

# MCAA NEWSLETTER

FOR THE MEMBERS OF THE MARIETTA COLLEGE ALUMNI ASSOCIATION

AUGUST 2019

## Greetings from Jack:

And so the “dog days” of summer are upon us. The 402 freshmen of the Class of 2023 have arrived on campus and eagerly anticipate their new lives as members of the Marietta College family. Thank you, Dawn and the Advancement team, for welcoming them and their families on behalf of the MCAA. Board Member Rocky Peck '88 spoke for all of us as he personally welcomed this wonderful new class during their Matriculation on August 16th. It will be exciting for the entire MCAA Board to meet the new members of our collegiate family when on campus for our Fall 2019 meeting and Homecoming (SAME BRICKS DIFFERENT STORIES).

As the summer draws to a close, each of our MCAA committees will be refining its goals for the year. These efforts will position our board well for our on-campus October action-oriented board meeting. Thanks to each of you for your hard work and commitment to the board and our alma mater.

-Jack Hopkins '65, MCAA Board Chair



*Rocky Peck '88 delivered MCAA's welcome to 402 incoming students at 2019's Matriculation on August 16th. Thank You, Rocky, for introducing these new members of The Long Blue Line to the MCAA!*

## Committee Updates

### COMMUNICATION

- We held a planning call regarding the Homecoming Welcome Table. Anna Mullins '04 will spearhead the effort for Comms, with planning help from Jay Hauck-Bell '85, and Chris Suter '84 and Brian Ashton '08 from Engagement.
- Discussions on an All-Alumni Newsletter continue to develop. We hope to report on this at Homecoming.
- Social media stats are growing, please follow us (Facebook - <https://www.facebook.com/mcaaboard> / Instagram @marietta.alumni) and invite your friends to do the same. See Mike Joliat's email from May 23rd if you need instructions. We would like 100% participation by Homecoming!
- The newsletter is now being assembled by MC's Communication & Brand Management Team. Thank you to their team for the support and for the new look!

### DEVELOPMENT

The Development Committee has been working in tandem with MC staff to identify six key goals. They are:

- Increase Day of Giving donors from 712 to 1000.
- Increase Alumni participation from this year's high of 18% to 20%; championing a “20 in 20” campaign throughout the year but especially at EOY.
- Develop a more inclusive and high-touch way to recognize our valued donors to The President's Circle.

- Highlight the importance/financial advantages of MCAA members participating in Planned Giving.
- Continue to stress the importance of 100% MCAA donor participation.

As Homecoming approaches, we look forward to hearing from you on how to best approach these goals, as well as your passion for achieving what we need to do to keep the institution we love so very much, strong, viable and ever responsive.

### ENGAGEMENT

- Mark Vizza '98 will be heading the work with the new Career Services director, Betsy Knott.
- All-Alumni Survey work and planning continue.
- Chris Suter '84 is looking at who has previously been engaged and where we can provide be lift in the future.

### NOMINATIONS

Nominations met August 8th to discuss some outstanding issues and update on progress:

- Alumni Relations Office is currently building the MCAA Board of Directors and Awards Nominations form to be electronically accessible.
- Working to clarify the recruitment process for MCAA Board members prior to nomination of the slate in February.
- Nominations will reconvene September 10th to set and prioritize goals for the 2019-2020 year and begin conversation on planning and identification of membership gaps in current Board make-up.

# Trustees Summer Retreat Update

The Board of Trustees of Marietta College met in July for a summer retreat. In addition to President Bill Ruud and members of the senior leadership team, twenty-one active trustees and one emeritus trustee were in attendance.

## ENROLLMENT

Vice President Scot Schaeffer provided an enrollment update, noting that Ohio has 195 institutions of higher learning and Marietta College continues to face significant competition for new students. Despite this, he opined that an increase in enrollment is reasonable and to achieve this the inquiry pool will need to be significantly increased. (As of August 18th, 2019, the current new student count is 404.)

Actions are being taken to revitalize international student recruitment and they have assigned a staff member responsible for recruiting for new graduate programs (Clinical Mental Health Counseling and Athletic Training). Provost Janet Bland reported that she has commissioned a feasibility study related to potential new graduate programs in Occupational Therapy and Physical Therapy.

## INFORMATION TECHNOLOGY

The Board engaged in a discussion regarding the future of Information Technology at Marietta College, and noted the following key elements: Infrastructure and Connectivity; Security; Cloud

Computing; Analytics and Data Science; Artificial Intelligence; Applications; Mobile Interface; Curricular Content; Partnerships with Technology Companies; and IT Capacity. An Ad Hoc committee will be formed to focus on these issues and appropriate strategic plan. Discussion ensued regarding the impact of technology on the student experience.

## ACADEMIC AFFAIRS

Provost Bland led a discussion on criteria to be used when considering how academic programs can support the vision/mission of the College (both for existing programs and for potential new programs) and how to develop clear metrics for evaluating the efficacy of existing programs.

## COMMITTEE GOALS FOR FY 2019-2020

The leadership of each committee of the Board met to discuss their committee's goals for the coming year and these were reviewed with the whole Board so planning could begin for upcoming committee meetings.

*-Submitted by George Fenton '71, MCAA Board Chair*

# Alumni Update

There's so much to be excited about!

- 73 attended the July Annapolis, Maryland Regional Association Reception with our Board of Trustees and remarks from Adam Kopp '88, Dan Leonard '85 and President Ruud
- Five new majors this fall in:
  - Entrepreneurship
  - Neuroscience
  - Supply Chain Management
  - Educational Studies
  - Middle Childhood Special Education Dual Preparation
- Master of Arts program in Clinical Mental Health Counseling
- Our campus is as stunning as ever with all the landscaping by our wonderful grounds crew, plus:
  - \$100,000 gift for renovations to the inside of Gilman Student Center
  - FieldTurf surface added to Don Schaly Stadium is in progress.
  - Musco Sports Lighting LED fixtures to Don Drumm Stadium will make game nights look awesome
  - Greg Myhr hired as the new Pioneers' Head Men's Rowing coach

And that's a wrap! It's officially fall as far as I'm concerned and I look forward to seeing you during the fall meeting filled with student engagement, alumni connections, campus tours and various other details being finalized. From goal setting to the Special Bylaws Committee, there's always work to be done and I appreciate your time and your talents to help move MCAA forward!

*-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.*

