

COTTEY COLLEGE

ALUMNAE ASSOCIATION

CCAA BOARD 2020–2021

IMPACT REPORT

FLEX. CONNECT. INCLUDE.

At the start of our fiscal year July 1, 2020, we could not have imagined the riches these three verbs would help us uncover in our unwavering pursuit to facilitate and promote activities and events that support the interests of Cottey College, her students, and her alumnae.

This report highlights our achievements.

We thank all alumnae and the Office of Alumnae Relations for engaging in these new and tried and true ways to support our beloved Cottey College.

Ducks, Daisies, and Cottey Love,

Cottey College Alumnae Association (CCAA) Board of Directors



CCAA Board at 2021 Spring Meeting.

Board Membership

Christi Fulton Ellis '96
William Woods University, BA
Central Missouri State University, MS
**Associate Vice President for
Institutional Advancement, Cottey College**
Overland Park, Kansas

President
Rebecca Zeltinger '94
Cornell College, BA
University of Maryland, MLS
Knowledge and Talent Manager
Intelligence and Security Industry
Kensington, Maryland
End 3rd term 2021

Ex-Officio Member
Jen Wren Charpentier '64
University of Tulsa, BA
Nicholls State University, BS
Louisiana State University Medical Center, MS
University of Texas Medical Branch, Post-Master's
Pediatric Nurse Practitioner - Retired
South Louisiana Medical Center
Covington, Louisiana
End renewed term 2022

Vice President
Mallori DeSalle '99
Nebraska Wesleyan University, BA
Truman State University, MA
Director of SBIRT Implementation
Indiana University-Bloomington
Owner, Laffirmation Station
Ellettsville, Indiana
End 1st term 2021

Secretary
Randi LeGendre Turk '68
University of New Mexico, BA
Northern Arizona University, MA
English Teacher - Retired
Glendale, Arizona
End 1st term 2022

Director
Mandi Jordan '01
Director of Contracting &
Materials Mgmt
Nevada Regional Medical Center
Nevada, Missouri
End 1st term 2022

Director
Christine Renner '77
University of Redlands, BS
Texas Woman's University, MOT, OTR
Staff Occupational Therapist - Retired
Fremont, California
End 2nd term 2021

Director
Janell Webb Doster '10
Benedictine University, BA
Immigration Services Officer II
DHS US Citizenship &
Immigration Services
Lee's Summit, Missouri
End 2nd term 2022

Director
Mary Beaty Edelen '65
University of South Dakota, BA
Trinity University, San Antonio, MA
Member, South Dakota
State of Representatives
18 years - Retired
Vermillion, South Dakota
End 3rd term 2021

Treasurer
Lori Royal '76
Wichita State University, BS
Public Speaker - Retired
American Management Association
Kansas City, Missouri
End 1st term 2022



To **get involved** nominate yourself or an alumna to join the CCAA Board at <https://cottey.edu/alumnae>.

STUDENT REFERRALS

Laura Archazki Pacter '92 won the CCAA's student referral challenge and received a \$100 gift certificate to the brand new Spirit Shop in the Susan Bulkeley Butler Center for Campus Life.

For the first time this year the class with the most referrals was presented with the **golden duck**. Laura made five referrals and her **Great Class of 1992** earned the golden duck with a total of nine referrals.



Golden Duck awarded to Class of 1992.

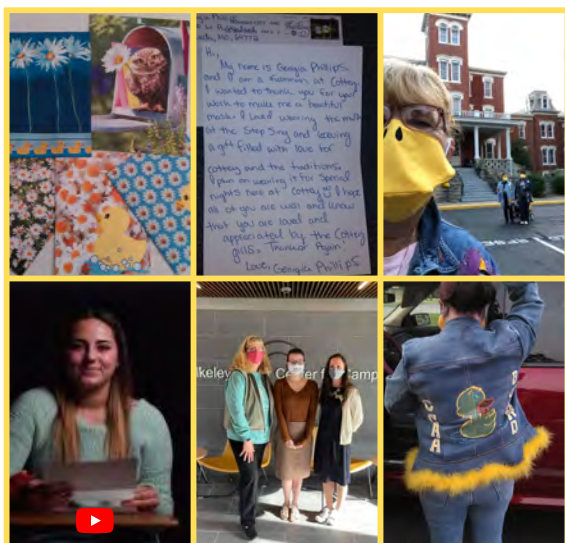
“My secret is talking to people, and getting to know all about them . . . Sometimes, they mention they have a daughter, niece, granddaughter, or a step-daughter, and then I mention Cottey to them, and what a special college it is, and I ask if they want to learn more about it.”

STAY CONNECTED | VISIBILITY

STUDENTS

What started as alumnae welcome letters to Cottey students blossomed into an e-sisterhood for many via the CCAA's inaugural **Welcome-a-Student CONNECTION campaign** in which 40 alumnae composed 166 original letters and sent over 450 baby and navy blue pass-down masks. Marketing featured this effort in the holiday [video message](#) which received over 10,000 views.

The CCAA Board of Directors spent their quarantine time making CCAA DJs and donned them at Step Sing with yellow duck masks and serenaded the students.



Mask Today

Lyrics by **Randi LeGenre Turk '68**
Sung to Yesterday by the Beatles

Mask today
COVID-19 will stay far away
If we're sure to wear our masks all day
Oh, we will wear our masks today

Why this virus had to come
Fauci couldn't say
We're not sure
But we'll do what the doctors say

Mask today
COVID-19 will stay far away
If we're sure to wear our masks all day
At least it's not
Our bras all day

“Connecting with a Cottey student through letters and emails as a pen pal has been a fun and fulfilling way to support Cottey...”

DOW SCHOLAR

Established in 1973 in memory of **Dr. Blanche Hinman Dow**, President of Cottey from 1949-65, the accrued interest from the Dow International Scholarship Fund is used to award scholarships to **international students**. Dr. Dow was responsible for initiating active recruitment of international students.



Chido Shamuyaria '21
Rugare Harare, Zimbabwe
Dow Scholarship Recipient

Chido graduated with majors in International Business and International Relations. In 2019 she was part of the Cohort of Zero Hunger Summer Interns selected by the Congressional Hunger Center.

AWARDEES

The CCAA presented the following 2020 and 2021 awards as part of #VirtualFounders2021:

Distinguished Alumna

Christine Fuller Scheuneman '70
Morgan Shaw Parker '96

Outstanding Young Alumna

Kristy L. Leitze '05
Sarah Gage '16

Alumna Service

Karel Lyster Lowery '75
Kathy Payton Leffler '64

Honorary Alumna

Linda Russell
Helen Lodge (posthumous)
Tricia Bobbett

Friend of the College

Chuck Baker
Volunteer Team for the
CONNECT Initiative

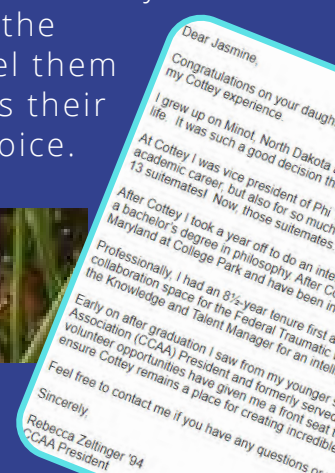
FORMERS

In keeping with the mission of the CCAA, the board engaged and **connected** with former board members. Formers participated in quarterly Zoom calls and shared their experiences since leaving the board in the Formers newsletter.

A Formers Facebook page was created to allow for engaging and interacting with alumnae who served on the board. Of the 79 Formers, 13% participated in Formers Zoom calls and an additional 8% expressed interest to join in the future.

PARENTS

The CCAA Board emailed parents / guardians for 325 deposited students (including 62 legacies) to share our thoughts on the Cottey experience, our higher education and employment outcomes, Cottey affordability, campus safety, and the post-graduation Cottey network...all with the purpose to compel them to select Cottey as their official college choice.



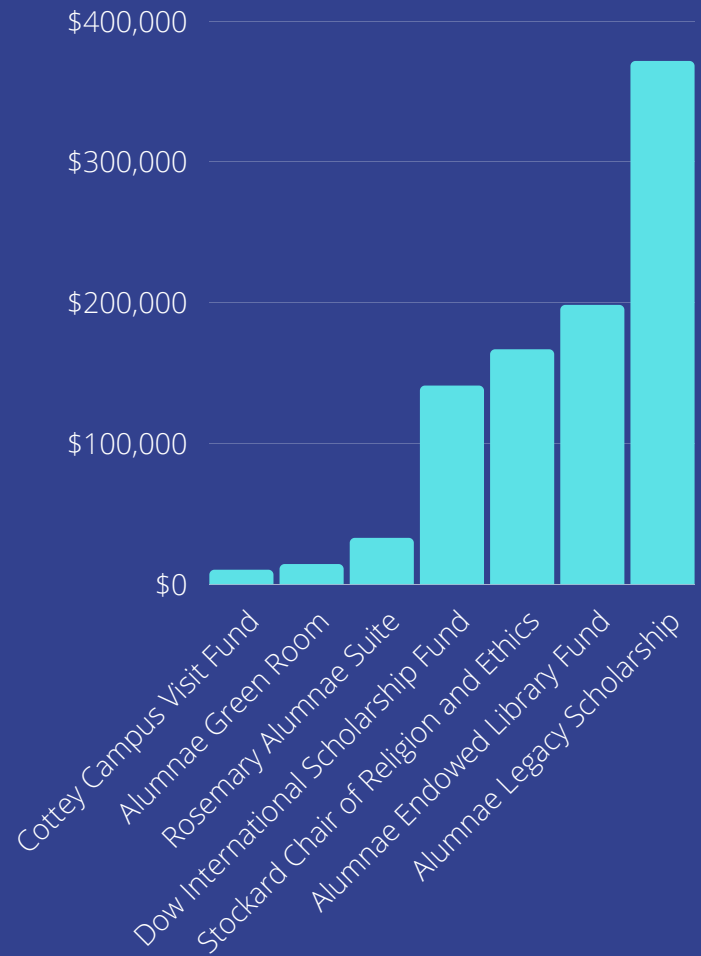
SUPPORT

With a network of over 10,500 strong, the Cottey College alumnae community is comprised of passionate women who come together to connect, collaborate, have fun, and **give financial support** to Cottey College.

Our alumnae giving rate remains at 8%. Though the tough, uncertain conditions of the past year factor into this number, each and every gift helps to improve this rate which, in turn, improves our position on the "BEST OF" lists, not to mention funds key projects.



ENDOWED FUNDS



STUDENT CENTER / CHAPEL INITIATIVE

The CCAA Board and the board members gave a total of \$11,000 in support of the **Susan Bulkeley Butler Center for Campus Life** (including the Student Center Endowment) and the Chapel refresh to receive in turn a named space on the Chapel stone ledge (see front cover and above).



COTTEY CAMPUS VISIT FUND

To help continue to get "heads in beds" the CCAA Board created a **new endowment fund** for the Office of Enrollment, upping and formalizing its annual level of support for recruitment efforts.

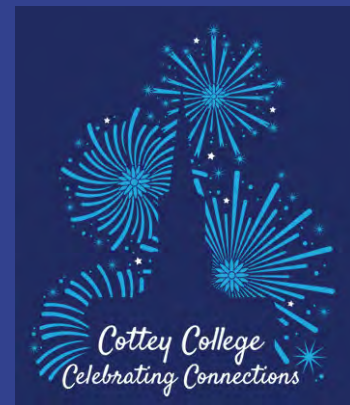
The earnings of the *Cottey Campus Visit Fund* are to be used to provide assistance to perspective students' campus visits.

The CCAA Board gave \$10,000 to establish the endowment.



#VIRTUALFOUNDERS2021 . . .

We celebrated an unprecedented number of connections with nearly 730 alumnae registrants from 42 states and four countries. During this remarkable weekend, alumnae were able to witness the dedication of a new campus space, participate in live events with classmates and Cottey friends, and celebrate Virginia Alice Cottey Stockard's birthday ON her birthday.



Logo design by **Tamara Burkhead '95**.

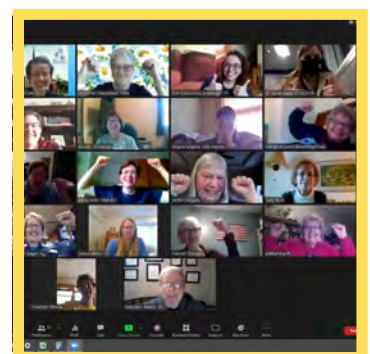
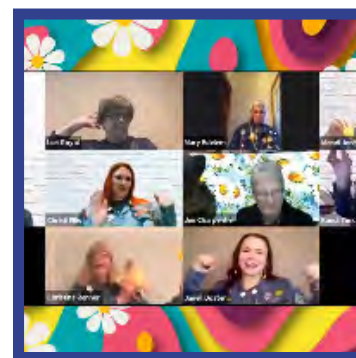
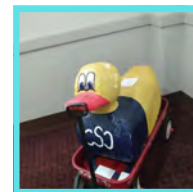
This historic weekend was a blend of long-standing traditions and new activities:

- Classmates swapped life updates, funny memories, and laughed together late into the evening over several Zoom **class reunions** with the majority lasting 3 hours or more!
- During this first ever cyber-Cottey **homecoming** celebration, every reunion class from 1950-2015 was celebrated. Even the CCAA Board had a skit—a Laugh-In styled Joke Wall!
- The inaugural Cottey **scavenger hunt** and *Battle of the Halls* **trivia contest** allowed Cottey alumnae to unearth Cottey antiquity both in the form of Cottey memorabilia and Cottey factoids.
- Alumnae celebrated VAC's birthday with a one-of-kind **digital daisy drop** during the Chapel Service in the perfect birthday gift—a refreshed Chapel with the addition of the brand new **Susan Bulkeley Butler Center for Campus Life** in the lower level.

GIVING & SALES

Alumnae gave \$13,420.19 in gifts and contributed \$18,006 total in merchandise sales during Founder's.

Proceeds from sales go to CCAA-sponsored projects. This year's sales also supported the Office of Enrollment and the Cottey C Seniors.





The **MISSION** of the **Cottey College Alumnae Association** is to develop and sustain a bond between Cottey College and its alumnae by creating a loyal alumnae base; facilitate and promote activities and events that will encourage the interests of Cottey College, its students, and its alumnae; cultivate a sense of community among alumnae; and support the mission and goals of Cottey College.

CORE VALUES

- Promoting purposeful **collaboration** with alumnae
- Fostering loyalty, engagement, and **connection**
- Championing **inclusivity**
- Celebrating **Cotteyhood**, the special world inhabited by Cottey alumnae