



COTTEY
COLLEGE

INCREDIBLE FUTURES

2017-2019 President's Biennial Report





EMPOWERING
PROGRESSIVE
COMMITTED
BRAVE
LEADING
COURAGEOUS
INVENTIVE
CONNECTED
SUPPORTIVE
INSPIRATIONAL

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You may have noticed Cottey has a new look
in its publications and on its website..... IBC

A BIENNIUM OF PROGRESS

Cottey College delivered a dynamic liberal arts and sciences education to women from around the world in the 2017-2019 biennium. We graduated the largest class of baccalaureate students in Cottey history in May 2019. Students came from 35 states and 18 countries last fall, and we saw an increase in the number of first-year students and in the number of students living off-campus.

Cottey added five baccalaureate programs during the biennium, bringing the total to 13. New baccalaureate programs include secondary education; biology; organizational leadership; criminology; and women, gender, and sexuality studies. Cottey also offers baccalaureate programs in business administration-management; English; health and biomedical sciences; international business; international relations; liberal arts; organizational leadership and psychology. While we expand four-year programs, we continue to support two-year programs in fine arts, science and art. All classes at Cottey are created with the goal of empowering our students preparing them for the next step in their lives, whether graduate school or the workforce, and all degree programs focus on Cottey's three themes: leadership, social responsibility and global awareness.

Intent on spreading the word about the value of a Cottey education, we engaged in a brand strategy process in 2017 and 2018, yielding a new tagline, "Creators of Incredible Futures," a new college logo and color palette, and a new athletic logo.

Who are Cottey's Creators of Incredible Futures? Everyone! Whether in the classroom, suites, organi-



zations, sports teams, or offices on campus, all faculty and staff strive to guide students toward their incredible futures. The trustees, alumnae, members of the P.E.O. Sisterhood, BILs, and friends of the College all support students through their service and their generous gifts. And most importantly, students utilize all that they are offered as they create their own incredible futures.

Over the past biennium, Cottey has been recognized by respected outside organizations for our high quality and affordability. In 2019 *U.S. News & World Report* named Cottey among the highest ranking regional institutions in the Midwest: #1 best value school, #3 lowest student debt load at graduation and largest proportion of international students, and #9 best regional college. College Consensus named Cottey #2 in its list of Best Colleges in the Midwest; #2 in a list of the Best Colleges and Universities in Missouri; #4 among the 37 women's colleges in North America; and #18 Best Small College in the nation.

For 92 years, Cottey and the P.E.O. Sisterhood have been partners in the education of women. Both organizations exist for the same purpose and work to achieve the same result: providing educational opportunities for women. We value our partnership with the P.E.O. and will continue striving to make our P.E.O. Sisters proud of their incredible college.



LEARNERS, LEADERS AND CITIZENS



Jemimah Nasara



Yustinah Ndambakua



Yasmine Juhoor

The college continues to grow both as a four-year institution and in its academic program. The Class of 2019 had the largest number of students earning a baccalaureate degree since the four-year degree programs were introduced. This May, Cottey had 55 students earn a Bachelor of Arts or Bachelor of Science degree. This was also the first year the total of baccalaureate degrees exceeded the number of associate degrees granted. **Katie Bowes** and **Faith Owens** were the first two graduates of the Cottey criminology program. Cottey has truly become a four-year college.

When Cottey began offering four-year degrees in 2011 the marketing department set out to have Cottey listed on external websites as a four-year institution. Many of these websites, however, use data from the National Center for Education Statistics, which sends out a survey to higher education institutions each year titled Integrated Postsecondary Education Data System (IPEDS). Cottey was told by these sites that it would continue to be listed as a two-year college until the number of baccalaureate degrees granted was greater than the associate degrees granted in its IPEDS survey. This year that happened.

Cottey students represented the College on the national stage by receiving scholarships and awards. For four consecutive years, a Cottey student has been named a prestigious Newman Civic Fellow. Those students recognized this past biennium are **Jemimah Nasara** in 2018 and **Chido Shamuyarira** in 2019.

The Newman Civic Fellowship, named for Campus Compact co-founder Frank Newman, is a one-year experience emphasizing personal, professional and civic growth for students who have demonstrated a capacity for leadership and an investment in solving public problems. Through the fellowship, Campus Compact provides a variety of learning and networking opportunities, including a national conference of Newman Civic Fellows in partnership with the Edward M. Kennedy Institute for the United States Senate. The fellowship also provides fellows with access to apply for exclusive scholarship and post-graduate opportunities.

A Cottey student was named an Oxfam Change Leader. **Yustinah Ndambakua**, Class of 2020, was selected to the 2018 Oxfam CHANGE Initiative by Oxfam America. Ndambakua was one of only 30 students selected nationally after

completing a competitive application review and selection process.

Ndambakua learned of the program through Oxfam's newsletter. She applied for the initiative and had Cottey professor of mathematics Dr. Wei Cui write her letter of recommendation. Ndambakua had phone interviews where she and the Oxfam representative discussed her passion for social justice. She was selected shortly after those interviews.

Her year-long program kicked off in summer 2018 with a week-long training in Boston, where the selected CHANGE Leaders met with Oxfam staff, CHANGE alumni and each other. They participated in workshops on leadership and advocacy training.

Founded in 2000, CHANGE has trained over 870 student leaders from more than 350 colleges and universities. Together they learn how to transform their passion for the issue into meaningful

action on campus and in their communities. Oxfam is a global organization working to end the injustice of poverty.

Yasmine Juhoor was selected to attend the 2019 International Scholar Laureate Program in China. She was selected for this program because of her membership in Phi Theta Kappa, her exemplary academic performance, and her declared major upon joining Phi Theta Kappa. In China, she will have the opportunity to explore the

Chido Shamuyarira, Newman Civic Fellow

Campus Compact named Chido Shamuyarira to the organization's 2019-2020 cohort of Newman Civic Fellows.

"I seek to help other young people realize their educational dreams," said Shamuyarira. "After volunteering with the Chiedza Child Care Center in Mbare, Zimbabwe, I became interested in the advancement of education in areas of high poverty. This prompted an alliance with three other women to create a nonprofit organization called Vision 21 Zimbabwe. This organization tackles poverty by empowering vulnerable youth through education, information, resources and referrals."

"Ms. Shamuyarira is active in community service through the spiritual life and diversity program on campus," said Dr. Jann Weitzel, president of Cottey College. "She developed a clothing closet to help low-income students and/or students from warmer climates with winter clothing and accessories. Additionally, she provides weekly cultural programs to children in a rural, behavioral health hospital."

Shamuyarira earned her Associate in Arts degree in May 2019. She was also the recipient of the First Lei, given to the associate degree graduate with the highest grade point average. Shamuyarira is working toward a bachelor's degree in international business. She interned at the Congressional Hunger Center in summer 2019.



FACULTY SCHOLARSHIP



History Lessons

At Cottey, faculty continue research in their fields because they are passionate about the subjects they teach. “Recent scholarship on child labor at the turn of the twentieth century has emphasized the competing interests involved,” said Dr. Angela Firkus. “Children, parents, reformers, labor unions, government officials and business owners of Kansas City were all invested in this complex issue. I’ll be investigating the development of and response to child labor and child labor restrictions in a city on which researchers of the topic have so far failed to focus.”

Dr. Firkus took a sabbatical during the 2018-19 academic year. Her research focus was on “Women Celebrities of Early America.” She has a book contract with McFarland Press for that research and her book will be available sometime in 2020 or early 2021.

career options that are available in the global marketplace today. She also will learn the skills necessary to succeed in the ever-changing world of diplomacy.

These outstanding students are only three of many Cottey women who are recognized annually in state and national scholarship programs. Cottey regularly has first team all-academic team recognition through Phi Theta Kappa. This year, **Natalie Sexton** and Chido Shamyarira were named to the All-Missouri Academic Team, and Sexton was named to the Phi Theta Kappa All-USA/Coca-Cola Academic Team.

As outstanding as these achievements are, none would be possible without the dedicated faculty who are leaders, learners and citizens in their own right. As learners, Cottey professors continue to challenge themselves and satisfy their own love of learning.

Dr. Angela Firkus, professor of history, was awarded a fellowship in 2018 from the Center for Missouri Studies on economic history in the greater Kansas City area for her proposed study, “‘Girls Wanted, Experience Unnecessary. Good Pay’: Child Labor in Kansas City during the Progressive Era.”

Dr. Elizabeth Verklan, assistant professor of women, gender and sexuality studies, was chosen

as a 2017 First Book Prize Award Winner by National Women’s Studies Association (NWSA) and the University of Illinois Press for her book, *Objects of Desire: Feminist Inquiry, Transnational Feminism, and Global Fashion*. As part of this award, Dr. Verklan was recognized at NWSA’s annual conference in November 2017 and received a book contract from the University of Illinois Press.

In addition, Dr. Verklan has a forthcoming publication with the journal *Films for the Feminist Classroom*. She was invited to review films that speak to her ongoing research on the global fashion industry. You can view the article on the journal’s site: ff.twu.edu.

Experiential Learning

Another strength of the Cottey academic program is the opportunity to learn by doing. Often this is accomplished through internships in the Nevada community and beyond. This past academic year, business students received hands-on experience in running their own enterprise when they took over the operation of the Chellie Club, the Cottey College snack bar.

The Chellie Club had been a part of the Dining Services staff function, but members of Enactus,

the College's business club, went to **Dr. Tammy Ogren**, assistant professor of business-management, and suggested their club take the reins. Under the leadership of students **Allyson Williams** and **Karlie Acton**, the club proposed a business plan, got it approved by Cottey administration, and learned how to run a small restaurant. Students had to learn everything from inventory management to accounting, from customer service to safe food handling procedures. Renamed Chellie Club: An

Entrepreneurial Lab, the student-run snack bar opened for business in January 2019. (See sidebar "A Business of Their Own.")

New Degree Programs

In summer 2017, the College announced it was adding four new degree programs: criminology; organizational leadership; secondary education; and women, gender, and sexuality studies.

New faculty were hired to teach the new courses, and in May 2019, Cottey conferred degrees to the first graduates in criminology; organizational leadership; and women, gender and sexuality studies. Biology, a popular and growing program, had nine graduates.

A Business of Their Own

Members of the Cottey College business club Enactus have taken their education beyond book-learning: they run a business! Led by students Allyson Williams and Karlie Acton, a team of future business professionals have taken over the operation of the campus snack bar, The Chellie Club.

Getting to the point where the students could even propose managing the Chellie Club required an entrepreneurial effort as well. Dr. Tammy Ogren, assistant professor of business-management, took students on a field trip to Kansas City to visit different startup companies.

"Students expressed the fact that they didn't feel like they had hands-on business experience at Cottey," said Acton. "She [Ogren] saw a need and decided to fix it by starting Enactus."

Dr. Ogren can share her own real-life experiences of running a business. She was the owner of Spicy Guys Snack Foods before becoming a college business professor.

"Enactus is a national organization for students that supports entrepreneurship in action (ENACTUS: ENTrepreneurism in ACTion among US). In spring 2018, Williams, Enactus president, held several meetings with Enactus members or interested parties to brainstorm what project we would tackle," Dr. Ogren said. "Students had a variety of ideas: selling student creative pieces on a website, teaching classes to Nevada youth, Chellie Club, funding bottle fillers on campus, art studio with recycled materials, etc."

Continued next page



Allyson Williams and Karlie Acton

Continued from page 5

Acton pushed the Chellie club idea. “Coming into Cottey as a freshman, healthy eating was very important to me,” she said. “Craving some nutritious food after a long, hard basketball practice, I would make my way to Chellie only to find snack foods. I thought that as a business student, it would be a great opportunity to take it over and revamp it, offering healthy options and opening for more hours during the day.”

For decades, the Chellie Club was a part-time, sometimes open, oftentimes closed, gathering place and coffee shop. Open only two-to-three nights per week in recent years, students could not grab a quick lunch or breakfast. Enactus members realized there was a potential customer base of faculty, staff and commuter students who didn’t have a meal plan in the dining room and might want to have the convenience of another campus location, open for additional hours, where they could get coffee, pastries, pizza, soft drinks and sandwiches.

The members of Enactus, with assistance from the Dining Services staff, are responsible for hiring and training employees, making sure the club is staffed during listed hours, keeping accurate records and tracking inventory.

One of the primary changes to the Chellie Club, other than the expanded hours, is the option for delivery on campus.

Members of the campus community can order a coffee from their office or residence hall, and a Chellie Club employee will deliver it.

Acton said the Chellie Club does more than meet the students’ needs for a campus snack bar. “I absolutely love Cottey and I want prospective students to realize how amazing it is. I thought that a trendy coffee shop/café where students could collaborate, study or just have fun together would help increase enrollment and give them an incentive to come. I was pleased to find out that other people felt the same way.”

Many on campus agree with Acton’s opinion: the change to the Chellie Club is a welcome dining option for the Cottey campus community.



Members of Enactus, along with Dr. Jann Weitzel, President, and others, celebrate the grand opening of the new Chellie Club with a ribbon cutting.

EXPERIENCES EMPOWER STUDENTS

Success on the field

The Comets softball team won the National Junior College Athletic Association (NJCAA) Region XVI tournament and went on to play in the District Tournament in both 2017 and 2018. Those winning teams earned Head Coach Mark Skapin the Region XVI Coach of the Year Award both years.

In 2019, the Comets finished the season 22-2. They did not advance to post-season play because they were no longer in the NJCAA. More about that on page 8.

In 2017, the Comets, although competitive, were underdogs as they went into the Region XVI post-season tournament. While Cottey College hosted the region tournament, few gave the home team much of a chance of winning the title as they were the fourth seed out of four teams in the region. A few glimmers of hope existed, however. First-year coach Mark Skapin had put together the winningest team in Comets' history, with a single season win total that topped the total number of career wins. The team finished with a regular season record

of 12-16. Despite facing more highly ranked teams, the Comets defeated St. Louis Community College, the number one seed, to secure Cottey's first-ever regional championship.

In 2018, the Comets were not going to sneak up on anyone, although they would once again face St. Louis Community College, a nationally ranked team, for the championship. The Comets defeated St. Louis to secure their second, and final, NJCAA Region XVI title. Cottey became a full member of the NAIA (National Association of Intercollegiate Athletics) on July 1, 2018.



The Comets softball team is an example of excellence both on and off the field.



Moving from the NJCAA to the NAIA

Back in 1972, Title IX mandated change in education by prohibiting discrimination based on sex. Although the law has a much broader scope than athletics alone, it was the specific area where change was the most visible and dramatic. For the first time, girls and women were allowed to participate in officially sanctioned athletic programs. Secondary and postsecondary female athletic teams proliferated to meet the demand of student-athletes.

In the late 1990s, Cottey College convened an athletic task force to determine whether Cottey should add intercollegiate athletics. It did not take the task force long to realize that potential Cottey students wanted to continue playing their sports at the postsecondary level. In 1999, the first Comets athletic team, basketball, took the court. Today, Cottey fields teams in basketball, cross country, golf, softball, track and volleyball.



The past 19 years have seen growth in Comets athletics. Ten students played on that first basketball team, translating to a one in 29 ratio of varsity athletes to enrolled students. In fall 2019, approximately 30% of the enrolled students will play a varsity sport.

The Comets have grown from one team that lost all of its contests the first year, to six competitive teams!

On April 17, 2018, Cottey College was elected as a full member into the NAIA, a governing body of small, four-year college athletics programs that are dedicated to character-driven intercollegiate athletics. This change means that a Cottey student-athlete now has four years of athletic eligibility as a Comet instead of only two years as a member of the NJCAA. Comet coaches had commented that the biggest obstacle they faced in recruiting a student-athlete to come to Cottey, prior to this year, was the two-year restriction on eligibility.

The Comets have grown from one team to six competitive teams!

Athletic director and head basketball coach Stephanie Beason said, “The student-athletes we recruit tell us they want to compete for the Comets for a full four years. Now our athletes can stay at Cottey to complete their bachelor’s degree and play their sport for all four

years, as well. This can only make Cottey more attractive to potential student-athletes.”

Becoming a member of the NAIA was a year-long process that involved virtually every administrative division of the College, including athletics, student life, academic affairs, marketing and the president’s office. NAIA schools must meet membership criteria that include financial stability, sports sponsorship, accreditation and a commitment to character-driven athletics. Cottey is a good fit for the NAIA as it meets the membership criteria, and 81% of the member institutions are also private colleges and universities. In total, 250 member schools belong to the NAIA, representing over 65,000 student-athletes.

Building Success On and Off the Field

Softball Head Coach Mark Skapin has made a huge impact on both the softball program and the College as a whole in three short years. Hired in summer 2016, Skapin turned a team that was 3-85 in its previous three seasons into a regional powerhouse that was 22-2 in 2019, the team's first year of play in the NAIA. In Skapin's first two years at Cottey, the Comets won the NJCAA Region XVI postseason tournament both years, and Skapin was named Coach of the Year both seasons.

The search committee that selected Skapin had high hopes this coach could make a difference.

First he had a great network in the national softball community. In addition to his previous coaching experience, Skapin had served as vice president of the MC Madness Fastpitch Softball Organization in Brunswick, Ohio, for nine years and as the vice president and girls' personnel director for the North Ridgeville, Ohio, Baseball and Softball League for 11 years.

What really impressed the committee was Skapin's written plan on recruiting athletes, improving the program, and making sure the students he recruited were a good fit for Cottey. His mission statement for the Comet's softball team is, "To seek excel-

lence on the field, in the classroom, and in the community through competition and a commitment to the development of our important core values." The core values that Skapin finds critical to success are integrity, responsibility and passion.

Those core values that make players successful on the field are the same values that make students successful in the classroom and the campus community. Comets' coaches are committed to the NAIA's Champions of Character program and the values that make student-athletes winners in life.



Athletic Achievements

Cottey College student-athletes master time management—successfully balancing studies, practice and games or meets. Cottey student-athletes had an average grade point average (GPA) of 3.2 in 2018-2019, the same average GPA for the overall student body. The Comets volleyball team was recognized as Academic All-Americans due to their team GPA.

The Comets are making a name for Cottey College across the Midwest. Golfer Rachel Hancock was the first Comet to win a tournament, placing first at the Missouri Valley College Spring Invitational in March 2019. The Cottey golf program is in its third year of competition.

In fall 2017, two Comet runners qualified for the national meet after finishing second and third in the NJCAA Region XVI meet. Tori Kehler, second place, and Christi-Anne Beatty, third, com-

peted against 309 of the nation's top runners with Kehler finishing 74th overall.

The College added a sixth intercollegiate sport, track and field, in spring 2018.

The cross-country team, under the leadership of head coach Tony Skiles, hosted its first ever coed invitational, pictured here, turning out to be the largest cross country event in school history. This invitational brought in runners from middle schools, high schools and colleges from around the region, featuring 338 runners.



Becoming Global Citizens

One of Cottey's most powerful co-curricular learning opportunities is the International Experience. During the first week of spring break each year, Cottey-selected faculty and staff take sophomore-level students (or transfer students who arrive at Cottey after their sophomore year) on a trip to another country. Traditionally, students are given the option of a trip to a European city and another faculty-proposed country. In 2018, students travelled to London and Japan; in 2019, students traveled to Barcelona, Spain, and Australia.

The International Experience trip is so rewarding that it often empowers students to study abroad for a semester or more. They take courses for credit and develop a truly international perspective. Cottey students have studied in Hong Kong, China, Japan, South Africa, Ghana, Spain, France, the

UK, Costa Rica, Argentina, Chile and two spent an entire semester studying at sea, comparing cultures at port cities around the world.

Cottey has study abroad agreements with York St. John University in England, and Hang Seng University of Hong Kong. This past year, Cottey students studied in Paris, France; Barcelona, Spain; San Jose, Costa Rica; and Buenos Aires, Argentina. Haweni Gurmu, a business administration-management major from Ethiopia, said, "I experienced a different learning style. Our professor would give us a brief instruction and let us work on our creativity. I enjoyed that part. Also, living in a different country helped me know more about Spain rather than just visiting. I learned their culture and little bit of Spanish. I am very thankful for the experience."



Haweni Gurmu, a business administration-management major from Ethiopia, took a semester to study abroad in Barcelona, Spain.



Maya Struhar of Creston, Iowa, makes friends with a kangaroo.



Participants on the Australia trip gather for a photo in Sydney harbor.



Students on the Barcelona trip encourage prospective students to travel the world with Cottey.

Vacation College Leads Couple to Become Passionate Advocates

Vacation College has become one of the highlights of the year for dozens of P.E.O.s, BILs, alumnae, and friends of Cottey. Three hundred people converged on campus for a week of personal enrichment during the May 2018 and 2019 events. Faculty, staff and retired faculty taught classes on everything from painting to pickle ball and from Adventures in Travel: Australia to Ancient Civilizations of the Americas. David and Cheryl Denslow, of Parker, Colorado, have attended for four years straight.

“My experience with Cottey started with Vacation College,” David says. “I was impressed with everyone. The faculty and staff I’ve met have a focus and a purpose. Those characteristics are among the most important to me.”

Cheryl, a member of the Cottey College Board of Trustees, agrees with her husband about the quality of Cottey’s employees. “The staff and faculty have so much pride in their work!” Cheryl says.

Cheryl and David have gotten to know students who help with Vacation College, and Cheryl enjoys lunch with students when she is on campus for board meetings.



Cheryl and David Denslow

“I am proud of the students’ self-assurance,” Cheryl says. “I see our students graduating with knowledge required for their degree as well as leadership skills. The size of the classes allows professors to offer more out-of-classroom experience such as trips to conferences. This is a major benefit.”

David, who spent his career as a sales engineer with Hewlett Packard, speaks highly of the liberal arts and sciences.

“Students are exposed to a broad range of subjects that will help them communicate better in the business world,” David says.

The couple has supported Cottey in many ways, from Cheryl’s P.E.O. leadership (she is a Past State President of the Colorado State Chapter) to funding an endowed scholarship during the *Defining Moment Campaign*. The Denslows named the scholarship the Pape-

Denslow Scholarship in honor of her mother, Virginia Pape, who was a member of Chapter HT, Texas.

David says Cottey students are a good investment.

“Cottey provides a good return on investment that changes students’ lives,” David says. “The P.E.O. support of Cottey shows they see the value, too.”

David volunteers on the BIL Task Force, which is inviting gifts to Cottey’s Chapel/Student Center initiative. The College will install air conditioning in the Chapel and renovate the lower level for use as a Student Center. Read more about the initiative at cottey.edu/connect.

The Denslows are making a gift to the initiative through a donor-advised fund. They are excited about the opportunity to support Cottey with a minimum impact on their day-to-day finances.

“I would never have been able to do this without talking with my financial planner, and I encourage all who think they cannot invest in the initiative to talk with theirs,” David says.

David describes himself as, “the traveling salesman who married the farmer’s daughter.” He is traveling Colorado for the BIL Task Force, and for that, Cottey students are grateful.

PHILANTHROPY IN ACTION

P.E.O. Hall Parlor Receives Facelift Thanks to Gift from Sophia Zetmeir

Students who live in P.E.O. Hall enjoy a renovated and redecorated parlor thanks to Sophia Zetmeir, Past State President, Kansas State Chapter of the P.E.O. Sisterhood and Chapter BS in Parsons, Kansas. Mrs. Zetmeir is Kansas past state president of P.E.O. serving in 1998-1999. She and her late husband, Sonny, were generous donors during the College's *A Defining Moment Campaign*.

In December 2017, Mrs. Zetmeir made another generous gift for the renovation of P.E.O. Parlor. P.E.O. Hall is the oldest residence hall on campus and the parlor had not been renovated in at least 40 years. Her gift allowed Cottey to renovate and air condition the parlor and add study rooms, a conference space, a TV lounge, and brightly colored furniture, all with the excellent connectivity students expect.

"The renovation of the parlor certainly makes it a more appealing space for students to gather," President Jann Weitzel says. "We see them using it for club and organization meetings, study groups and socializing."

Hannalyn Ohlsen, Class of 2019, was president of P.E.O. Hall when the renovation was completed and represented students in the grand opening ceremony.

"We had all written thank you notes for a scrapbook to present to her," Hannalyn remembers. "I gave her the scrapbook. That was really special for me."

"It's great Cottey is creating more social spaces for students," she says. "Getting that space updated was amazing."

The Kansas City architectural firm Gastinger-Walker& designed the project, with architect Amy Eckhoff, Class of 1994, leading the design team.



Sophia Zetmeir received a standing ovation from students, faculty and staff when her generous gift to remodel P.E.O. parlor is announced.

Lifelong Bond Formed Between P.E.O. Chapter and Student

Four years ago, Annabelle Kanyi traveled from Ghana to Nevada, Missouri, to attend Cottey College. She was buoyed by personal strength and support from P.E.O.s in Sugar Land, Texas, who had “adopted” her. Chapter DG had adopted students seeking two-year associate degrees in past years.

“When Annabelle’s name came to us for our chapter to adopt, and we learned she was a four-year student, everyone was on board,” says Jennifer Skiba, the chapter’s Cottey chair. “Everyone loved her. We were really fortunate.”

The P.E.O. Sisters created care packages, holding a big craft and garage sale to raise money. When winter drew near, they sent Annabelle “the infamous purple down coat,” Jennifer says. “Annabelle was so surprised, saying she had never seen anything so lightweight and warm.”

Annabelle had the chance to thank Jennifer in person in May. Jennifer and her friend Gladys Huffman ’58 traveled from Texas to Missouri for Cottey’s Commencement Ceremony. They enjoyed

meals with Annabelle and got to know each other better.

“I know we will stay in touch,” Jennifer says. Reflecting on her love for Annabelle, Jennifer says, “It’s so reciprocal; that’s what’s neat about P.E.O. What you give, you get back.”



Annabelle Kanyi, Class of 2019, of Ghana, smiled with joy as she celebrated her graduation with Jennifer Skiba and Gladys Huffman, Class of 1958.

FINANCIALS

COTTEY COLLEGE FINANCIAL INFORMATION

Current Operating Budget Revenues And Expenditures (In Thousands)

	2017-2018 Amount	Percent of Total	Preliminary 2018-2019 Amount	Percent of Total
REVENUES				
Student Fees	\$ 6,555	40.3%	\$ 7,073	42.1%
P.E.O. Dues Support	903	5.6%	896	5.3%
Endowment Income Held by				
P.E.O. Sisterhood	216	1.3%	235	1.4%
Investment Income	3,111	19.1%	3,093	18.4%
Undesignated Gifts	1,579	9.7%	1,510	9.0%
Other Sources	3,894	24.0%	4,012	23.8%
	\$16,258	100.0 %	\$16,819	100.0%
EXPENDITURES				
Administration	\$ 1,501	9.3%	\$ 1,692	10.1%
Student Services	2,135	13.2%	2,229	13.3%
Scholarships	2,133	13.1%	1,222	7.3%
General Institutional	1,552	9.5%	1,537	9.1%
Instructional	5,914	36.4%	6,859	40.8%
Institutional Advancement	335	2.1%	669	4.0%
Auxiliary Services	2,655	16.4%	2,590	15.4%
	\$16,225	100.0%	\$16,798	100.0%
TOTAL CONTRIBUTION				
P.E.O. SUPPORT FROM DUES	Per Member	2017-2018	Per Member	2018-2019
Cottey Operating Budget	\$4.00	\$ 903,944	\$4.00	\$ 895,608
Cottey Building Fund	2.00	451,972	2.00	447,804
Total	\$6.00	\$1,355,916	\$6.00	\$1,343,412

GIFTS BY PURPOSE

	2017-2018	2018-2019
Academic Departments		
Current Gifts	\$ 58,931.81	\$ 19,078.49
Endowment Gifts	\$ 8,602.33	\$ 11,541.58
Scholarships		
Current Gifts	\$ 221,859.25	\$ 144,660.14
Endowment Gifts	\$ 1,097,526.67	\$ 958,025.85
Library		
Current Gifts	\$ 7,472.56	\$ 6,102.97
Endowment Gifts	\$ 5,613.00	\$ 3,575.00
P.E.O. Foundation Income		
Current Gifts	\$ 215,988.42	\$ 235,476.13
Endowment Gifts	-	-
P.E.O. Foundation Scholarships		
Current Gifts	\$ 186,301.58	\$ 200,224.06
Endowment Gifts	-	-
Suites		
Current Gifts	\$ 44,318.58	\$ 40,022.14
Endowment Gifts	\$ 37,018.50	\$ 11,382.56
Land and Buildings		
Current Gifts	\$ 309,240.23	\$ 522,494.58
Endowment Gifts	-	-
Special Funds		
Current Gifts	\$ 354,527.62	\$ 384,585.09
Endowment Gifts	\$ 19,590.00	\$ 18,642.50
Unrestricted	\$ 1,581,696.55	\$ 1,509,761.21
Unrestricted Bequests	\$ 705,704.58	\$ 549,818.81
Unrestricted Endowments	\$ 531,362.89	\$ 19,151.73
Grand Total	\$5,385,754.57	\$4,634,542.84

2018-2019 BOARD OF TRUSTEES



Front row, left to right: Diann McChesney; Dr. Jann Weitzel, President; Dr. Gary Cox, Chair; Sue Baker, ex officio, President of International Chapter of the P.E.O. Sisterhood

Second row, left to right: Dr. Kathryn Bayne, Hope Zoeller, Georgann Douglas, Tamara Kenworthy

Third row, left to right: Brenda Atchison, ex officio, First Vice President of International Chapter of the P.E.O. Sisterhood; Grace Chalker; Dr. Sandra Laney; Christine Scheuneman; the Honorable James Bickel; Cheryl Denslow

The Mission of Cottey College

Cottey College, an independent liberal arts and sciences college, educates women to be contributing members of a global society through a challenging curriculum and a dynamic campus experience. In our diverse and supportive environment, women develop their potential for personal and professional lives of intellectual engagement and thoughtful action as learners, leaders, and citizens.

You may have noticed Cottey has a new look in its publications and on its website.

Approximately two years ago, the design firm of Geile/Leon in St. Louis was commissioned to design a new brand for Cottey. They began by conducting extensive interviews with faculty, staff, students, and alumnae to understand what Cottey meant to them. After distilling those notes, a brand architecture was crafted that positioned the brand, defined the brand attributes, declared the brand promise, and provided the key talking points to describe the brand to others.

Every brand wants positive brand recognition, usually triggered by a visual or verbal clue. So Geile/Leon designed a visual system to help Cottey stand out in a field of similar colleges, as well as to be memorable every time it was seen. From the brand guidelines: “The powerful portraits highlight the strong women of Cottey. They are confident and sure of their future. (See the inside front cover for an example of this.) The clean backgrounds and bold colors demand your attention. The portraits should feature authentic and unique students or faculty.”

These portraits are used primarily in what Cottey Marketing calls “first-touch scenarios.” The strong, saturated colors extending across covers of collateral are bound to look different than most other materials that may arrive in the mail or be picked up at college fairs. When habits are interrupted, the brain comes alive to question why. In that short interval before the prospect goes back into routine and instinct, we have an opportunity to make an impression—a brand impression.



How can you support the brand?

The single most important way to support the brand is to remove from circulation any lingering elements that were used before the new brand was launched. Any old materials, slogans, or images can confuse the person becoming aware of Cottey College for the first time.

The second most effective way to support the brand is to remember the concept of “first touch” and “insider.” For so many who are considering Cottey, their exposure is sporadic and sometimes unexpected. Until they are in seats taking classes we want them to have a consistent experience of a few rich colors, women looking confidently toward their incredible futures, and hearing a relatively narrow selection of phrases to describe what we offer.

Of course, wearing one of the new Cottey shirts would inspire some questions—pick one up next time you are in the Bookstore or order online at gear.cottey.edu. And to most questions, suggesting that they visit

cottey.edu is a safe way to get their questions answered. Finally, telling your Cottey truth is a powerful way to support the brand. The passionate telling of your own story and how Cottey influenced it goes well beyond the influence of images, colors, logo, and tagline.





Nevada, Missouri