



Cotley College Alumnae Association
Executive Board
Actions and Achievements
Year-End Impact Report
2016-2017

This report documents the mission, actions and vision of the Cotley College Alumnae Association (CCAA) Executive Board for the 2016-2017 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. During the 2016-17 year the Goals were revisited and the process of redefining these goals was started.

*Encourage the financial support of the institution and increase average alumnae giving to 25% annually by 2017

- Alumnae Giving Rate-The alumnae giving rate for the fiscal year-end 10.36% (down from last year -11.19%)
- Giving Opportunity at Founders' Day Registration: \$13,278.24 (up from last year \$3,928.00)
- The Board continues to reach out in their communities and writing articles and speaking about the importance of giving to the Annual Fund, Class Agents and Regional Groups are kept aware of these goals.
- In advance of Founder's the CCAA Executive Board requested the dissemination of the "Wish List" at the awards luncheon. It was met with much success and will be continued by the college

*Provide opportunities to alumnae for professional growth, network and social interaction
Regional groups continue to grow. A survey was developed and distributed at Founder's Day and at Vacation College so we would have more information as to the needs these groups have so we can better serve them. The most important seems to be the availability of updated contact lists from the Alumnae office so these groups have a base to work with. There are many Cottey Alumnae who are already getting together on an informal basis and we need to find them and support them. The Board members have been asked to make contact with potential leaders for these groups in their home states or cities.

*Assist in the recruitment and retention of future students in conjunction with the Enrollment Management Office

- The Board continues to meet with the Vice President for Enrollment Management on the recruitment goals of the College.
- The Board recognizes that new strategies for meeting this goal need to be developed. It is the hope that building a strong network of Regional Groups will aid this process.
- The Head Class Agent participated in the enrollment/recruitment information gathering sessions conducted by the external enrollment consultant, Credo.

*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 continues to discuss with the College the best way to provide a Student Liaison to the Board. A report from the SGA president at on campus meetings has been helpful and appreciated.
- Board members continue to provide monthly Suite Treats for Rosemary Suite and to support the suite in appropriate ways.

CCAA Executive Board Impacts

The Alumnae Board participated in the inauguration of Cottey's new President in October, 2016

Changes to the Board

Amy Alonso '95 and Winnie Hutjens '75 joined the Board on July 1, 2016.

Meg McGrew completed her 2 year term and decided not to renew for another term.

Sally Holland '85 and Mary Frances Main '87 complete their terms on the Board June 30.

The Board nominated Ann Marie Foote '88, Beth Poortinga '07 / '14, and Christine Renner '77 to fill the vacancies. They accepted and began July 1.

CCAA Endowments

Alumnae-Directed Endowment Funds totals (as of June 30, 2017)

Alumnae Green Room \$14,036.00

Rosemary Alumnae Suite \$32,635.50

Dow International Scholarship Fund \$140,570.60

Alumnae Endowed Library Fund \$197,783.76

Stockard Chair of Religion and Ethics \$166,606.71

Alumnae Legacy Scholarship \$371,138.38

CCAA Committees

Awards: Sally Holland

This year at Founder's Day the following awards were given:

Distinguished Alumna: Dr Ann Marie Pendergast, Cancer Research

Outstanding Young Alumna: Betsy Nunez, CEO and co-founder Sword & Plough

Alumna Service: B. Louise McNelly, Service to College and her class

Honorary Alumna: Dr Joan Maupin, support to the College & its growth

Service to the College: Greg Hoffman, past Trustee

Class Agents: Rebecca Zeltinger

- Actively recruited new class agents for the Classes of 1966 and 1982, which equates to 33% of the six classes that experienced turnover in the class agent position: 1966, 1972, 1982, 1993, 2007, and 2016.
- At year's end four classes (1951, 1952, 1973, and 2017) have vacancies and 1986 is in transition.
- Maintained regular communication with class agents on class giving, recruitment, and Founder's Day Weekend via monthly email messages, individual phone calls with reunion year agents, a face-to-face meeting with agents at Founder's, and a post-Founder's Viewpoint article.
- Created a Class Agent Facebook Closed Group as another communications vehicle. At year's end has 50 members.
- Encouraged the submission of class letters by providing a letter template and composing customized letters for five reunion years. Thirty classes submitted fall letters and 24 classes submitted spring letters.
- Presented awards to top performing class agents and classes for the first time at Founder's which were very well received. Categories were: Super Scholars, Nancy Drew/Super Sleuth, Most Plentiful Class, Most Lyrical Marketers, and Class Letter Race Champion.
- Determined baseline number of "lost" alumnae (1,694 for Classes of 1945 to 2016) and disseminated individual "lost" lists to all classes along with tips on how to find the "lost." The number of "lost" alumnae at year's end is now down to 1,510 showing a 10.9% improvement.

Founder's Day: Meg McGrew

- Attendance included 251 registered alumnae and 37 guests, for a total of 288. This is a 16% increase of registered alumnae from 2016 and a 5% overall increase of the registration total.
- The board continued the Traditions Talk, "Sing, Show and Tell" as part of the Traditions Committee, giving an opportunity for alumnae to get together and talk about traditions and clear up misunderstandings and misinformation. It also has become an opportunity for alumnae to pass on traditions that may have been forgotten along the way.
- Gross merchandise sales were down 9% from 2016, for a total of \$3,781. All profits from merchandise sales were dedicated to CCAA projects.