

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

NOVEMBER 2020

## Alumni Update

During the Board's October meeting via Zoom, several great updates on what is happening on campus were presented. Thank you to all who attended, and special thanks to President Ruud, his administrative team, faculty members, staff members and students for how COVID-19 has been handled – it has been a real team effort and a model for other schools to follow!

## 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)

## Bring Forth a Pioneer... ....for the MCAA Board of Directors

The Marietta College Alumni Association is looking for six new members to join its Board of Directors (BOD). The MCAA BOD is a self-perpetuating board and is responsible for electing new Directors and re-electing those Directors eligible for re-election. The Nominations & Awards Committee of the Board is delegated the responsibility of identifying Director candidates for election and re-election to insure the Board's composition will match the Board's considerable responsibilities.

Members of the Board shall serve a term of three (3) years, with a maximum election of two terms in succession. We keep a balanced spread of Directors that are nominated and elected annually, so we do not have too much turnover in any given year.

It is requested that current MCAA Directors and alumni search their personal and professional networks for possible Board members.

Nominations to the BOD can be made online at: [www.marietta.edu/mcaa-bod-nomination](http://www.marietta.edu/mcaa-bod-nomination)

Utilization of the online form is appropriate, with up to two supporting letters being provided speaking to why the individual would be a strong asset to the MCAA.

While a number of diversity and inclusiveness factors, such as MC class, gender, race, ethnicity, residence location, field of study and/or career are evaluated for election, it is hoped that all nominees will have a:

- Respectful trust of the organization and its focus
- Pre-existing passion for the MC mission/cause
- Positive enthusiastic force
- Eagerness to participate at every meeting
- Willingness to prepare ahead for meetings
- Desire to serve on committees
- Financial ability and propensity to support dreams
- Supportive, willingness to express their opinion(s)
- Desire to listen and understand other viewpoints

Nominations are requested online by December 31<sup>st</sup>.

Any questions concerning nominations can be made to the Alumni Office at [alumni@marietta.edu](mailto:alumni@marietta.edu).



MCAA Communications Committee chair Mike Joliat '06, Nancy Kaplan McCann '76, Brittany Metcalf '13, Catherine Gattis '21 and Dr. Nicole Livengood presented the first iteration of the Connect Four Series on November 9.

# Committee Updates

## ALUMNI ENGAGEMENT COMMITTEE

**Adam Kopp '88, Chair**

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

### CAREER CENTER WORKSTREAM

- Connect Four Series; work closely with Communications Committee (lead) to leverage connections between alumni, faculty members and students
  - First discussion was November 8<sup>th</sup>
- Working on details to partner/outreach with the Career Center
- Promote direct connections with alumni that need/want support, partner via Career Center and MCAA

### SOCIAL ENGAGEMENT WORKSTREAM

- New Alumni Welcome Email – completed; promote connection to MCAA and The Long Blue Line
- Regional Alumni Associations video messages sent/scheduled to be sent
- Brainstorming virtual events for the Regional Associations this fall/winter
- Develop a blast email to ALL alumni, refreshing their memory on the locations of the regional associations

### ALUMNI SURVEY

- 2020 Alumni Attitude Study Headlines
  - Increased alumni satisfaction since 2013
  - Tradition is valued heavily
  - More social media and solicitations are needed
  - Increased interest in volunteering
  - Don't have to do more; need to tell more stories

## NOMINATIONS COMMITTEE

**Jim Wilson '69, Chair**

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

Board nomination and election processes are being renewed in time for nominations and selections for the next Class of MCAA Board of Director members.

Succession planning for overall Committee membership and leadership assignments will commence in January.

Awards nomination and review process is being updated.

A thorough review of past BOD nominations and award recommendations will be completed and retained on new Microsoft Teams system.

## 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 was pleased to present the first iteration of the Connect Four Series on November 9th. The MCAA's own Nancey Kaplan McCann '76 was joined in a virtual conversation by Brittany Metcalf '13, current student Catherine Gattis '21, and Dr. Nicole Livengood, Professor of English. Approximately 45 people watched the conversation live, and more than 135 people have watched the replay, which is available on Facebook (<https://bit.ly/3nr192l>).

We plan to present the next iteration of the series in late January, focused on the History department. Tim Maroney '68 has agreed to be our "Seasoned Alumnus," and the committee will be working to fill the Student, Young Alumni, and Professor roles in the coming weeks.

### UPDATES OF NOTE:

- Comms will now be providing one content piece for the monthly e-Trailblazer.
- We will be re-introducing our MCAA Faces social media campaign.
- We will be working to build social media audiences in advance of 2021's Day of Giving.

## DEVELOPMENT COMMITTEE

**Patty Bain Bachner '77, Chair**

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

The Development Committee is gearing up for two major campaigns:

1. **GIVING TUESDAY** – TUESDAY, DECEMBER 1 – DECEMBER 18, 2020  
We've been working with Advancement to explore how to find ways for alumni to also give of their Time & Talent

### Ideas:

- Sharing your professional experience with current students
- Offering to help with résumé writing
- Writing notes of encouragement to not only faculty and staff, but members of Marietta's senior housing community who have become so isolated during this pandemic
- Other ideas – let Patty know!

During our Giving Tuesday campaign, we'll also be auctioning off the now obsolete mailboxes so people can bid on theirs. We will promote heavily on social media, working with Communications Committee.

2. **DAY OF GIVING** – FEBRUARY 14 & 15, 2021  
Planning has begun. Last year, revenue increased by 70%, raising almost \$193,000. Our goal is to increase those numbers by a modest amount. We are looking for Advocates – contact Kat Gloor at [skg004@marietta.edu](mailto:skg004@marietta.edu) to volunteer.

Wishing everyone happy, but more importantly, healthy and safe holidays!

**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.*

