

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

FEBRUARY 2020

## Greetings from Patty:

As January draws to a close, we have all made our New Years resolutions, some fulfilled, some discarded, and some realized as purely unrealistic. But one resolution that we alumni should always consider meeting is recognizing the impact Marietta has had upon our lives by supporting the Marietta Fund and, specifically, our upcoming, very important Day of Giving (DoG) on February 14th.

Day of Giving is the single-most-important, one-day fundraising event of the year. Students and staff start preparing weeks in advance by decorating the campus with #Luv4MC signage wherever you look, and interviews with students and professors about why DoG is so important to them personally — the excitement on campus is contagious. And we're hoping that our alumni will feel the same!

Students and others will act as roving correspondents, giving up-to-the-minute updates via Facebook Live. These videos will also be posted on other social media channels and on the Day of Giving website, keeping our alumni community abreast of ever-changing totals, updates and stories.

In association with MC staff, the Development Committee and our valued cadre of Advocates are working hard to make this the best, most-competitive, and most fun campaign yet! There will be prizes for the winning class again, and a new aspect to the Greek competition, along with special hours that will offer additional challenges. The very first donor after midnight will win a giant MC swag bag (and we'll likely do that again in the afternoon). There are special Advocate incentives, too!

So watch your social media posts, get in on the fun, and challenge your friends to give five, ten dollars or even more! We'll be posting running totals of the day, and there are lots of opportunities to win prizes — and bragging rights — as we add 1,000 donors in a single day. We'll keep you up-to-date!

For additional information and details, please email Kat Gloor, Senior Director of Annual Giving, at [skg004@marietta.edu](mailto:skg004@marietta.edu) or me at [impattyb@gmail.com](mailto:impattyb@gmail.com).

Let's make 2020 DoG the best ever!

**Patty Bachner '77**



Day of Giving hearts decorate campus windows.

## Alumni Update

January marks a fresh beginning. We are boldly moving forward in 2020 and we are very proud to have Dr. Josh Jacobs, our new Vice President for Advancement, guiding us into the new year, and Ericka Feltrop '11, on board as well, assisting us as the new Advancement Coordinator. I hope you will have a chance to give them each a warm, MCAA welcome.

We saw many successes in 2019 due to your time, your talent and your treasure and I am sure the triumphs will grow in 2020. It's always important to stay focused on our goals of connecting, informing and serving Marietta College's diverse students, alumni, parents and friends in support of the College's mission and vision.

With the support of the executive committee, and the communications, engagement, development and nominations committees, we press ahead to increase alumni engagement, to identify, establish and implement dynamic programs to increase volunteerism, and to develop an effective marketing plan for alumni relations. Each committee plays a vital role in seeing these goals come to fruition; I urge you to review their reports closely and to consider the ways that you can help.

We are very much looking forward to our Day of Giving on February 14<sup>th</sup>. The Alumni Association has already played a major role in its success, so we continue to look to you for your leadership, advocacy and participation on this exciting day.

We have a lot of work to do and I know that with the passion expressed by each MCAA Board member, and all members of The Long Blue Line, 2020 is going to be remarkable. Many thanks to Jack, Jay, the Executive Committee and each of you for building the foundation in very thoughtful and strategic ways. I deeply appreciate your tireless efforts on behalf of our Marietta Community.

**With Pride and Appreciation,  
Dawn Werry, Director of Alumni Relations**

# Committee Updates

## COMMUNICATIONS COMMITTEE

### Mike Joliat '06, Communications Committee Chair

The Communications Committee met at the beginning of January to renew our focus on the following key areas:

- All-Alumni Communications
  - o While a primary goal has been to carve out a dedicated page in *Marietta Magazine*, that is not possible at this time due to space constraints. Instead, we will look to:
    - Supplant stories and content in future magazine editions,
    - Contribute content to *e-Trailblazer*, and
    - Investigate an annual “insert” in *Marietta Magazine* (Targeting October, 2020).
  - o These initiatives have replaced (for now) the all-alumni email newsletter.
- Newsletter
  - o This newsletter has been a fantastic vehicle for ongoing communications with our Active Board and our Adkins Society Members, and has fostered better communication and collaboration between the MCAA and the Board of Trustees.
    - We will be altering the monthly schedule to now include six editions annually.
    - Committee Chairs have been sent content due date calendar reminders.
- Adkins Society
  - o In our 2019 Adkins Society Debrief we identified a few areas for improvement:
    - We will investigate a formal invitation for 2020.
    - We can improve the clarity of communication on programing.
    - We remind ourselves that the goal is to create a warm and friendly reception to honor service and foster continued engagement with our valued former members.
- Social Media
  - o Our growth has remained strong, and we continue to push for more content/likes/engagement.
    - We plan to aggressively use our reach to support:
      - > Day of Giving (Feb 14<sup>th</sup>, lead-up) and
      - > Soliciting nominations for MCAA Board Members.

## NOMINATIONS COMMITTEE

### Gene Neill '16, Nominations Committee Chair

The Nominations Committee is working to identify candidates to nominate for the slate of Board of Directors at the February 25th meeting. We're vetting what the process of engagement with nominees will look like from now through slate proposal and voting.

Nominations also will be partnering with Advancement and the MCAA chairs to align our perspectives for nominating a secretary officer per the bylaws revision approved in October 2019.

The committee is continuing to look for future Alumni Award nominees through March 31st to consider for nomination and approval in our May 2020 meeting. Nominees will be accepted via the online submission form on the MCAA page on the Marietta College website.

## DEVELOPMENT COMMITTEE

### Patty Bachner '77, Development Committee Chair

For months now, the Development Committee, MC Staff, and our committed Advocate volunteers have been planning for our all-important Day of Giving, the most important one-day fundraising event of the year.

Beginning midnight, February 13th, the campaign will kick-off with the first donor — regardless of the size of the gift — being acknowledged to the whole Marietta College community and winning a prize.

Throughout the day, challenges will be made between the various campus groups, including students, educators and staff, resulting in some “Can't Buy Prizes” (Sitting with Dr. Rudd during the Homecoming game and a Homecoming weekend stay at The Lafayette Hotel, to name just a couple) for the winners. Last year, the day was full of anticipation, especially as midnight approached and the winners were decided.

We hope to build on that excitement this year and surpass last year's success by increasing our donors to 1000 individuals. This is a goal we feel we can easily meet if we have your participation.

To let our donors know the impact of their gift, the Committee and MC staff are ensuring that Day of Giving messages illustrate what gifts of all sizes can do. We believe that knowing where their dollars are going will help to encourage our alumni to give.

Please join the excitement and the fun, and help to ensure the success of the institution we all love. We'll be looking to you on this special day.

## ALUMNI ENGAGEMENT COMMITTEE

### Adam Kopp '88, Alumni Engagement Committee Chair

The AE Committee would like to recognize and thank one of our own members, Mark Vizza '98, for volunteering to be the first speaker for the Career Center's ZOOM event - Connected, The Long Blue Line Speaker Series. Mark spoke via Zoom with eleven students on January 22, and we understand it was a rewarding, productive experience for him and the students alike. Thank you, Mark!

The AE Committee remains focused on Career Services Engagement & Partnerships; Chapter Vitality Engagement & Succession plans; and the Alumni Survey. If you have questions, please reach out to any committee member, MCAA board member or to Dawn Werry.

1. Career Services
  - a. The MCAA AE committee continues to look for opportunities to partner with Career Services. We've had a number of conversations with Betsy Knott, Director of the Career Center. They are working on a number of ways that alumni can engage with students and each other. They are looking at using ZOOM for networking with Alumni and also at launching an MC Career Services page on LinkedIn. When that takes place, we'll want ALL alumni to join that group, to facilitate networking for all current students and Alumni.
  - b. Betsy Knott's top priorities are listed below. Please reach out to the Career Center if you can help.
    - i. Donate modern professional clothing to the Career Closet;
    - ii. Share your career story through a Zoom event or on-campus information session;
    - iii. Host an intern in your organization;
    - iv. Share your internship and job opportunities;
    - v. Connect to the Marietta College Career Center on LinkedIn;
    - vi. Invite the Career Center (and students) to visit your organization;
    - vii. Host a student for a short job-shadowing experience;
    - viii. Volunteer for a mock-interview with a student via Zoom, phone or face-to-face.

2. Chapter Vitality
  - a. The MCAA AE committee is building out a matrix to better understand what the chapters may need or want in terms of additional leadership support.
  - b. A list of the 2019 and 2020 calendar of events is being gathered.
  - c. We will be asking local alumni from each of the 10 Alumni Chapters to think about getting involved. **Perhaps you'd like to help lead one of the chapters? Let us know by emailing adamkopp@yahoo.com.**
3. Alumni Survey
  - a. Final reviews of the survey are taking place. The survey will go out during the first half of February. Please help us know what you want in/from the MCAA by completing the survey when you receive it.

### IMPORTANT DATES

- 2/14/2020 . . . . . Day of Giving
- 2/25/2020 . . . . . MCAA Winter Board Call
- 5/1-3/2020 . . . . . MCAA Spring Board Meetings
- 5/3/2020 . . . . . Strawberries & Crémé
- 5/3/2020 . . . . . The 183<sup>rd</sup> Commencement
- 10/15/2020 . . . . . MCAA New Member Orientation
- 10/15/2020 . . . . . Adkins Society Reception
- 10/15-16/2020 . . . . . MCAA Board Meetings
- 10/16-18/2020 . . . . . Homecoming

### IMPORTANT LINKS

- Check out upcoming events:**  
[www.marietta.edu/alumni/events](http://www.marietta.edu/alumni/events)
- Nominate an alum for one of the Outstanding Pioneer Awards:**  
[www.marietta.edu/alumni-nomination-form](http://www.marietta.edu/alumni-nomination-form)
- Join the Alumni & Friends Online Book Club:**  
[www.marietta.edu/alumni/book-club](http://www.marietta.edu/alumni/book-club)
- Join and share our MCAA Facebook page:**  
MCAA - Marietta College Alumni Association
- Refer a Future Pioneer:**  
[www.marietta.edu/alumni/refer-future-pioneer](http://www.marietta.edu/alumni/refer-future-pioneer)

**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.*

