



Cottey College Alumnae Association
Executive Board

Actions and Achievements
Year-End Impact Report
2014-2015

This report documents the mission, actions and vision of the Cottey College Alumnae Association (CCAA) Executive Board for the 2014-2015 year. The information provided highlights the efforts made to support the mission of Cottey College and to involve alumnae in ways that promote investment in Cottey College and strengthen the ties that bind alumnae to their alma mater in significant, purposeful, and positive ways.

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.

- Encourage financial support of the institution and increase average alumnae giving to 25% annually by 2017 through collective efforts on behalf of all directors.
 - Fiscal year 2015 was the first, full year of fundraising post-*A Defining Moment* campaign. Alumnae giving dropped less than one percent from 12.5% in fiscal year 2014 to 12.0% in fiscal year 2015.
 - The CCAA Executive Board continued to write articles and speak about the importance of giving to the Annual Fund and our alma mater in general.

- During Founder’s Day registration, alumnae had the option of making a gift to the College. This raised \$4,102, of which \$2,692 was designated to the Annual Fund.
- Provide opportunities to alumnae for professional growth, networking, and social interaction.
 - Founder’s Day attendance remained strong
 - Regional Groups were launched in conjunction with the “Cottey College Going Places” initiative.
- Assist in the recruitment and retention of future students in conjunction with the Enrollment Management Office.
 - The Vice President for Enrollment Management met with the Board about recruitment goals of the College. As a result, the following actions were taken:
 - The Enrollment Management team delivered recruitment training sessions during Founder's Day Weekend.
 - The CCAA Executive Board provided Enrollment Management \$1,200 to sponsor three local students for the summer workshop “Women Who are Going Places”.
 - Board discussed and received Enrollment Management approval for a referral initiative challenge funded by the CCAA Projects Account, which will be announced to alumnae during the 2015-2016 fiscal year.
- Promote, enhance, and nurture relationships between the College and fellow and future alumnae.
 - Board members participated in the career networking fair at Founder’s Day.
 - The Board's proposal for a Student Liaison to the President was met with a compromise. In lieu of a student representative on the Board, the College President approved the Student Government Association President to present to the CCAA Executive Board at the Fall and Spring meetings.

CCAA Executive Board Impacts

Board Impact - Karma Quick-Panwala ‘01 - President

Key activities of the Executive Board included:

- The Board worked with the staff extensively to reduce travel-related expenses due to budget constraints.
- Unfortunately, the CCAA Executive Board was unable to meet with the Board of Trustees this past fiscal year due to time constraints related to the selection of the new Cottey College President.

- An Alumnae Challenge was formulated to allow the Board to challenge our fellow alumnae in the recruitment of students to our alma mater.

Changes to the composition of the Executive Board included:

- Jennifer Brown Tapper '97 resigned from the board in September. She was replaced by Elizabeth Ferranti Barr '97.
- Karma Quick-Panwala '01 and Adele Ausink Dolan '71 finished their board terms June 30, 2015.
- Meg Collins McGrew '79 and Rebecca Zeltinger '94 joined the Board on July 1, 2015.
- Karma Quick-Panwala will remain on the Board as our ex-officio member.

CCAA Endowments

Alumnae Directed Endowment Funds total (as of June 30, 2015)

- Alumnae Green Room \$14,281
- Rosemary Alumnae Suite \$32,636
- Dow International Scholarship Fund \$140,120
- Alumnae Endowed Library Fund \$196,253
- Stockard Chair of Religion and Ethics \$166,591
- Alumnae Legacy Scholarship \$367,739

CCAA Committees

Awards – Peggy Vasquez Moore '61

- Honorary Alumna – Prof. Susan Callahan
- Friend of the College – Dr. Judy R. Rogers and Dr. Glenn Rogers
- Alumna Service – Dr. Lynn Frady Kelley '60 and Sylvia Sharman '65
- Distinguished Alumna – Dr. Mary Beth Garrison McAfee '60 and Ilse Gebhard '60

Gifts were made to the following funds from the Founder's Day account in honor of the Award winners: Susan L. Callahan Mathematics Scholarship, the Annual Fund, the Class of 1960 Excellence in Education Award, the Class of 1965 Library Fund, and the Judy Robinson Rogers Leadership Scholarship.

Class Agents – Mary Beaty Edelen '65

- Reunion and non-reunion year Class Agents were encouraged to promote fundraising goals and to provide information on the importance of giving to their alma mater.

- The Class Agents were kept apprised of the Neale Hall construction and encouraged to put special emphasis on giving to the Fine Arts Instructional Building.

Founder's Day – Adele Ausink Dolan '71

- Attendance included 307 registered alumnae and 48 guests, for a total of 355. This is a 10% decrease from 2014 (386).
- An increased number of student organizations were present during registration, sharing information with alumnae and offering tasty and creative items for sale.
- Gross merchandise sales were down 33% from 2014, for a total of \$3,885. However, our merchandise sales were exceptional in 2014, thanks to the enthusiastic 50-year reunion class. All profits from merchandise sales were dedicated to CCAA projects.

Regional Groups - Mary-Frances Peterson Main '87

- Guidelines were established for Regional Groups.
- The CCAA has created a permanent sub-committee for managing Regional Groups. During the past year, that committee consisted of Mary-Frances Main '87, Jen Charpentier '64, and Elizabeth Barr '97.
- Approximately 25 alumnae have expressed interest in developing a Regional Groups. Seven (7) of these are actively working on establishing a group and others have met informally in the past, but are updating their groups.
- Regional Group events were held in Denver, Kansas City, and Northwest Arkansas. Denver and Kansas City held follow-up events (including an event to cheer on the Comets). Between 20 and 40 Cottey alumnae attended. Denver and Kansas City drew the largest number of participants.
- Events are in the planning stages for Atlanta and Albuquerque hosted by Lois Berg-Craig '75 and Peggy Vasquez Moore '61 respectively.