

MCAA Update

"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."

Greetings from Jay:

On behalf of Jack and Dawn, I am happy to kick off the July MCAA Newsletter. We hope there is a beach, a lake or a picnic helping you enjoy this summer. July has always been sort of a planning month to me. Professionally, June 30th is often the end of the fiscal year, so the days of July are often filled with 'storming' for ideas and figuring out priorities for the new year. Even as an MC student, July was a month to prep for my upcoming academic year & seeing best friends again.

This July finds the MCAA in planning mode too. Our committees have been coming together via conference calls. Dawn and her alumni team are finishing up their key strategy points, and the Board of Trustees just held their annual planning retreat in Annapolis, MD. As we continue this planning, we'd like to send out this question for each committee and its members to consider:

For our committee, what 2-4 KEY POINTS should we look to in order to support, update, improve, or advance the college's academic campus life, fund raising & enrollment efforts.

... So again, on behalf of Dawn, Jack and myself, we thank you for your hard planning work and really look forward to seeing where the MCAA goes this year especially after such a successful last year.

Sincerely – Jay

IMPORTANT DATES

- **Aug. 18** - First year Student Move - In Day
- **Aug. 22** - Classes Start
- **Sept. 20 to 22** - Family Weekend
- **Oct. 5-8** - Four Day Break
- **Oct. 10** - New MCAA Board Member Orientation
- **Oct. 10 - 11** MCAA Board Meetings
- **Oct. 10 to 13** – Homecoming



Updates from Dawn:

I write this update following a tremendously successful Alumni Reception in Annapolis. Wow, FY19 was a very good year and we're already building on that momentum. We, as a division, are finalizing our business plans (enhancing the goals I presented in May) with much enthusiasm. I know Jack and Jay are excited about goal setting with MCAA. Quick updates:

- I'm pleased to welcome aboard Erica Starr '05 as the new Assistant Director of Alumni Relations & Volunteer Programs.
- The Homecoming registration is live and we've already seen 50+ registrants and two reunion committees have almost reached their giving goals.
- The Adkins Society page has been updated.
- We're launching a new alumni tour program (River Life Dutch Waterways, Great Journey through Europe, Glaciers & Wildlife of Alaska, Village Life Dordogne, Medieval Sojourn).
- Exciting discussions with Career Services and Admissions regarding new and re-vamped programs continue to develop. It's truly been a whirlwind of a month.
- In many diverse ways alumni play a crucial role in the college's success and I am grateful to all of you who share your time, talent and treasure. You really do make a difference.

"A goal should scare you a little & excite you a lot"

–Joe Vitale.

I look forward to our joint goals!

COMMITTEE UPDATES (in the past 30 days):

ALUMNI ENGAGEMENT

- We had our first AY20 Alumni Engagement committee meeting on July 16. All members and Dawn Werry were present. We discussed setting AY20 goals and meeting cadence. We plan to have monthly meetings to advance our goals and support other MCAA committee needs.

COMMUNICATIONS / MARKETING

- Continuing our work towards engaging Adkins Society Members and building out the MCAA Table at Homecoming Registration.
- Launched new initiative aimed at engaging alumni focused on diversity and inclusion.
- Newsletter project continues to expand its reach, now all BoT and Cotton Society members will be receiving this report. Success with this channel has brought on the idea of a full alumni newsletter to be launched early this fall.
- Team continues to build its impact on social media and has expanded to Instagram, to increase engagement among younger alums.

NOMINATIONS

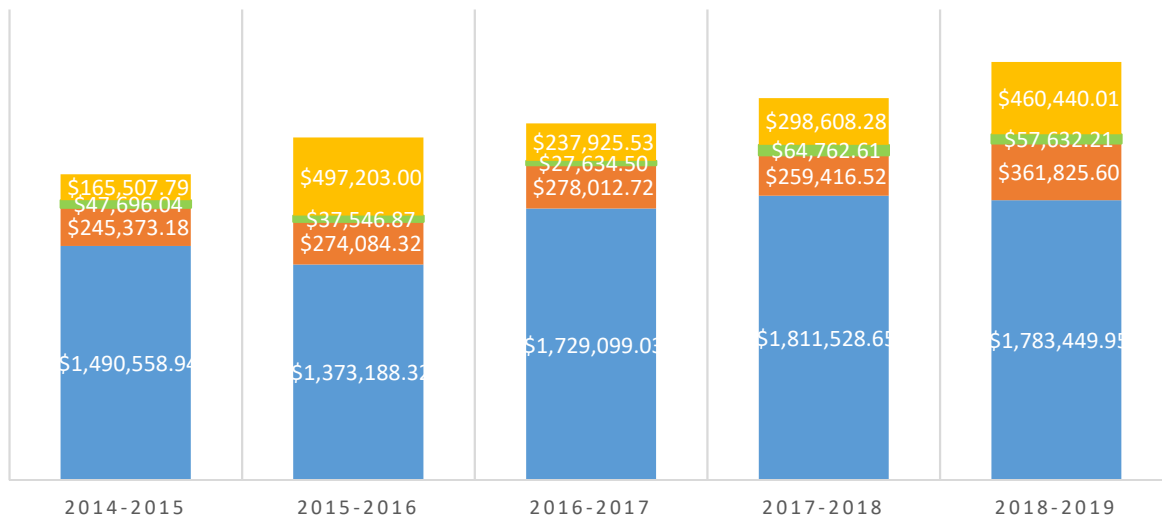
- Office is still working on getting the forms on the site.
- Wrapping up our one page of best practices for conversations with perspective board members.

DEVELOPMENT

- Determined goals for the year:
- Increase recognition and describe the impact (Just what is their money going to?) of those giving at the President's Circle level
- Increase MCAA Board participation in naming MC in their planned giving/ estate donations.
- Increase Day to Giving individual contributions from 712 to 1000.

MARIETTA FUND REVENUE

■ Marietta Fund ■ Student Aid Fund ■ Pioneer Club ■ Trust Funds



**THANK YOU FOR
ALL YOUR HELP
IN REACHING
THESE AMAZING
NUMBERS AND
SURPASSING OUR
GOAL!!**

ALUMNI PARTICIPATION

■ # Donors

