

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

SEPTEMBER 2019

## Greetings from Mike:

With Fall officially upon us, and our October Board meeting fast approaching, I know for many of you this newsletter finds you preparing to travel “Home.” It is our goal that this year’s Homecoming will continue to build on the great work the MCAA Board has been able to accomplish in recent years! We are excited about our renewed push to expand our circle of engagement while building lasting relationships with our fellow classmates.

This year, the MCAA Board will be predominantly featured at Homecoming check-in with a new Welcome Table. Please take a moment during your time on campus to stop into the Hermann Lobby to see what the Communications Committee has assembled to expand our visibility to all MC Alumni.

**On Thursday, October 10<sup>th</sup>, the current MCAA Board will celebrate all of our former members with the 2<sup>nd</sup> annual Adkins Society reception. Please join us at 5:30 p.m. on the third floor of the Legacy Library for cocktails and light refreshments as we celebrate the commitment we all have to our alma mater.**

I’d like to thank the MCAA Board Members for their hard work in preparing for our October meetings; your dedication is duly noted and much appreciated.

*Mike Joliat '06*



*Please join us for our Adkins Society Reception as we welcome our new members and celebrate your dedication and service on the MCAA Board. The reception will be October 10<sup>th</sup> from 5:30 p.m. to 6:30 p.m. on the third floor of the Legacy Library.*

## Committee Updates

### COMMUNICATIONS

- The Communications Committee had a successful September team call.
- Anna Mullins '04 is finalizing details on the Homecoming Welcome Table with Dawn.
- In an effort to build our diversity outreach, Ariel Ross '13 will be meeting with students prior to our October meetings and expected roundtable organized by Dr. Danford.
- Adkins Society reception planning has been finalized by Kathy Lentner '97 and Mike Joliat '06 with assistance from Dawn for October 10<sup>th</sup> at 5:30 p.m.
- We launched our first paid “likes” campaign on Facebook this month and saw great results; we will provide an update at our October meetings, and will include stats in the October Newsletter.

### NOMINATIONS

- Nominations will meet during Homecoming to ID the priority target gaps for recruitment and board selection during to prepare for winter membership voting
- Nominations would look to partner with Communications for the development of a strategic plan for Nominations for new board members and award nominees during the 2019-20 year.
- Determined that we’ll be targeting to fill approximately 5-7 new Directors for the 2020-21 year.

### IMPORTANT DATES

Oct. 5-8, 2019	Four Day Break
Oct. 10, 2019	MCAA New Member Orientation
Oct. 10, 2019	Adkins Society Reception
Oct. 10-11, 2019	MCAA Board Meetings
Oct. 10-13, 2019	Homecoming
Dec. 8, 2019	December Graduation
Feb 2020	MCAA Winter Board Call
Apr. 30-May 3, 2020	MCAA Spring Board Meetings

## DEVELOPMENT

By holding monthly teleconferences, the Development Committee is on track to meeting our dedicated goals of:

- Increasing individual donors from 712 to 1000 for our annual Day of Giving campaign on February 14, 2020. Last year's campaign was extremely successful — bringing in over \$100,000 in a single day.
- Increase alumni participation in giving to the College from a current high of 18% to 20%.
- Create ways to highlight and show appreciation for donors at the President's Circle level.
- Educate our Alumni about ways and avenues to participate in Planned and Estate giving.
- Ensure that 100% of the members of the MCAA Board donate to whatever fund or activity they find appropriate and give to the best of their ability.

Our Committee — comprised of Jim Wilson, Cody Clemens, Rocky Peck, and Chair, Patty Bain Bachner (and with invited guest participant, Mark Vizza) — looks forward to meeting together in person at Homecoming to “brainstorm” and find creative ways to accomplish our shared goals.

Members of the Development Committee will also be on campus attending the various Homecoming activities. We welcome any suggestions, ideas, or questions from our returning College community. We're here for you! Just ask!

## ENGAGEMENT

The AE Committee had a monthly team call on Sept 18<sup>th</sup>.

- Betsy Knott joined us and gave us an overview of Career Services and how we can engage. Talked about networking and a MC/Career Services LinkedIn page
- Alumni Survey ... still delayed. Hopeful that this picks up after Homecoming.
- Focus is on Alumni Chapter vitality. Chapter engagement, and leader succession plans.
- Reviewed goals, talked about additional engagement options, discussion for our meeting at Homecoming.
  - Identity (and priority rank) key areas of the college we could liaison with (Admissions, Career Services, Homecoming committees, Student/Campus life).
  - How do we make meaningful connections?
  - Identify events that the MCAA could boost and work with the Communications Committee to drive engagement. (Welcome back to campus, Strawberries and Crème, Graduation, Homecoming etc.).
  - We could also just commit to meeting with the different groups and talk with them to find out what we can help with.

## Greetings MCAA Board of Directors

Homecoming is 12 days away! I look forward to seeing you on campus for another wildly successful weekend of meetings and events! We are still marketing Homecoming at every opportunity — 412 members of The Long Blue Line have already registered. Be sure to check-in at the Registration and Welcome Center in Hermann Fine Arts for some exciting enhancements — pick up your nametag, take a selfie in the photo booth, hop in the video booth to share your MC story, and have a treat also sponsored by MCAA. As MCAA members, please be sure to pick up your complementary Homecoming t-shirt. Your name will be on a list, so select your size

while you're there. We're really working hard to promote MCAA at every opportunity and I know you'll share our stories throughout your various engagements over the entire weekend. You have all done amazing work since our May meeting! Jack, Jay and I appreciate the time and effort you put into the various calls, many emails, sharing your insight, setting goals and hours of projects, all to enhance your alma mater — **THANK YOU!**

-Dawn Werry, Director of Alumni Relations

**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.*

