

MCAAC NEWSLETTER

A Note from Chair

Greetings All-

As the Chair of the newly renamed Marietta College Alumni Association Council, or MCAAC, I am excited about the Council's plan for the year to come! Our Council came together, after a pause over the summer, on Campus in Marietta for the 100th Homecoming. Our meeting was filled with phenomenal ideating, noteworthy campus updates, and even some fun with a mini-golf scramble.

As we move into the academic year, the MCAAC has opted to focus our energies on a narrower scope than in the past years - ensuring the Council's priorities are closely aligned with the College's priorities.

In this newsletter, you will find updates from each of our committees reflecting those priorities. You will likely note these committees have been reorganized and renamed to more accurately reflect our ongoing work.

I will call your attention to the request in the Nominations report; the MCAAC is seeking 12 solid nominations for election to the Council this year, and we would love your help - as ardent supporters of the College, to help us find those nominees.

A final call out would be to mark your calendars for the annual Day of Giving on February 14th, and consider becoming an Advocate to assist the Development Committee in their efforts to set yet another record this year!

Thank you for all you do to support the MCAAC in our efforts to build lifelong relationships with our beloved alma mater!

Michael Joliat '06



Committee Updates

ENGAGEMENT COMMITTEE

Christian Sanders '14, Douglas Spencer '87, Co-chairs

Committee Members: Beth Morgan-Mattiassi '93, Ruth Gilbert-Whitner '72, DeAnna DeForest '08, Paul Adams '69

The Committee set its priorities for the remainder of the academic year (the leads for each are in indicated in parentheses): Career Center and People Grove support (Christian), letter writing campaigns (Beth), social media (DeAnna for Facebook/Instagram, Paul for LinkedIn), Connect Four Series (Douglas), Trailblazer (Ruth), Day of Giving support (everyone). Other activities the Committee may also support include virtual trivia nights and apparel sales.

We are scheduling this year's Connect Four Series: Education (TBD, early December); Sports Management (January 24, 2023, 7p); Center for Earth, Environment and Energy (TBD, April, near Earth Day); and Physician Assistant Program (TBD, June 2023).

NOMINATIONS COMMITTEE

Brittany Metcalf '13, Chair

Committee Members:

Melissa Clawson '05, Lynette Baker '87

Nominations met to discuss our current needs for new members in the Council for next year. We will need 10-12 nominations for candidates to fill 5-6 seats. Please submit nominations at <https://www.marietta.edu/alumni-nomination-form>. We will be only asking for one reference letter per candidate this year given our interview process working with the College. Our deadline is December 31 so we can start the vetting process. If you have questions, please reach out to someone on Nominations.



AWARDS COMMITTEE

Committee Members:

**Bret Allphin '01, Mark Lane '01,
Renee Bailey Gallagher '84**

- Awards met to start planning. They are asking for nominations as well for the various Awards. Submit your nomination(s) at www.marietta.edu/alumni-nomination-form

DEVELOPMENT COMMITTEE

Nancey McCann '76, Chair

Committee Members:

**Honnie Gordon '84, Maureen Morgan '93,
Laura Regan '94**

Annual Giving Update

Year-to-date alumni participation is below what it was at the same time last year (currently at 3.67% - 547 as opposed to 5.21% - 772 at the same time last year). The importance of peer-to-peer follow-up by the MCAAC will be key as we focus on promoting current fundraising projects, including the Day of Giving. We need an additional 2,221 alumni donors to reach our goal of 20% alumni participation.

- Donors continue the national trend of restricting their support to programs or projects that are most meaningful to them. (Three times more restricted donors than unrestricted.)
- As of October 31, we have raised a total of \$922,069 in current use gifts; \$378,798 of which is unrestricted. Currently, we are at 12.63% of our \$3M Marietta Fund goal.



Ongoing Strategies

- Ongoing fundraising strategies include the Fall Appeal, Giving Tuesday, Calendar Year-End Appeal, Special Campaigns, Title IX, Center for Digital Engagement, Personal Solicitations, and the Day of Giving.

Day of Giving

The Day of Giving will be held from 12:00 am - 11:59pm (Eastern), February 14. The participation goal will be 1,200 donors.

- The committee is identifying advocates with a focus on the various campaigns, including the Greek Challenge, Class Year/Decade, and new this year, the Sports Challenge.
- Identifying prospects and alumni champions for Tiered Campaigns, which to date include:
 - Area of Greatest Need, Student Aid, Pioneer Club (athletics), Experiential Education (Career Center), WCMO, DEI Initiative, and Classroom technology/upgrades.
- Identifying Engagement Events including performances, Trivia Night.



CALLING ALL OHIO ALUMNI!

We are trying to bring back the MC license plates - but we need your help.

We need 150 signatures from Ohio residents stating they will buy the plate once it comes back. Please reach out to Erika Smith at ess001@marietta.edu to get your name on the list! Go Pios!

IMPORTANT LINKS

Marietta College Strategic Planning page: <https://www.marietta.edu/mc-strategic-planning>

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