to give his estate away to a small collection of schools he thought worthy and that list included only the best of his time—Yale, Amherst, Williams, Dartmouth, Columbia, and Marietta College.

In the 1980's, we moved into Fayerweather Hall nearly 100 years after it was built. We met up with many of the same people who formerly shared our Dorothy Webster freshman dorm floors. It was as if, before graduating and moving on to our next chapter in life, the circle between freshman and senior year was being sealed in this historic proud building.

I tell this story because I sincerely love being an alumni of our amazing, historic, and humble school. As receivers of a liberal arts degrees, we know that history helps pave the way to the future. We also honor the history of all people that walked before us on those nearly 200 year-old sidewalks, ensuring that those who walk them today—and in the future—have the same great experience.

After immersing himself in our campus archives to research his book, *The Pioneers*, Presidential Medal of Freedom and Pulitzer Prize winning historian, David McCullough, was quoted saying that Marietta College was one of the best kept secrets in higher education. I'm sure we all agree with Mr. McCullough and Mr. Fayerweather, that MC is a special place.

It is my sincere hope that the projects and assistance provided by Marietta College Alumni Association can help all graduates value the school today and long after this class graduates, joining in the Long Blue Line. As the MCAA Chair, I look forward to working with all our passionate members representing an alumni group some 25,000 strong. We are 25 unique people. We represent 17 different class years, nearly all Greek houses, 12 different states, and a multiple of varied career and life experiences. What we have in common is our love of our school and the ability to lend a hand.

During my tenure, I want to make sure Marietta continues to pioneer as times change and that all alumni voices are heard. The MCAA is a vessel to facilitate strong alumni connection to the College. I encourage you to reach out to either myself or any of the other 24 members. Thanks for all you do for our amazing MC!

Jay



IMPORTANT LINKS

Check out upcoming events: www.marietta.edu/alumni/events

Nominate an alum for one of the Outstanding Pioneer Awards: www.marietta.edu/alumni-nomination-form

Join and share our MCAA Facebook page: [MCAA - Marietta College Alumni Association](#)

Refer a Future Pioneer: www.marietta.edu/alumni/refer-future-pioneer

Committee Updates

ALUMNI ENGAGEMENT COMMITTEE

Tim Byers '06, Chair

Committee Members:

**Adam Kopp '88, Chris Suter '84, Bret Allphin '01,
Chanel Cornett '16, Barry Brownstein '06, Alex Lersch '23**

The AE Committee is excited for another year and looking forward to continuing to build engagement among alumni and the campus community. Below are our focus areas for the coming year.

- Career Services
 - support the Career Center on campus to engage students with alumni
 - support alumni who may be in need of career assistance
- Social Outreach
 - continue to build on the success of virtual events from last year
 - look to rebuild engagement among our Regional Associations
 - coordinate alumni letter writing campaigns to various individuals as requested by College
- Apparel Improvements
 - actively engage with the Bookstore to improve future apparel offerings geared towards Alumni

NOMINATIONS AND AWARDS COMMITTEE

Brittany Metcalf '13, Chair

Committee Members:

**Paul Geisler '87, Mark Lane '01, Brent Haney '76,
Lori O'Connell '85**

The Nominations & Awards Committee is excited for another year! Below are the focus areas for the year:

- Currently improving data and processes to build out a pipeline of candidates for easier transitions and efficiency year to year
- Building out a timeline for the year to make sure all elections are run smoothly and timely
- Focusing on how to diversify nominations for awards and MCAA Board members
- Board diversity specifically targeting this year:
 - Recruit more early-career and retired candidates
 - Recruit graduates from 1990-1994 and 1955-1964
 - Marketing, Media, and Journalism industries are underrepresented
 - Fine Arts education background is underrepresented
 - Pittsburgh, Atlanta, Oklahoma, and Dallas are targeted geographic locations
 - More representation of People of Color
 - More representation of the LGBTQ+ Community
- Working with the College to allow for easier nomination processes and more communications on how to nominate Awardees and MCAA Board members

COMMUNICATIONS COMMITTEE

Anna Mullins '04, Chair

Committee Members:

**Paul Adams '69, Ruth Gilbert-Whitner '72, Tiesha Anderson '14,
Doug Spencer '87, Renee Gallagher '84**

The Communications and Marketing Committee continues to support a variety of projects of the MCAA Board through our social media platforms, newsletter, and the eTrailblazer, but we are also excitedly preparing for "Come Back Homecoming 2021"!

In particular, the team is focused on planning a reception on Thursday evening, October 21, from 5:30-6:30 PM, to honor new members of the Adkins Society and thank them for their service to the MC Alumni Association. Formal invitation to follow. We look forward to seeing all of you there!

DEVELOPMENT COMMITTEE

Nancey Kaplan McCann '76, Chair

Committee Members:

**Cody Clemens '13, Gene Neill '16, Brian Ashton '08,
Laura Regan '94**

The Development Committee is looking to expand upon last year's Annual Giving success, which was a record year, the Development Committee is driving support of College giving initiatives and connecting with alumni in other ways.

Specific Highlights Include:

- **Annual Giving Campaign/Day of Giving**
 - continue to work with MC to reach the overall goal of \$3 million with a 20% alumni participation
 - focus on the Day of Giving (February 14) with goal of 1,325 contributions and \$228,000
 - assist with "Sell Out the Stadium" campaign (Goal of \$25,000) during Homecoming
- **LGBTQ+ Fund**
 - work with college to pursue establishment of an LGBTQ+ Fund
 - will support current students and engage LGBTQ+ alumni
- **"We Want You Back Campaign"**
 - work with other committees to market to alumni that communication preferences are available
 - will help all areas, including alumni engagement, recruitment, etc.
 - will promote through social media, including videos of alumni and faculty appealing to both older and younger alums, and various efforts at Homecoming.
 - will begin in September - leading up to Homecoming,
 - ask to update contact information, and professional/career information

MCAA MISSION: *Our mission is to build upon the common bond of enthusiasm, loyalty & service of alumni & friends of Marietta College to establish a community of support for the academic campus life, fund raising and enrollment efforts of the College.*

