

MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

DECEMBER 2019

Greetings from Gene:

I hope this newsletter finds you and your family are beginning to prepare for a warm and wonderful holiday season! As you will see in this newsletter, the MCAA Board of Directors has been working hard on the goals we established at our October meetings and preparing for the upcoming Day of Giving in February.

The scope of work our board takes on has been growing in recent years; and as our goals and objectives evolve and expand, we find ourselves needing to not only replace board members as they complete their terms, but also to increase and diversify the board's total membership.

We need your help to cultivate our membership and to drive toward our goals. As you know the realities of the MCAA Board better than anyone else, I'd like to personally ask you to consider nominating members of the Long Blue Line to serve on our board.

Currently, we have a specific need for members from classes in the '70s and '90s, persons of color, and people in the oil and gas and the fine arts sectors. While these are specific needs, this should not prevent you from nominating a person you feel would be a great asset to the board. While these are highlight areas for us, we also know that motivated individuals looking to contribute are those who make the MCAA successful.

During homecoming, we announced that we were able to migrate our nomination forms online for a clearer and simplified process, and those links can be found here. I, along with all of the members of the nominations committee, appreciate you taking the time to help continue the growth of the MCAA.

All the best,
Gene Neill '16



During December Graduation on Sunday December 8th, 34 students joined the Long Blue Line, welcomed by Anna Bock Mullins '04 on behalf of the MCAA.

"I really enjoyed being part of the December commencement. It was so much more intimate than the large May ceremony. With fewer time restrictions, the ceremony included time for each graduate, after receiving his/her diploma, to say a few words to the audience of family and friends. I'm so excited for where these pioneers are headed in their lives! I was also joined at the ceremony by my mother, Susanne Derr Bock (class of 1966) and we always compete to see who can sing more of the Alma Mater without cheating and looking at the words. It always feels good to come home to MC."

Anna Bock Mullins '04

Alumni Update

December marks the anniversary of my appointment as Director of Alumni Relations and I couldn't be happier to be a part of this team. Looking back, the time I've been able to spend with each of you – learning about your unique experiences and priorities as individuals and as alumni – has been the most rewarding part of my role. I hope you know how much I value this time, and look forward to connecting further in the future. Your perspectives, skills and voices are incredibly important to me and to the strength, character and direction of this institution.

It's been an amazing year and, together, we've accomplished much. Because of your time, your talent and your treasure, together we:

- have personally engaged over 1800 Pioneers at 51 events, both on- and off-campus,
- are making great progress in re-establishing and supporting our regional associations,
- are working towards an all-alumni survey,

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(Alumni Update continued)

- broadened our communication outlets and efforts,
- launched new technology to increase the diversity of our nominees for our board of directors and award winners,
- made a huge impact in hitting the 18% annual participation goal,
- fostered 100% MCAA board support of the MC Fund, and
- honored 6 stellar individuals at the 2019 Outstanding Pioneer Ceremony.

As you know, Dr. Joshua Jacobs will be our new Vice President for Advancement, effective January 2. We are very enthusiastically anticipating his arrival and I look forward to sharing with him the work we've accomplished this past year and our aspirations for 2020. Each new project, program, event and conversation brings us all a bit closer to our goals of connecting, informing and serving all of our constituents for the future of The Long Blue Line. Thank you for continuing to be ambassadors in your roles as valued members of the MCAA. I deeply appreciate your tireless efforts on behalf of the entire Marietta Community.

In the holiday spirit, there is a decorating contest on campus that offers us an opportunity for friendly competition among faculty and staff that is combined with a food drive for the local food pantry. Make sure you watch Facebook for updates and fun photos.

With Pride and Appreciation,
Dawn Werry, Director of Alumni Relations

IMPORTANT DATES

2/14/2020	Day of Giving
2/25/2020	MCAA Winter Board Call
5/1-3/2020	MCAA Spring Board Meetings
5/3/2020	Strawberries & Creme
5/3/2020	The 183 rd Commencement
10/15/2020	MCAA New Member Orientation
10/15/2020	Adkins Society Reception
10/15-16/2020	MCAA Board Meetings
10/16-18/2020	Homecoming

Committee Updates

COMMUNICATIONS COMMITTEE

Mike Joliat, Communications Committee Chair

The Communications Committee is working to implement the communications strategy we established at the October meetings.

As we push into the holiday season, please email us any photos you might have of your time at Marietta around the holidays! We would LOVE to share them on social media. Please email them to Mike Joliat (mrjoliat@gmail.com) and include any names that we can tag.

NOMINATIONS COMMITTEE

Gene Neill, Nominations Committee Chair

The Nominations Committee has begun outreach to the College's academic department chairs and Marietta Athletics to build relationships and expand our network.

We are working with Dawn and the Department of Communication & Brand Management to determine next steps on more broadly developing a communication plan that supports future MCAA nominations.

We are continuing to encourage the alumni community to nominate fellow Pioneers who would be great additions to the MCAA Board of Directors by submitting here and to suggest Alumni Award nominees by submitting here.

The deadline to nominate someone for the MCAA Board to start a term on July 1, 2020 is December 31, 2019.



DEVELOPMENT COMMITTEE

Patty Bachner, Development Committee Chair

The Development Committee is gearing up for the all-important Day of Giving (DoG), our one-day, online fundraiser to be held on February 14th. Last year, we raised more than \$100,000 in a single day! This year we want to raise even more.

“Advocates” were a very important aspect of last year’s campaign. During DoG, Advocates reached out to their alumni friends, fraternity and sorority members, athletic teammates, honor society members, and special club friends telling them why they believe in supporting Marietta and why they should be a part of this essential effort. Last year, many of our past Advocates also recalled their favorite Marietta memories and engaged in friendly competition between their Greek institutions or athletic teams—ensuring that peer-to-peer engagement was the key to our success.

While all MCAA members are charged with identifying alumni friends to act as Advocates, we need more than just MCCA members to participate. This is a campus-wide effort involving all alumni, staff, faculty, and students! All around campus, banners proclaiming “Give MC Love” will fly, helping to build excitement and set the stage for the Big Day. Also consider signing on to compose a short video telling why you believe one should “Give MC Love” that may be used during the social media campaign. We’d especially like to hear from “MC Sweethearts,” our alumni who met at Marietta and then married.

In short, we need you, our loyal and dedicated alumni, to make this year’s DoG campaign an even bigger success. If you’d like to help, please contact Kat Gloor, Senior Director of Annual Giving at kathryn.gloor@marietta.edu or Patty Bain Bachner '77 at impattyb@gmail.com and you’ll receive all the information you need to begin.

This is our year. The time is now!

ALUMNI ENGAGEMENT COMMITTEE

Adam Kopp, Alumni Engagement Committee Chair

The Alumni Engagement Committee held our most recent monthly meeting on November 25. The next meeting will take place on December 18.

We are currently focused on the Alumni Survey, the MCAA regional association vitality/leadership succession plan and alumni engagement with the Career Center.

The College has selected a vendor for the upcoming Alumni Survey. Plans are underway to finalize the questions and the survey campaign. Outreach will be electronic (where we have good email addresses) and snail mail for all others. We will need support for MCAA communications and for all board members to encourage participation in the survey. Results will be reviewed with the AE Committee and the entire board, and will help focus how we will direct future alumni engagement activities.

Chris Suter and Jason Gromolski are building an MCAA regional association vitality/leadership succession plan matrix. We want to assess, by regional association, our current leaders and their successors. We’ll be able to see where the gaps are and then build a plan to reach out to local alumni for volunteers to support those associations. Additionally, we are identifying the 2020 calendar of events for each regional association, as well as gathering and archiving their 2019 activities.

Mark Vizza and Brian Ashton will be working with Betsy Knott and the Career Center, identifying areas where we can have an immediate, positive impact on student engagement. In the longer term, we are looking at identifying internship, networking and early-career job placement opportunities.

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.*

