

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.."



Message from Stephanie:

Hello fellow MCAA Directors! As the spring season begins it brings a sense of renewal and fresh starts. Let's take a moment to prepare for the upcoming MCAA meeting in May and revisit your committee goals and action items. The dedication this year has been above and beyond, and I know it will continue strong through the last few months of the academic year. Keep up the great work - it is wholeheartedly appreciated by the leadership team and staff. THANK YOU!

Updates from Dawn:

- We'll be spending some quality time with Dr. Ruud during the Spring Meeting. We'll also hear a campaign update from Jenni Cushman, Executive Director of Major Gifts and Campaign Manager. There might also be an opportunity to select some MCAA apparel. We will also hear from Scot Schaeffer, the new Vice President of Enrollment Management.
- An Assistant Director of Alumni Relations position should be posted within the next month
- I'm proud to announce that for the 2019 Homecoming theme survey 162 votes were collected from students, staff, faculty, and our alumni. Our winning vote is **Same Bricks, Different Stories**. The committee will keep some of these other great ideas for future surveys. Logo submissions must be submitted by Friday, March 29th at 5 p.m.

IMPORTANT DATES

- **Apr. 12** - Doo Dah Day
- **Apr. 18** - All Scholars Day
- **Apr. 26** - Last Day of Classes
- **May 2** - 4pm MCAA Executive meeting. 6:30pm MCAA Board Reception
- **May 3** – 8am-5pm MCAA Board Meeting & 6:30pm dinner
- **May 4** - 8:30am Executive Committee Breakfast
- **May 4** - 11:30am-1:30pm Strawberries & Cream
- **May 5** – 1pm Commencement
- **May 10 & 11** - Marietta Crew Team at the Dad Vails, Philadelphia, PA
- **May 20** - Summer Session starts
- **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 - 12** MCAA Board Meetings
- **Oct. 12 to 13** - Homecoming
- **Dec. 8** - December Graduation

COMMITTEE UPDATES:

ENGAGEMENT

- Identifying what is alumni engagement? Time, talent, treasure (T, T, & T)
- Looking at surveying ALL alumni to focus on T, T, & T – hope to have mock up at Spring meeting
- Need to identify succession plan for alumni chapters and leadership, including gaps
- Engagement communications to reach 1001 unique participants in next year's Day of Annual Giving (about a 50% increase)

COMMUNICATIONS / MARKETING

- Helped push the Day of Giving on our social media forums
- Began highlighting MCAA Board members on Facebook extending our message to the broader alumni group
- Publishing 2nd bi-monthly newsletter keeping MCAA members and the Adkins Society members informed
- Prepping for new Adkins Society Members to be inducted this May

NOMINATIONS

- Congrats to our newly elected members! Anna Bock Mullins, Cody Clemens, Brian Ashton, Paul Geisler
- Nominations will review the currently existing list of nominees for Awards and solicit additional information if necessary before the May Meeting
- As always, MCAA can submit any additional names, we just now ask to use the new process
 - Nominations Committee will meet the week of April 22nd to align on Award Nominees to put forth

DEVELOPMENT

- Currently at 14.7% participation
- Spring appeal is hitting as we speak

'DOO DAH DAY' & 'DOO DAH DAY EVERYWHERE' Update On April 12, 2019, while the college is enjoying 'Doo Dah Day', you are invited to host or join a 'Doo Dah Day Everywhere' celebrations. As MCAA members, would you be willing to host a DDDE in your area? Some of you have already led this event in the past so please contact Dawn if you are willing to do so again. To find your local event (along with other exciting events!), go to the site: <https://www.marietta.edu/alumni/events>.



THANK YOU for everyone who helped get the word out to make our Day of Giving such a success! We had 88 advocates help to get 712 Pioneers to show their love for MC by making a gift and raising \$104,376.



Did you receive the President's Report? If not, let Dawn know and here is the electronic version to review: https://issuu.com/marietta_college/docs/presidents_report_17-18_1?bblinkid=143064109&bbe-mailid=12389812&bbejrid=954071784