



Cotley College Alumnae Association
Executive Board
Actions and Achievements
Year-End Impact Report
2015-2016

This report documents the mission, actions and vision of the Cotley College Alumnae Association (CCAA) Executive Board for the 2015-2016 year. The information provided highlights the efforts made to support the mission of Cotley College and to involve alumnae in ways that promote investment in Cotley College and strengthen the ties that bind alumnae to their alma mater in significant, purposeful, and positive ways.

Mission

The mission of the Cotley College Alumnae Association shall be to develop and sustain a bond between Cotley College and its alumnae by creating a loyal alumnae base; to facilitate and promote activities and events that will encourage the interests of Cotley College, its students, and its alumnae; to cultivate a sense of community among alumnae; and to support the Mission and Goals of Cotley 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 2016 was the second year of fundraising post-A *Defining Moment* campaign. Alumnae giving remained fairly steady from a high of 12.5% in 2014, to 12.0% in fiscal year 2015, and 11.9% in fiscal year 2016.
 - 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.
 - Regular communication was maintained with the Class Agents on these goals.
 - During Founder's Day registration, alumnae had the option of making a gift to the College. This raised \$3,928, a bit less than \$4,102 raised in 2015.

- Provide opportunities to alumnae for professional growth, networking, and social interaction.
 - Founder’s Day attendance remained solid. The networking event during the weekend is gaining a foothold after a number of years.
 - Regional Groups continue to evolve.

- 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.
 - The Alumnae Challenge was formulated to allow the Board to challenge our fellow alumnae in the recruitment of students to our alma mater. Our first two award winners were selected. The challenge will continue to be refined over time.

- 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 a presentation by the SGA President to the CCAA Executive Board at both the Fall and Spring meetings on campus.

CCAA Executive Board Impacts

Board Impact - Sally Holland ‘85 - President

Key activities of the Executive Board included:

- The CCAA Executive Board was represented at the following events this past fiscal year.
 - The CCAA President gave the keynote address at the Cottey convocation in August.
 - The CCAA President attended the P.E.O. International Convention in Indianapolis.
 - The CCAA President and Vice President attended the dedication of the Fine Arts Building in September.
- Although the President and/or Vice President were able to interact with the Board of Trustees at the P.E.O. International Convention, the CCAA Executive Board was unable to meet formally with the Board of Trustees again this past fiscal year. This is definitely an important activity for the Board to resume in the next fiscal year.
- A traditions committee was formed to be a sounding board for all alumnae and to keep a history of traditions, past, present and future. We hope to unify alumnae in celebrating Cottey's unique heritage of traditions.

Changes to the composition of the Executive Board included:

- After the birth of her daughter, our ex-officio member Karma Quick-Panwala '01 was replaced by Adele Ausink Dolan '71.
- Elizabeth Ferranti Barr '97 and Mary Beaty Edelen '65 resigned their positions on the board.
- Winnie Etter Hutjens '75 and Amy Alonso '95 joined the Board on July 1, 2016

CCAA Endowments

Alumnae-Directed Endowment Funds totals (as of June 30, 2016)

- Alumnae Green Room \$14,036
- Rosemary Alumnae Suite \$32,636
- Dow International Scholarship Fund \$140,271
- Alumnae Endowed Library Fund \$197,029
- Stockard Chair of Religion and Ethics \$166,607
- Alumnae Legacy Scholarship \$370,808

CCAA Committees

Awards – Peggy Vasquez Moore '61

- Alumna Service – Melinda Domingo Rhodes-DiSalvo '86
- Distinguished Alumna – Shirley Bush Heltzberg '61
- Friend of the College – Neal Swarnes
- Honorary Alumna – Thelma Serenbetz
- Outstanding Young Alumna - Nyoko Muvangua '01

Gifts were made to the following funds from the Founder's Day account in honor of the Award winners: Lillian Corley Faculty Development Fund, Physical Plant Scholarship, Serenbetz Institute, and Undesignated Funds.

Class Agents – Mary Beaty Edelen '65 and Rebecca Zeltinger '94

- Actively recruited new class agents for the Classes of '71, '79, and '08. Twelve classes experienced turnover in the class agent position.
- At fiscal year-end, two classes ('66 & '68) were actively seeking new class agents and five classes ('47, '51-'52, '73, and '16) had vacancies in this position.

Founder's Day – Mary-Frances Peterson Main '87

- Attendance included 210 registered alumnae and 65 guests, for a total of 275. This is a 10% decrease from 2015 (307). This was also a 12% decline from the last reunion year for these classes and the lowest attendance in the last 11 years of attendance tracking. The college made a change in the pricing structure for Founder's Day tickets, which may have impacted the registration number.
- The Class of '76, in honor of their 40th anniversary, set a goal in 2011 of raising \$40,000 with 40% participation, and 40 classmates returning for the 2016 reunion. The class exceeded these objectives with \$78,000 raised from 41% of the class and more than 40 in attendance (including guests).
- During Founder's Day, the CCAA Executive Board led a discussion about traditions and how they have changed over time. Cottey songs, duck jackets, capping, Hanging of the Greens and many more traditions were highlighted.
- Gross merchandise sales were up 6% from 2015, for a total of \$4,133. Although sales were up only slightly from the previous year, this was positive given the decline in attendance. All profits from merchandise sales were dedicated to CCAA projects.

Regional Groups - Elizabeth Ferranti Barr '97

- 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.
- 25 alumnae have formally organized or expressed interest in leading a Regional Group.
- New group leaders have been established in Minneapolis/St. Paul, Minnesota; Dubuque, Iowa; Joliet, Illinois; San Diego, California; Indianapolis, Indiana; Wichita, Kansas; and Washington, D.C.
- Approximately 15 attended a Cabi fashion show and lunch hosted by the Albuquerque Regional Group.
- A Regional Group in Oklahoma City gathered in February at a downtown cafe and hosts an active Facebook page, "Oklahoma Cottey Sisters"
- A Regional Group in Minneapolis/St. Paul, Minnesota will be gathering in October and now hosts an active Facebook page, "Twin Cities CSC"