

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

APRIL 2021

A Letter from Katie

During my time at Marietta College, I have had the opportunity to work alongside alumni in many capacities. Being welcomed as the first student representative on the MCAA Board has allowed me to continue building those connections and work on strengthening The Long Blue Line from the moment students enter campus. Serving as the student representative has also been a valuable learning experience as I enter the professional world.

To offer more insight into my roles on campus and my goals for my position with MCAA, here's some background on me. I am a double major in English and Political Science and I have earned a minor in Leadership Studies. Some of the highlights of my academic career have been studying abroad at the University of Cambridge's Law School, completing an undergraduate research project, and working as Editor-in-Chief of the student literary magazine. I have been involved in Student Government in every level over the past four years and I am currently Student Body President. It is through this role that I was first connected with Jack Hopkins '65 and eventually the MCAA Board.

I am excited about strengthening the connection between the MCAA and the student body, and my role as Student Body President is one that will allow me to offer useful insight into the status of campus and provide student feedback to the Board. In my discussions during the process of joining MCAA, it became clear that there is an immense value in establishing an early connection with students in order to enhance their understanding of the alumni network and foster a community of support that extends long after graduation.

During my short involvement with MCAA thus far, I have been able to attend Alumni Engagement meetings, the MCAA Trivia Night, and the full Board meeting. Each of these experiences have given me a more tangible understanding of the mission and vision of the MCAA and I am incredibly excited to keep working with all of you. While my time as a student is coming to a close, I am confident that my successor as Student Body President will be just as capable and passionate about continuing this relationship.

Katie Kitchen '21
Student Body President
MCAA Student Representative



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

AD HOC MS TEAMS COMMITTEE

Melissa Clawson '05, Chair

Committee Members: Bret Allphin '01, Gene Neill '16, Adam Kopp '88

- Agreed to use MS Teams as repository and collaboration tool vs. just repository.
- Put together "How-to Guides" being shared with Executive Committee currently for feedback.
 - One on how to download MS Teams for those not familiar.
 - One on MCAA specifics of folder structure and sub-teams, naming convention of documents, security of sub-teams, how to collaborate, etc.
- Chairs reviewing now and offering feedback and uploading documentation.
- Plan is to roll out to the entire Board in April.

ALUMNI ENGAGEMENT COMMITTEE

Adam Kopp '88, Chair

Committee Members: Brian Ashton '08, Tim Byers '06, Bret Allphin '01, Chris Suter '84

The AE Committee continues to look for better ways to engage and support alumni.

- Alumni Trivia Night was a success – 23 teams, two winning teams (tied), and 130 people participated:
 - Diverse participation from class years and locations;
 - West Coast participants faced a challenge on timing and so will take this into consideration for future events;
 - Goal eventually to be some in-person while also doing some virtually to expand reach and go beyond the geographic centers.
- Partnership with the Office of Diversity and Inclusion has tapered off right now but will pick up again once Monica's replacement has been hired.
 - Will investigate how to get more involved again in the future.
- Alumni survey – Spring Marietta Magazine, which has just been mailed, has some results of the survey, to which 1,200-1,300 alumni responded.

NOMINATIONS COMMITTEE

Jim Wilson '69, Chair

Committee Members: Mark Lane '01, Keith Coleman '77, Marianne Candido '85; Tiesha Anderson '14, Paul Geisler '87

- Identified strong candidates for new Board members and cleaned up the process and old lists that included 80 names.
 - Board given 12 strong candidates that were diverse across various areas (education/experience, locations, ethnicity, gender).
 - Voted on top 7 and Jack to make invitations in coming weeks.
- Next up are the Chair/Vice Chair nominations.
- Alumni award nominees also up next:
 - Five awards to give out.
 - Big deals and very good packages starting to come in and the team will divide and conquer.
 - Board to review timing at May meeting.
 - Will clean up processes.
 - Discussed that the nominations form online also needs to be cleaned up/reviewed as not being used as well as it could.

DEVELOPMENT COMMITTEE

Patty Bain Bachner '77, Chair

Committee Members: Cody Clemens '13, Gene Neill '16, Rocky Peck '88, Nancey Kaplan McCann '76

- Day of Giving went well as we worked in tandem with the Office of Advancement and the Communications Committee and had a positive/cohesive message:
 - Facebook video featuring Mike, Anna, Cody, and Patty garnered 5,600 views on social media.
 - 97% of Board members participated.
 - 68% were from Greek houses.
 - Raised \$226K – \$26K over prior year.
 - Working on an end-of-year campaign for June as there may be giving fatigue and we want to achieve 20% participation.
- LGBTQ+ fund initiative:
 - Infancy phase to look at a fund for LGBTQ+ students who need resources for things outside of tuition (e.g., books, clothes, prescriptions, etc.).
 - Met with Otterbein College and Shepherd University that have programs.
 - Will put together a proposal to Josh and if he approves, then move on to President Ruud and Cabinet.

COMMUNICATIONS COMMITTEE

Mike Joliat '06, Chair

Committee Members: Melissa Clawson '05, Anna Mullins '04, Paul Adams '69, Ruth Gilbert-Whitner '72, Kathy Lentner '97

- Want to extend the brand of MCAA to all alumni:
 - Newsletter – Discussing idea of changing our approach by doing quarterly or bi-annually and creating a version for all alumni to highlight bigger topics, as the newsletter currently only goes to MCAA Board and Adkins Society, with copies to Board of Trustees and Cotton Society.
 - Articles on eTrailblazer – have been putting article/updates now in each issue since Fall of 2020.
- Connect Four has been successful with two done and next one planned in April for Communications – more to come:
 - Typically 40ish people attend live, and 100-200 watch after the fact on the Facebook post.
 - Paul had great idea to connect people back to MC by bringing in admissions and prospective students/parents to hear how well an MC education prepared alumni for job success, etc.
- Adkins Society:
 - Did not get reception this past year, so looking for a great one this Homecoming.
 - Seven new people were inducted this year and we will also be welcoming back the ones from last year.

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.*



Marietta College