

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

MAY 2020

Alumni Update

As we enter our summer season with hope on the horizon for opening some vital sectors of our local economies and bringing students back to campus for the Fall semester, I want to take this opportunity to thank the many, many members of the Marietta College Alumni Association whose ideas and activities continue to elevate the Pioneer experience in remarkable ways.

We had unprecedented alumni turnout for our Day of Giving in February, with more members of The Long Blue Line participating as advocates than ever before. And, when it became apparent that business-as-usual was going to be put on hold for the foreseeable future, you rallied behind your alma mater in our efforts to innovate in response to the pandemic, supporting our seniors through #ShowUp4MC and virtual Commencement and continuing to engage the Pioneer community with a solid online presence.

Even as I write this, many of you are taking the time to reach out to our deposited students with personal notes of welcome and encouragement. Thank you. Thank you for showing us what it means to be a Pioneer — to lead, to be active, lifelong members of our academic community and to give back in support of each new generation of The Long Blue Line. It truly has been a banner year for alumni participation with Marietta College.

I also want to welcome the Class of 2020 to the MCAA. As you continue to blaze your own trail, I encourage you to reach out to your fellow Pioneers through social media, your Regional Alumni Association, the Marietta College Career Center and our Office of Alumni Engagement. There are Pioneers everywhere doing great things, and you will be amazed at what a difference we can make for each other.

Bring Forth A Pioneer!

Josh Jacobs, Vice President for Advancement



The MCAA Board of Directors Welcomes New Members!

The MCAA Board of Directors is excited to welcome six new members to who will begin their terms officially on July 1: **Paul Adams '69** and **Ruth Gilbert-Whitner '72**, who will both be serving on the Communications Committee, **Tim Byers '06** and **Bret Allphin '01**, who will be serving on the Alumni Engagement Committee, **Nancey McCann '76**, who will be serving on the Development Committee, and **Tiesha Anderson '14**, who will be serving on the Nominations and Awards Committee.

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 the Alumni & Friends Online Book Club:

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

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

MCAA Welcome Video

- We launched a video to the Class of 2020 welcoming them to the long blue line;
- Played at Virtual Commencement, view it here: bit.ly/MCAAWelcome;
- Thanks to all who participated!

Big Focus on Social Media

- Facebook // 10X Growth on Impressioning for DoG 2020;
- Instagram // 400% Growth in Followers since October;
- Twitter // Account Launched;
- Ran Ads on Facebook, for likes and impressions
 - Paid Likes Campaign netted 122 new followers (Facebook)
 - Paid Impressions (MCAA Thank You) Generated 6,000 impressions (Facebook)
 - Currently running a paid like the campaign to new graduates (Facebook)

We plan to launch a video newsletter in the first week of June!

- Will go to all alumni (social/online/email)
- Building on the success of our past videos

We are starting work on the Adkins Society Reception for 2020 Homecoming, please join us if you are able!

NOMINATIONS COMMITTEE

Jim Wilson '69, Chair

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

- Elected 6 new MCAA Board members;
- Nominated candidates for MCAA Awards;
- Identified certain areas for by-law changes; and
- Began initial steps to make additional, deeper connections with faculty members and athletics.

DEVELOPMENT COMMITTEE

Patty Bachner '77, Chair

Committee Members: Cody Clemens '13, Gene Neill '16, Rocky Peck '88, Nancey McCann '76, Student Rep (Fall)

Reviewed Day of Giving Successes:

- Increased alumni participation during DoG by 70% over last year's DoG total;
- Helped create and produce various means of communication (Video, chats, email, social media for DoG);
- Ultimately got 1,210 Donors and \$192,407 in gifts on Feb 14, 2020.

Prepared and Executed Giving Tuesday:

- May 5th Giving Tuesday;
- A push to help push Marietta to our 20 for 20 goals (20% participation for 2020);
- Ultimately got 103 Donors and \$8,279 in gifts on May 5, 2020.

Top Priorities:

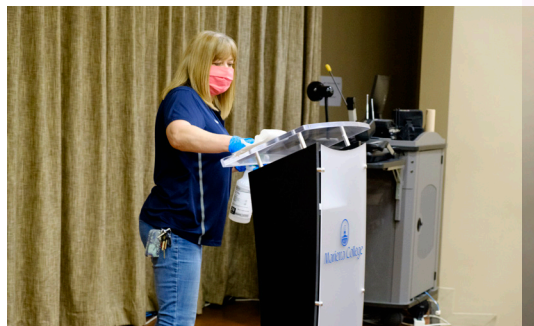
- 20 in 20 Campaign final push;
- Planned Giving seminar/training;
- Begin planning work on DoG 2021.

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.



A Farewell from Dawn Werry:

I am very proud, and deeply grateful, for all that we have accomplished since I assumed the position of Director of Alumni Relations in December of 2018. Together, we have enhanced the MCAA in tandem with the Office of Alumni Relations and the Office of Advancement to benefit the entire Marietta College community.

It has been a true blessing to work with each of you and so many passionate Pioneers. I am grateful for your leadership, stewardship and support. I wish you all the very best as you continue to expand your capacity to fulfill the MCAA's great mission — a connected infrastructure of vocal and proud alumni who stand together to represent and inspire current and future members of The Long Blue Line.

With gratitude,
Dawn

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.

