

MCAAC NEWSLETTER

A Note from Chair

It is a time of transition for the MCAAC, with excitement around new leadership being elected, sadness over some of our members moving into the Adkins Society, and the election of new members to our council for the coming year.

Our commencement meeting at the start of May marked the final meeting for three of our Members – Chris Suter '84, Paul Adams '69, and Ruth Gilbert Whitner '72 are transitioning to become Adkins Society members. We all thank them for sharing their talents with us! As a council, we will miss their dedicated service and leadership.

Our meeting also produced a new leadership team for the council; Maureen Morgan '93 was elected Chair, Brittney Metcalf '13 was elected Vice Chair, and the Secretary role will be filled by Lynette Fink-Baker '87. The council is fortunate to have these leaders in these roles for the coming fiscal year.

I also want to thank Chris Suter '84 our outgoing Vice Chair, and Melissa Clawson Yusko '05, our outgoing Secretary, for their service to our council – we were lucky to have you both in these positions, and your leadership shaped our council and propelled us forward. Thank you!

This edition of the newsletter highlights the great work that this council continues to do- I have been beyond proud of this group's ability to quickly rebuild momentum and energy around advocating for our Alma Mater following our Summer/Fall 2022 pause, and each members' commitment to the council and the work that we have done.

Thank you for a great year, and I am encouraged and excited to watch as the MCAAC continues to grow in its advocacy efforts on behalf of Marietta College.

Michael Joliat '06

A tip of the cap to our 2023 grads!



IMPORTANT LINKS

Marietta College Strategic Planning page:

www.marietta.edu/mc-strategic-planning

Upcoming events:

www.marietta.edu/alumni/events

Nominate an alum for one of the Outstanding Pioneer Awards:

www.marietta.edu/alumni-nomination-form

Join and share our MCAA Facebook page:

MCAA - Marietta College Alumni Association

DON'T FORGET! Refer a Future Pioneer:

www.marietta.edu/alumni/refer-future-pioneer



Committee Updates

DEVELOPMENT COMMITTEE

- A little over \$4M current use gifts; \$2.8M Marietta fund (93.6% of \$3M goal); Projections for end of year \$3.3 M
- Alumni participation is at 13.23% vs 17.62% last year; projection 14.9% vs 20% goal.
 - Way behind where we have been in recent years, reasons why we are where we are:
 1. Not unique from other colleges
 2. Economy, choice of non-profits, trust in non-profits, recent leadership transitions
 3. Younger givers prefer to give directly, “Gofundme” vs non-profits
 4. More likely to restrict giving (projects)
 5. From 21-22, restricted giving doubled and balance unrestricted, got some from alums not giving before or not in a long time.
 6. Peer to peer is best way to get alums to give
 7. Nancey instituted with Greek Challenge, and using for year-end appeal for class challenge
 - Strategy for year-end include monthly renewals, class advocate challenge
 - Trying to get recent graduates and this year’s graduates, as well as wrapping up this is the time campaign.

AWARDS UPDATE:

- Went through all nominations, vetted with the College, and presented recommendations to Council for a vote
- Awardees were selected for recognition at Homecoming this fall

NOMINATIONS UPDATE:

- Went through all nominations and held discussions with them to determine interest and fit
- Recommended top 6 of the 10 nominated for new members next year
- Council voted and incoming members are:
 - Don Buckwell
 - Kennedy Clyde
 - John Foster
 - Michael Hart
 - Kathryn Patton
 - Jessica Villa-Cruz
- Sent a survey to the Council for feedback on the process

ENGAGEMENT UPDATE:

- Social media presence is growing
 - Instagram – 367 followers, up 20
 - LinkedIn – 364 up 100
 - Facebook – 1100 followers, 26 new in quarter; 359 engagements in April
- Connect 4 is growing with 47 participants on CEEE (Center for Earth, Energy & Environment)
 - Education was on May 9
- Supporting Branded apparel pop up store to open in August before Homecoming
- Supporting the Rowing Erg challenge underway
- Letter to graduating seniors drafted welcoming to Long Blue Line
- Going forward will look at supporting regional associations more again

Last Thoughts

I have mixed emotions as my seven-year stint (2 terms plus one extension year as an officer) on the MCAA Council winds down – I am a bit sad to be rolling off the council, while at the same time I am excited about the future endeavors the new members and officers will bring forth to the alumni community. Over the course of my tenure, I served with 50 other alumni, ranging from the 1960s to recent grads and am forever grateful for the friendships I wouldn't have otherwise made. Sharing a common passion for our alma mater and a drive to give back made it very easy to bring our varied lives and past experiences together to do great things. I'm very proud of the many accomplishments of the council, whether recognizing amazing alums with our annual awards, establishing a very successful day of giving tradition, increasing awareness of the MCAA with our social media presence, to finding new ways to engage both the student and alumni communities with Connect4, Virtual Trivia, and career center initiatives, to name just a few. I'd be remiss not to mention the Advancement team's guidance and support over the years, which has enriched the capability of our reach. I am proud as a member of the Long Blue Line, honored to have served on the Council, and hopeful to engage with my friends at many Homecomings in future years!

Chris Zernick Suter '84
MCAAC Vice Chair

CALLING ALL OHIO ALUMNI!

We are trying to bring back the MC license plates but we need your help. We need 150 signatures from Ohio residents stating they will buy the plate once it comes back.



Please reach out to Erika Smith at
ess001@marietta.edu
to get your name on the list! Go Pios!