



**Cottey College Alumnae Association
Executive Board
Actions and Achievements and Year-End Impact Report
2017-18**

Mission

The mission of the Cottey College Alumnae Association shall be to develop and sustain a bond between Cottey College and its alumnae by creating a loyal alumnae base; to facilitate and promote activities and events that will encourage the interests of Cottey College, its students, and its alumnae; to cultivate a sense of community among alumnae; and to support the Mission and Goals of Cottey College.

Goals

The CCAA Executive Board continually refines its goals in support of the mission. The following are the high level goals. There are a number of sub-goals and/or initiatives that the Executive Board has outlined under each of these categories to guide its future activities and direction. Each of the sub-goals has been assigned to a CCAA Executive Board member for her oversight. During the 2016-17 year the Goals were revisited and the process of redefining these goals was started.

Goal 1: Identify those alumnae with whom contact has been broken and to increase the number of "contactable" alumnae by 10% every year.

a. The number of "lost" alumnae has climbed 20% from 1,510 last fall after a dedicated letter campaign to a spring number of 1,810. This would indicate that a dedicated "lost" campaign is helpful in reaching our goal of finding Alumnae

Goal 2: Encourage greater alumnae participation in the areas of financial support

A. This year's project was to raise \$35,000 for the refurbishing of Rosemary Suite.

(1) As of this date 70% of that goal has been reached. The effort will continue into the 2018-19 year until the goal is reached.

Goal 3: Clarify CCAA duties and guidelines to ease the transition of new Board Members and members moving from one job to another.

A. A portfolio was created with relevant information for each Board Member and each was given a flash drive with information relevant to their work on the Board.

B. The Board Director worked with the incoming person assuming that position to insure a smooth transition at the end of the year.

These goals should create a more cohesive Executive Board. We hope that the result of the goals will be to develop alumnae who are engaged financially with the College and who will pro-actively seek student referrals. During Founder's Day 2018 the Board met on campus and it was determined that progress has been made in this area

By-Laws

There were no changes to the By-Laws this year.

Cottey Clubs 2017-2018

In the interest of fulfilling the Mission of the CCAA Board of to create a loyal Alumnae base efforts to create and promote Cottey Clubs were made this year. Cottey Clubs are alumnae clubs based in major cities across the country. There has been much interest in organizing clubs this year. The purpose of the clubs are to keep alumnae connected with the college and their fellow alumnae in their area. The clubs can gather for social events (happy hour or brunch), a service project (canned food drive, collecting items for a local shelter), and/or to watch live stream videos provided by Cottey (graduation, groundbreaking ceremonies, Founder's events). Requirements for starting a Cottey Club have been established as follows:

- There must be one organizer and a co-organizer.
 - Both need to sign and return nondisclosure agreements to the college in order to receive a list of alumnae in their area.
- The Club must meet at least three times per year
- A short report of each meeting must be sent to the college.
 - The report will include the date and time, class years represented, the activity, and a signature of the organizer and/or co-organizer.

Since social media is so much a part of the lives of most alumnae, if a club wishes to create a Facebook page to organize events, the Director of Alumnae Relations must be added as an administrator of the page. This is to ensure proper affiliation with Cottey and regulation of meetings/events being planned in order to maintain decorum and a proper image of Cottey. The Cottey Club in Dallas/Fort Worth has met many times in the last year. The club met for a happy hour/get-to-know-you meeting in February 2017, a canned food drive in November 2017, -an ugly sweater Christmas dinner in December 2017, a family fun night in March 2018, and a family park day in May 2018. The Dallas/Fort Worth club has learned that the inclusion of spouses and families, for the first few meetings, has helped to maintain regular attendance.

The Board will continue to reach out and assist those who have expressed an interest in forming Cottey Clubs.

Fund Raising for CCAA Projects

Income from sales of CCAA merchandise at Founder's Day this year showed a significant increase from last year, with a higher profit margin. The Board is going to explore the possibility of year round sales via an internet site. This is an effort to increase income to support on going projects.

Treasurer and Candidate Selection Chair

Changes to the Board

Winnie Hutjens completed her 2 year term and decided not to renew for another term. The Board nominated Janell Webb Doster '10 to fill the vacancy. She accepted and began service on July 1.

CCAA Endowments

Alumnae-Directed Endowment Funds totals (as of June 30, 2018)

Alumnae Green Room: \$18,696.27

Rosemary Alumnae Suite: \$32,635.50

Dow International Scholarship Fund: \$140,720.60

Alumnae Endowed Library Fund: \$198,133.76

Stockard Chair of Religion and Ethics: \$166,606.71

Alumnae Legacy Scholarship: \$371,308.38

Class Agents

The Class Agent Chair recruited new class agents for the Classes of 1978, 1986, 1987, and 1988. At year's end, the classes of 1951 and 1952 have vacancies and the classes of 1958 and 1968 are in transition. Regular communication with class agents regarding class giving, student referrals, and Founder's Day Weekend was maintained via monthly email messages, individual phone calls with reunion year agents, a face-to-face meeting with agents at Founder's Day, and Viewpoint articles.

Communication is also facilitated by the Class Agent Facebook Closed Group. At year's end it has 59 members, an 18% increase.

The Chair encouraged the submission of class letters by providing a letter template and composing customized letters for classes when needed. Twenty classes submitted fall letters and 23 classes submitted spring letters.

Awards to top performing class agents and classes for the second time at Founder's Day, which were very well received. Categories were: Super Scholar Award, Stellar Steward Award, Most Plentiful Class, Most Generous Class, and Class Letter Race Champion.

Two classes (The Great Classes of 1998 and 2003) presented giving-focused skits at Homecoming detailing their goals and publicly making gifts and pledges accordingly.

The number of "lost" alumnae has climbed 20% from 1,510 last fall after a dedicated letter campaign to a spring number of 1,810 before any dedicated "lost" campaign providing evidence for the utility of a dedicated campaign.

Founder's Day

A warm "welcome home" was the prevailing sentiment that overtook campus during Founder's Day 2018. Alumnae and guests were welcomed with open arms. We had 303 alumnae and 39 visitors on campus. This was an increase of 16% from last year. Registration included preregistration and on-site registration.

As always, we took time to reflect on our founder's life. This year we had a multigenerational service that included speeches and songs from current students and alumnae. It was a beautiful tribute to the woman who had the vision to be a Creator of Incredible Futures.

Saturday's luncheon was a powerful reminder of the impact that Cottey alumnae have made on the world, and we were able to celebrate our shared accomplishments and commitment to the College. Sharon Mathers Secor '70 was given the Distinguished Alumna award for her work in educating young women on their reproductive health and empowering them to be brave role models for their sisters and friends. We highlighted the triumphant spirit of Tatsiana Khvitsko Trimborn '10, our Outstanding Young Alumna recipient, and we wished her our support as she headed to St. Louis to complete her first marathon. We were challenged by Kate Barlow '15, our Alumna Service Awardee, to follow her lead and become walking and talking Cottey billboards. Our beloved Michael Richardson was awarded the Friend of the College award. Lastly, we celebrated the contributions of Lois Owings, who received the Honorary Alumna award for her tireless work supporting the College in the Business Office.

Approximately 50 current students and 30 alumnae participated in a networking session regarding future employment. They practiced interviewing skills in a safe environment while also meeting alumnae from various fields. Homecoming was a huge hit. There were skits and many, many songs. It was great to hear from all the classes, including members from the class of 1953! One thing we know is that Cottey alumnae get smarter and more beautiful with age.

Attendees took advantage of touring the campus. They visited many of the buildings including the gorgeous Judy and Glenn Rogers Fine Arts Building. Residence halls are always a big draw. Those who visited PEO Hall were able to see the new parlor renderings designed by our very own alumna, Amy McCamish Eckhoff '94. There was also an opportunity to visit Rosemary Alumnae Suite. This suite has been sponsored by the Cottey College Alumnae Association since the 1970s. Alumnae were the pioneers in establishing an endowment for this suite during the Centennial Challenge in 1984. To date, we have raised 70% of our goal to refurbish the suite.

We collected feedback from attendees and plan to use that as a tool to increase both attendance and satisfaction. One possible upgrade is to ensure that the bookstore is well stocked in clothing merchandise, especially in the larger sizes (2x – 3x). Our alumnae are ready to wear their Cottey shirts and sweatshirts with pride.

In summary, the 2017-18 year made headway in achieving its goals as well as continuing its mission to create and sustain a loyal alumnae base and to strengthen the bond between alumnae and the College. The Board is more cohesive and has made a smoother transition to new roles this year. We hope to continue building on our success and partnership with Cottey and the Alumnae Office.