



Impact Report 2018-2019

Mission of the CCAA

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.

Strategic Focus

Having sent the Vice President and the Director of Alumnae Relations to an alumni board conference, the CCAA Executive Board began its year with a concerted effort to adopt best practices to become a more active and effective board. The Executive Board adopted an updated logo in line with Cottey's new *Incredible Futures* branding and conducted a strategic planning effort to include the definition of our core values and goals and aligning them with the college's strategic plan.

Core Values

- **Promoting purposeful collaboration** with alumnae, Cottey College, and community
- **Fostering loyalty, engagement, and connection** among alumnae through fiscal means and student referrals
- **Championing inclusivity** of our diverse alumnae
- **Celebrating "Cotteyhood"** the special world inhabited by Cottey alumnae

Goals, Accomplishments, and/or Challenges

"Stay Connected"- Goal 1. Identify those alumnae with whom contact has been broken

- Working to establish a "lost alumnae" baseline list
 - Jenzabar continues to be a limitation in our efforts
 - Once the list is established, we will utilize our constituencies to make contact with "lost" alumnae and bring them back into the "Cotteyhood".
- Shauna Schmitt '13 is on board as a volunteer to help us with the first round of work on "lost alumnae" - once we have accurate data.
- Former CCAA Board members will be surveyed on their level of connectedness to the College and CCAA in September 2019 - with the hope of involving them and keeping them connected in a more meaningful way.

“Stay Connected”- Goal 2. Increase CCAA visibility/awareness among key constituents

- The CCAA started a #spotlightsunday series on Facebook to draw attention to the alumnae community
- We first featured the members of the CCAA to bring more awareness to the CCAA board
- At Founder's we solicited for additional alumnae to be featured by placing leaflets in the registration bags
- The Spotlight Sunday posts had an average engagement rate of 12.63%

“Give Support”- Goal 3. Encourage greater alumnae participation in financial support

- Raised remaining \$6,500 (out of \$35,000 goal) for Rosemary Alumnae Suite Project for a total of \$35,500 from 181 gifts by deadline and more after deadline
- Launched a \$50,000 Chapel/Student Center—CCAA (Chellie Club) Named Space Initiative Founder’s Day Weekend; Executive Board jump started giving with \$5,205

“Give Support”- Goal 4. Update CCAA committee duties and guidelines

- The Executive Board made a few significant changes to the Bylaws:
 - Board terms are no longer automatically renewed, but reappointment to the board will be made by favorable self/peer review after each 2-year term
 - Reorganized existing and created new standing committees:
 - Awards and Candidate Selection (formerly Candidate Selection)
 - Class Agents
 - Cottey Clubs (formerly Regional Groups)
 - Development (new)
 - Events (formerly Founder’s)
 - Marketing (formerly Merchandising)

The Executive Board changed the terms of all offices except the Secretary and Ex-Officio to 2 years to facilitate longer term planning and to increase impact and effectiveness

“Get Involved”- Goal 5. Encourage student referral by alumnae

- Alumnae Referral Challenge was announced at Founder’s 2019
 - For every eligible referral, the alumna’s name will be entered into a drawing for \$100 gift certificate to the Cottey Bookstore # alumna referrals were made as part of the challenge to date

Projects & Membership

Enrollment Gifts

To emphasize the importance of enrollment/recruitment by Alumnae, the CCAA budgeted to spend \$1200 to be used as scholarships to bring students to campus for Summer Workshop and/or C-For Yourself Weekend. In 2019, 2 students were awarded the scholarships for Summer Workshop, totaling \$600; they are from Lawrence, KS and Clinton, MO.

Founder's Day/Awards

300 alumnae attended Founder's Day.

- The following awards were given:
 - Distinguished Alumna: Amy McCamish Eckhoff '04
 - Alumna Service: Elizabeth Doyle Carty '64
 - Honorary Alumna: Linda Kalb
 - Friend of the College: Sophia Zetmeir

Class Agents

This year we gained a few new Class Agents who have been very active. The Class Agent Facebook page continues to generate a lot of engagement from alumnae across generations and across the globe.

CCAA Endowments

Alumnae-Directed Endowment Funds totals (as of June 30, 2019)

Alumnae Green Room	\$ 14,036.00
Rosemary Alumnae Suite	\$ 32,635.50
Dow International Scholarship Fund	\$ 140,820.60
Alumnae Endowed Library Fund	\$ 198,133.76
Stockard Chair of Religion and Ethics	\$ 166,606.71
Alumnae Legacy Scholarship	\$ 371,428.38

Changes to the Board

- Janell Webb Doster '10 joined the Board on July 1, 2018
- Peggy Vasquez Moore will complete her final term on June 30, having served 6 years on the board
- Karel Lowery will join the board in 2019-2020 for her 3rd and final year as Ex-Officio
- Mary Edelen '65 will re-join the board in 2019-2020 to complete the final 2 years of her 6-year term

Respectfully Submitted,

Aimee Meyer

2018-19 CCAA Board President