

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

JULY 2020

Development Committee FY20 Fundraising Results

Thanks to the hard work, commitment and generosity of Marietta's alumni, students, parents, faculty, staff and friends, the College significantly surpassed its fundraising goal of \$2.75 million for the Marietta Fund this year, breaching the \$3 million mark for the first time in its history.

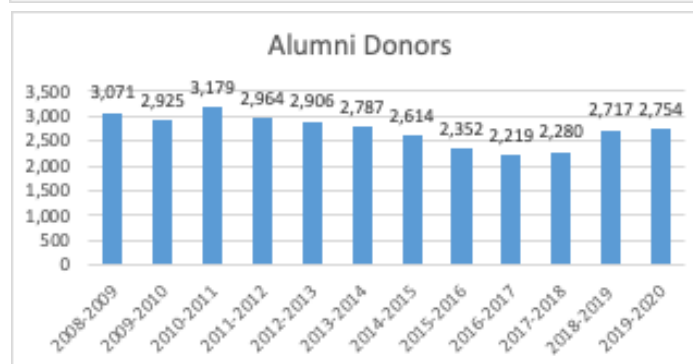
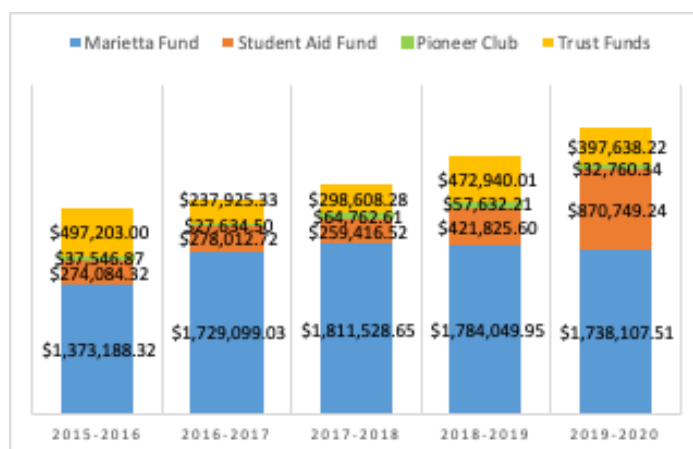
Revenue

\$3,039,255.31 in Marietta Fund revenue, or 110.5% of our revised goal of \$2.75M. This is an 11% increase over FY19 results.

Participation

While we fell 208 donors short of our goal of 20% participation, alumni participation was also at a six-year high, as 2,754 alumni – up from 2,716 last year – contributed to MC. With an alumni participation rate of 18.6%, that's more than double the national alumni participation rate of 7.58%.

Also of note, 1,730 donors are members of the Sinclair Society – a society honoring loyal donors who have given to Marietta for three or more consecutive years. An amazing 17 members of the Sinclair Society are celebrating 50 or more years of consecutive giving to the fund this year.



Alumni Update

Dear Team:

Welcome to our new year of 2020 – 2021. No doubt it will be a year like none other – with six new board members (Paul, Tiesha, Brett, Tim, Ruth and Nancey) who each will add strengths to our committees, a new Nominations & Awards Committee chair (Jim Wilson '69) and, of course, starting the year as we've adjusted to the last six months of "virtual" meetings.

With the announcement of #StayHomecoming, we will not be meeting in person on campus this fall. We'd like to start asking now: do you have any creative ideas on what our October meeting could look like in a "virtual" setting?

Many of you may be exposed to successful new-styled company or board meetings and we'd definitely like to hear about "best practices." If you have anything great to share, something that worked really well, please reply to Jack and Jay with those thoughts.

Thank you.

Sincerely,
Jack and Jay



A Special Announcement:

Congratulations to our Administrative Coordinator for Alumni Relations, Ericka Feldtrop '11, on the birth of her son, Michael Frederick, on July 14, 2020 weighing 9 pounds and 3 ounces.

Committee Updates

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 spent the last 2 months working to support two main objectives:

- First - Welcoming the class of 2020 to the Long Blue Line. With the help of our current BoD Members we produced and distributed a "welcome" video on Facebook, Twitter, and Instagram. The video was seen by more than 5,000 people across the three platforms, and was played during the College's Virtual Graduation.
- Second — Supporting the development committee's final push for 20/20 donations. We got our messaging in front of more than 15,000 people, and we look forward to seeing what we can do in FY 2020/21.

The Communications Committee is sad to say goodbye to Ari Ross '13 who is moving to Alumni Engagement. Ari has been a welcome voice that helped to propel us forward and her input will be missed! Moving into the next month, we will be reviewing our current goals and establishing new ones as we welcome Paul Adams '69 and Ruth Gilbert-Whitner '72 to our committee!

Thank you, Brian Ashton '08, for letting the committee know that John Lewis had passed away and also that he spoke at MC's commencement in 2008. This allowed us to quickly create posts on our social media channels, which has become our most widely viewed AND engaged single post of all time, with almost 2,300 more impressions than our next widest-reach post.

ALUMNI ENGAGEMENT COMMITTEE

Adam Kopp '88, Chair

Committee Members: Brian Ashton '08, Tim Byers '06, Bret Allphin '01, Ariel Ross '13, Chris Suter '84

- Alumni survey to be distributed by July 2020;
- Working closely with the Career Center, the Engagement Committee has begun a very successful Alumni Speaker series, is planning to reach out to students and grads for networking and working toward launching a LinkedIn page; and
- The committee performed a Regional Association review to understand vitality, succession planning, leadership, and overall calendars. The committee has recommended planning for three events per year.

NOMINATIONS COMMITTEE

Jim Wilson '69, Chair

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

Key focus on updating processes / procedures for Board member nomination and Alumni Award nominees:

- Updates to Board succession planning, to ensure smooth transition of Board membership while addressing diversity and inclusiveness;
- MCAA BOD Training on new MC Title IX Policy on Gender-Based Harassment, Discrimination, and Misconduct;
- Commencing process for the nomination and election of a new MCAA BOD Secretary.

BYLAWS TASKFORCE

- Updates/modifications to MCAA Bylaws suggested and approved by MCAA BoD;
- Formally submitted to College's Board of Trustees Advancement Committee for acceptance;
- Latest formal MCAA Bylaws dated July 1, 2020.

DEVELOPMENT COMMITTEE

Patty Bachner '77, Chair

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

FY21 focus:

- FY21 Strategies to hit \$3M and 20% participation
- Student Ambassador program to engage alumni and other stakeholders
- Targeted asks and looking at affinity / restricted solicitations (Greek, Athletics, etc.)
- Quarterly solicitations, and looking at Phonathon and Reunions

Enhanced Stewardship

- New internal flow chart for acknowledgements
 - o Additional touches for restricted gifts

Extended Day of Giving

- Sunday, February 14 through Monday, February 15

President's Circle benefits being revisited

- Looking at current benefits and asking for feedback, especially given the virtual environment

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.*

