

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

SEPTEMBER 2020

Alumni Update

Now in our seventh month of COVID-19-related impact, the MCAA board will again meet virtually on Oct. 24. Perhaps like each of you, it seems that working this way takes more time and energy, but despite that the entire membership of the board remains engaged and highly active. In the past two months, since our last Newsletter, we can celebrate several accomplishments:

- the completion of the long-awaited Alumni Survey with 1,146 (13.6%) of alumni responding (an excellent response rate)—future review of results by the Alumni Engagement Committee and Board to be arranged,
- personalized messages sent to Sinclair members (50 years of consecutive giving to the College) by MCAA board members—thanks to each of you for preparing these special notes,
- the important “thank you” messaging to faculty and staff of the College for all their splendid efforts throughout these COVID times, which was developed by members of the Communications Committee—have received positive responses of appreciation from staff members—great job,
- the nomination and election of the board’s first-ever Secretary in the person of Melissa Clawson—congratulations, Melissa!!
- planning for the Oct. 24 Board meeting is well-underway.

We can now look forward to StayHOMEcoming 2020, taking place on Oct. 16 & 17, and all the virtual activities being designed. I hope each of us will participate during some parts of this year’s events as time permits. Stay tuned for the Homecoming “Fill the Stadium” campaign to be rolled out by Advancement staff soon.

Please continue to stay safe and well.

Jack Hopkins, '65, MCAA Board Chair



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

ALUMNI ENGAGEMENT COMMITTEE

Adam Kopp '88, Chair

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

DIVERSITY & INCLUSION HIGHLIGHTS

- The committee spoke with Associate Dean of Students and Chief Diversity Officer Monica Jones; she stated that she was very excited to work with MCAA.
- We will also reach out to Maribeth Saleem-Tanner, Director of Civic Engagement in the Office of Civic Engagement and the McDonough Center for Leadership and Business.

SOCIAL ENGAGEMENT HIGHLIGHTS

- The New Alumni Welcome Email was sent out. We had a great response rate: 49% open rate and 10.3% click-through rate.
- The committee is working on outreach to Regional Association leads to coordinate video messaging similar to what Columbus and Denver have recently done, and working on an email blast to ALL alumni on the regional associations, including the official kick-off for Denver.

CAREER CENTER HIGHLIGHTS

- The committee has a meeting scheduled with the Career Center. The Center has two seniors working on staff this year; they'll be included as we formulate how MCAA can offer support.
- Brian Ashton is connecting with a sophomore applying for Government internship to assist in the process.
- There will be opportunities for other MCAA board members to assist the Career Center (think speed dating) in connecting with Alumni that may need/want support.

SURVEY HIGHLIGHTS

- 1324 responses! 15.76% response rate of the emails sent! Analysis is underway.

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 has been hard at work planning for FY20/21 and continuing our upward momentum on ongoing activities.

We are working through a new initiative that will bring alumni, students and faculty members together in a virtual learning forum with the goal to inform alumni on academic departments, students on career options and faculty members on alumni in the fields their students are interested in. Stay tuned for more updates and requests to participate!

DEVELOPMENT COMMITTEE

Patty Bain Bachner '77, Chair

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

Our "Virtual Stadium Sell-Out" Campaign kicks off on October 3 and runs through October 17th in conjunction with our StayHOMEcoming virtual events. While we can't be together, we can cheer together! Don Drumm stadium seats will sell for \$5/ticket, meaning if we sell out, athletic programs could receive \$25,000! Watch social media and your email to learn more! Consider signing up to act as a Team Captain for the Campaign.

Our new fundraising goal for the 2020-2021 is \$3.0 million and a rate of 20% alumni participation.

The committee is working with Advancement and Doug Evans to develop an uncomplicated, easy-to-understand virtual program to explain Legacy or Planned Giving to our alumni, including tax benefits.

Six Student Ambassadors have been chosen this year to connect with alumni. Look for their outreach via social media and email.

As requested, a new brochure has been developed detailing the benefits of giving at the President's Circle level.

The Day of Giving (DoG) will now take place over the course of two days, February 14-15th. We are looking for Advocates!

NOMINATIONS COMMITTEE

Jim Wilson '69, Chair

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

We recently facilitated the nominations/election process for the new MCAA Secretary — Congratulations to Secretary Melissa Clawson

Board member recruitment and awards nominations forms and overall processes are currently being clarified, updated and formalized.

We are also formalizing an approach to MCAA BOD Training on the new MC Title IX Policy on Gender-Based Harassment, Discrimination and Misconduct.

The N&AC will reconvene in October to set and prioritize goals for the 2021-2022 year and address succession planning to ensure smooth transition of Board membership while addressing diversity and inclusiveness.