

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

FEBRUARY 2021



## Alumni Update

It seems inconceivable that we're already one month into the New Year of 2021. Last year was like no other any of us have experienced, with political, social and economic upheaval along with isolation from one another due to the COVID-19 pandemic; and yet we observed a resilient Alma Mater, which navigated through it all to the best of its ability to ultimately bring a quality education to our MC students.

While the MCAA Board continued to operate virtually — never once meeting in person or embracing our Board Class of 2020 face-to-face except via Zoom encounters — we marched forward successfully in the true Pioneer spirit, supporting the College's mission and appropriately functioning in our advisory capacity. Our continuing efforts are making a notable difference and are appreciated by the College community. Of particular note, we recently welcomed Katie Kitchen as our first student representative to the MCAA Board.

Just like last year around this time, we are now knee-deep in planning for the annual Day of Giving (DOG). **Our involvement, reaching out to our life-long college friends, classmates, Greek brothers/ sisters, roommates and anyone else we know through email, Facebook, Instagram or other social media platforms, is essential** in eliciting financial support at every level by as many MC alums as possible. Remember, **the College has a goal of 20% alumni participation for the year** and with the MCAA Board's help we can achieve or surpass this goal in large part through our DOG efforts. **Each of us needs to support DoG (February 14 & 15), even if we've made a gift already this year. Now is the time for each of us to step up to this challenge.**

Over the next five months, taking us to the end of this academic and the College's fiscal year, we have much on our plate in addition to Day of Giving:

- the newly developed series Connect Four has its second event featuring the History Department/Majors on February 4;
- the Winter virtual MCAA Board meeting via Zoom when we'll all meet our first student representative (Katie) and announce three new Committee chairs;
- our first alumni engagement Trivia night later this Winter/Spring;
- the sending of handwritten notes (like last year) to deposited students; and
- hopefully an on-campus/in-person Spring Board meeting to coincide with the graduation of our 2021 senior class (and one possibly for our 2020 graduates). At that meeting we'll be welcoming as guests the new Class of 2021 Board members and express thanks to departing members of our Board.

So, there is much ahead as we continue to focus on the goals of the MCAA Board.

The time, talent and treasure each MCAA Board member provides is critical to the College's success. Thank you — and go PIOs in 2021!

**Jack Hopkins '65, MCAA Board Chair**

## 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)

# Committee Updates

## ALUMNI ENGAGEMENT COMMITTEE

**Adam Kopp '88, Chair**

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

- The Alumni Engagement Committee continues to support Career Services, and will look for ways to get the MCAA Board involved in individual student engagement.
- The AE Committee continues to partner with the COMMS Committee on the Connect Four Series and an Alumni Trivia Night.
- AE will publish Alumni Survey Results and work with Exec Com/ Advancement on priorities for the rest of this year and next year (with a new Chair).
- We have a monthly call, the third Wednesday of each month currently on the books through June 2021.

## DEVELOPMENT COMMITTEE

**Patty Bain Bachner '77, Chair**

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

And so, our New Year begins with hope; we look to a positive future. The MCAA Development Committee and the Office of Advancement have been humbled by the continued generosity of our loyal alumni, particularly in a pandemic, who offered their precious time, talent, and treasure to advance Marietta College. We extend our heartfelt thanks.

And writing of heartfelt, we'll be hosting our fifth "Show Some Luv for MC Day of Giving," this year happening over two days—Sunday, February 14th through Monday, February 15th. Day of Giving is the single-most-important fundraising event of the year. But there's also a fun aspect to this campaign! We'll have contests between the Greek houses, Class Year challenges, special power hours where donations are matched, stories of MC love and marriages, and the excitement of our countdown clock. We'll offer prizes to the winning teams but bragging rights will be the best prize of all!

Last year, we raised our largest total yet — **nearly \$200,000** — thanks to our dedicated and competitive Advocates who reached out to their classmates, offered their own challenges, and stirred up great excitement. We could not have reached this fantastic total without them. Because they were the key to our success, please consider acting as an Advocate this year. Just contact Kat Gloor at [skg004@marietta.edu](mailto:skg004@marietta.edu) and she'll sign you up and make sure you have everything you need. And it's wonderful to reconnect with your fellow Alums!

Admittedly, this past year has brought some difficult times and subjects. But, as Pioneers, we can be better, learn, and do better as long as we do it together. So please join us in celebrating our "Luv" for MC and make this the best Day of Giving yet.

## COMMUNICATIONS COMMITTEE

**Mike Joliat '06, Chair**

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

The Communications Committee held its 2021 Kickoff and Planning Call last month and identified four key areas to focus on through the end of the fiscal year:

**Connect Four:** The second edition will launch at the beginning of February, focused on the History Department. Subsequent editions will be scheduled for April and June, focusing on Communications and Life Sciences.

**Social Media:** After a pause in the posting schedule in December and early January, COMMS will be ramping up posting, re-launching the MCAA Faces Campaign, supporting MCAA Endeavors (Trivia Night & Day of Giving), and try and amplify the College's messaging.

**Newsletter:** This newsletter will continue, and COMMS will look to producing a bi-annual edition that is distributed to all alumni, highlighting the work of the MCAA.

**Day of Giving:** COMMS will work closely with Advancement to ensure the success of 2021's Day of Giving. A significant portion of the Kick-Off call was focused on messaging ideas and strategies. Many of these ideas will be deployed through the remaining FY to support Advancement and the College in achieving the 20% participation goal. Please be on the lookout for requests for video clips, as we have done in the past.

## NOMINATIONS COMMITTEE

**Jim Wilson '69, Chair**

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

The Board nomination and election process, as revised, is in progress. Personal interviews will be accomplished, and proposed nominees for the next Class of MCAA Board of Directors will be provided for review and election by the full Board at the March meeting. There are some great alumni candidates who have been recommended. Thanks to all who took the time to identify and nominate future great MCAA BOD members.

Succession planning for overall future Committee membership and leadership assignments has been kicked off and outcomes will be identified by the Chair/Vice Chair at the March meeting for July actions.

Please remember that Alumni Awards nomination, review, and selection is the next great action for which the MCAA is responsible. Take the time to identify and nominate an Outstanding Pioneer who has done great things for the college, their professions, and their communities. The nomination form can be found at: [www.marietta.edu/alumni-nomination-form](http://www.marietta.edu/alumni-nomination-form).

**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.*

