

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

MID-NOVEMBER 2019

## Greetings from Dawn:

Pioneers past and present hit the bricks for Homecoming 2019, time dedicated to celebrating the shared history and ties that bind all members of the Marietta College community while relishing in those experiences and memories that make MC unique to each of us. Homecoming was a chance to catch up with past friends and relive great memories while establishing new friendships and creating new memories. It was a time for reconnecting with affinity groups, clubs, faculty, staff, and cheering on our Pioneers. Homecoming was also a chance to come together to enjoy this communities storied past, its' present and its' future while exploring the ever-changing campus and feeling the energy of the entire MC community for falls biggest weekend.

Thank you valued MCAA members for a positive and productive meeting, Adkins Society Reception, Awards Ceremony and so much more on behalf of the legacy of excellence and camaraderie that defines what it means to be a Pioneer. It was an exceptional weekend with opportunity for continued enhancements. Thank you for all your participation and support for your alma mater.

With Pride,

*Dawn Werry, Director of Alumni Relations*



The MCAA Board convened on campus over homecoming weekend and not only celebrated our beloved alma-mater, but also tackled our board work, and further advanced the position on all Marietta College Alumni.

## Alumni Update

Warmest thanks and appreciation for the time and effort MCAA BoD put into joining and participating to make the fall meeting and 2019's Homecoming a success for our entire MC community. These programs truly take a village and each year we come a bit closer together and bridge stronger ties with the campus and the community. Some quick updates, notes, important dates:

### HC2019:

- 53 events hosted campus partners and organization from Wednesday through Sunday with alumni spanning class of 1953 through 2019
- 1969 class won the class cup with 19.9% of the class donating \$167,956.00
- 5.78% of the 1994 class donated \$5,150
- 6.68% of the 2009 class donated \$3,728
- Winners for first ever Paint the Town Blue contest:
  - Business: Teri-Ann's
  - MC Office: The ARC
  - MC Dorm: Fayerweather 2nd Floor
- Winner of the first ever MCAA sponsored raffle: Molly Stek '96 of molly's snazzy stitches
- The following Greeks celebrated their pride during Homecoming: Alpha Sigma Phi, Alpha Tau Omega, Alpha Xi Delta, Chi Omega, Delta Tau Delta, Lambda Chi Alpha, Sigma Kappa, Tri-Sigma, Tau Epsilon Phi
- We honored our various athletic groups and many campus departments welcomed alums to reconnect

### IMPORTANT DATES

12/8/2019	December Graduation
2/2020	MCAA Winter Board Call
2/14/2020	Day of Giving
4/30-5/3/2020	MCAA Spring Board Meetings
5/3/2020	The 183 <sup>rd</sup> 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

## ALUMNI UPDATE (CONT.)

- Feedback/notes
  - evaluate reunion reception to be more impactful
  - evaluate transportation/shuttles
  - time block for open houses (departments, Greeks, etc. to reduce overlap and increase impact)
  - alumni survey results are positive (203 responded)

All-alumni Survey design starting

Research Parent Program

Regional Associations: planning meetings/recruiting: Columbus, Cleveland Cinci followed by Pittsburgh, Philly, New England

Refer a Pioneer - over 100 now

### Events

- Visit <https://www.marietta.edu/alumni/events> for a list of upcoming events

Visit <https://www.marietta.edu/alumni-nomination-form> to nominate someone future award winners

Visit <https://www.marietta.edu/alumni/alumni-association> to nominate future MCAA Board members

## Committee Updates

### COMMUNICATIONS

- The COMMS team finished a debrief of the Adkins Society reception at Homecoming, and will be looking to further polish this new tradition before next year's event.
- The welcome table at homecoming was well received, and the business card drop garnered a bit of attention- will promote more heavily in 2020 - and Molly Stek '96 won the Swag Basket.
- Our paid likes campaign brought in 122 new followers bringing our total to 759, and we need your help growing this! See page 3 for a special request!
- We are working to launch our first all-alumni e-Newsletter, look for it next month!

### NOMINATIONS

- Will align on how to best start building the foundation for more in-depth relationships with academic departments across campus and athletics.
- Connecting with Dawn & Communications to determine next steps on more broadly developing a communication plan supporting future MCAA nominations.
- In partnership with Jack, Jay, and Dawn, the committee will give thought on best timing and approach to considering the Secretary role for MCAA as identified and voted on from the newly approved bylaws.

- We want to continue pushing everyone to nominate fellow Pioneers who would be great additions to the MCAA by submitting info [here](#) or Alumni Award recipients by submitting info [here](#).

### DEVELOPMENT

The Development Committee, comprised of Rocky Peck, Jim Wilson, Cody Clemons, and Chair, Patty Bain Bachner, had a very successful meeting during this past Homecoming.

Specific plans were discussed about:

- Increasing our Day of Giving (DOG) donors from 712 to 1000 individuals by way of a media campaign, peer to peer outreach, and social media blasts.
- DOG collected over \$100,000 in just one day. The Committee would like to meet and succeed that number.
- We also brought to the entire Board the concept of having a reception for President's Circle level donors at Homecoming next year.
- The Committee decided to table a presentation to the Board about Planned Giving until a new Officer is hired.
- The Committee and Staff have been charged by President Ruud to increase overall Alumni giving from 18% to 20%. We intend to accomplish this goal by four direct mail drops, a push for the End of the Year Campaign, and student participation in Phonathon, which is surprisingly successful.

**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.*



# Special Request

We need your help!

In an effort to grow our facebook followers, we need help from you, our dedicated members of the Adkins Society. Please help us, by inviting all of your classmates to like our page! The process is quite simple, and with your help we can build a stronger following, and further advance the MCAA's agenda!

Once you have done this, email Mike Joliat (mrjoliat@gmail.com) and one lucky participant will be sent an Awesome Marietta T-shirt!

Don't know how to invite your classmates, it's easy! And this 10-min activity will exponentially grow our reach!

## DESKTOP

### Step One:

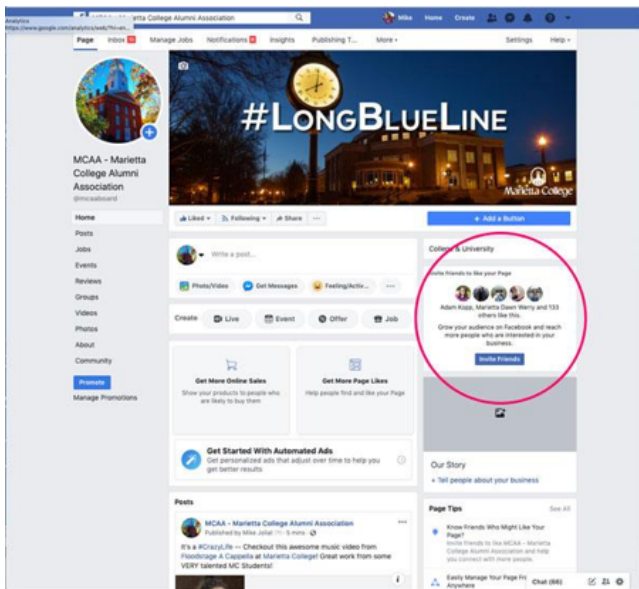
Navigate to the MCAA Facebook Page: <https://www.facebook.com/mcaaboard/>

### Step Two:

Click On the Invite Friends Button:

### Step Three:

- Click the "Invite" Button, it will turn into a blue check mark when you are done.



- Scroll Through and invite all of your MC Friends
- Click "Send Invites" at the bottom right.

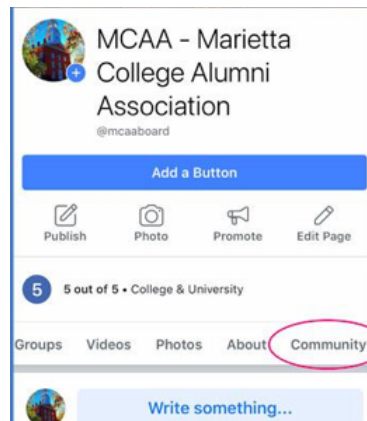
## MOBILE:

### Step One:

Navigate to the MCAA Facebook Page by searching MCAA

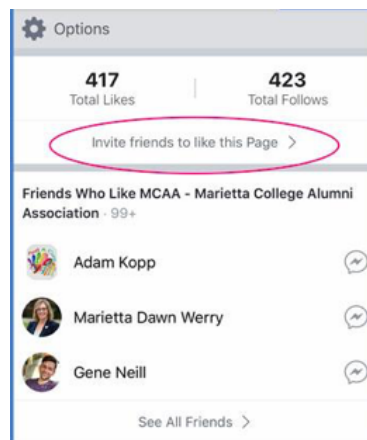
### Step Two:

Click On the I Community Button (you may need to swipe in this menu section to see "Community")



### Step Three:

Click "Invite Friends To Like This Page"



### Step Four:

Scroll Through the List and click "Invite" for each of your MC Friends