
COTTEY COLLEGE
ALUMNAE ASSOCIATION

IMPACT REPORT

2019-2020



COTTEY
COLLEGE
ALUMNAE
ASSOCIATION

an incredible year

In July 2019, we were poised for a year of **incredible** execution after dedicated strategic planning, transition, and team building.

Though there were moments after the novel coronavirus pandemic hit, the subsequent economic downturn, and a scourge of social injustice when we questioned our ability to achieve our goals, we did so only for a moment.

True to the values instilled in Cottey students, we reassessed, pivoted, and converted what initially may have seemed to be constraints as nothing but opportunities.

This report highlights some of our achievements.

We thank all Cottey College alumnae and the Office of Alumnae Relations for their engagement and support over the last year and ask that we all continue to **get involved, stay connected & give support** to Cottey.

Ducks, Daisies, and Cottey Love,

**Cottey College Alumnae Association
Board of Directors**



board membership

The CCAA Board traditionally meets on campus twice a year: once in August in advance of Orientation Weekend & again just prior to **Founder's Day Weekend** in the spring.



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



Vice President
Ann Marie Foote '88
Drake University, BA
Western Governors University, MBA
Director of Marketing, HCA Healthcare
Owner, Haute Adventures
Terre Haute, Indiana
End 2nd term, 2021



Secretary
Aimee Meyer '02
Park University, BA
Owner, Count On Us Catering
Owner, Crosstown Vending
Nevada, Missouri
End 3rd term, 2020



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



Janell Webb Doster '10
Benedictine University, BA
Immigration Services Officer II,
DHS US Citizenship &
Immigration Services
Lee's Summit, Missouri
End 1st term, 2020



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



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



Karel Lyster Lowery '75
University of Northern Colorado, BME
University of Central Missouri, MAMA
Elementary Music
Educator, 30 years - Retired
Jefferson City, Missouri
End Ex-Officio term, 2020



Christi Fulton Ellis '96
William Woods University, BS
Central Missouri State University, MS
Director of Advancement and
Alumnae Relations, Cottey College
Overland Park, Kansas

If you're interested in becoming a CCAA Board member or know someone who would be a good candidate, submit a nomination at community.cottey.edu/nominateboard

student referral

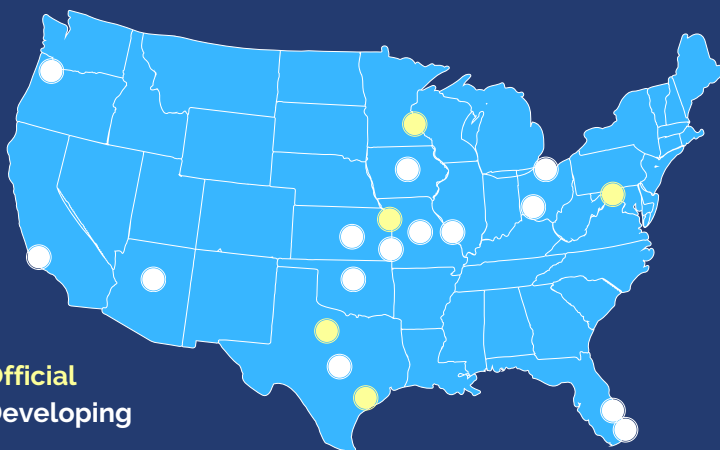
46% increase in alumnae engagement with student referrals

30% of all alumnae-sourced students for the fall of 2020 applied for enrollment



referral contest

Mandi Jordan '01 won the referral contest developed by the CCAA Board of Directors and paid the kindness forward by donating the \$100 reward to the aid package of a Nevada, MO prospective student.



cottey clubs

Cottey College Alumnae Clubs were developed to help alumnae join together locally to renew friendships, and to support current and prospective students as well as Cottey.

Official Clubs:

- Dallas-Ft. Worth, Texas
- Houston, Texas
- Kansas City, Missouri
- Minneapolis/St. Paul, Minnesota
- Washington, District of Columbia

Developing Clubs:

- Austin, Texas
- Cincinnati/Dayton, Ohio
- Cleveland/Northeast, Ohio
- Des Moines/Iowa City, Iowa
- Ft. Lauderdale, Florida
- Los Angeles, California
- Miami, Florida

- Mid-Missouri
- Nevada, Missouri
- Oklahoma City, Oklahoma
- Pacific Northwest, Oregon
- Phoenix, Arizona
- St. Louis, Missouri
- Wichita, Kansas

dow scholar

Established in 1973 in memory of **Dr.**

Blanche Hinman Dow,

President of Cotney

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.



Rose Atukunda, Sophomore

Kampala, Uganda

Dow Scholarship Recipient

"This scholarship means more than I can put into words. Without this assistance, I wouldn't be able to attend college. Without college, I would have no way of getting to my intended career path.

I am earning a major in Biology and a minor in Chemistry. I am extremely passionate about the immune system and disease mechanisms and how I can try and rid my country of Uganda of diseases such as malaria."

awards

The CCAA awarded the following as part of the 2020 Founder's Day celebration:

Distinguished Alumna:

Christine Scheuneman '70

Outstanding

Young Alumna:

Kristy Leitze '05

Alumna Service:

Karel Lyster Lowery '75

Honorary Alumna:

Linda Russell &

Helen Lodge (posthumous)

Friend of the College:

Chuck Baker

campus visibility

In order to **increase visibility** among incoming students and their families, the CCAA moved their fall meeting to coincide with the arrival of students. This gave an opportunity for the CCAA Board to assist with move-in by delivering water, informing new students of their eligibility for the legacy scholarship, and hosting a Legacy Reception.



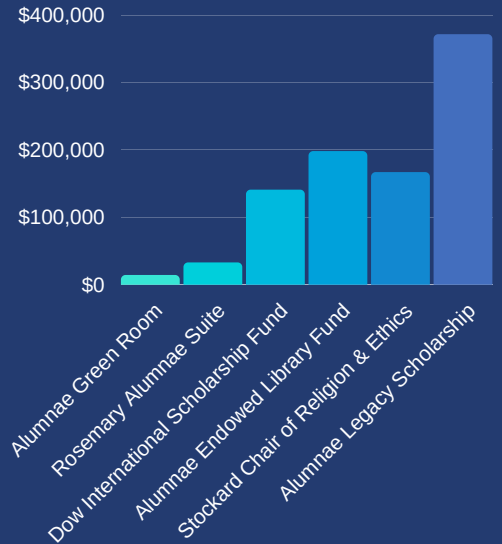
Class of 1988 friends Kathy Pennington Woodward and Melissa Coombs Miller delivered their daughters to campus last fall.

support

With a network of more than 8,000 strong, the Cottey alumnae community is a powerful collection of passionate supporters who come together to connect, collaborate, have fun and financially support Cottey College.

Cottey alumnae increased their generosity this year with 848 alumnae gifts totaling more than \$450,000, an amount that is 32% higher than last year.

Endowed Funds



Student Center/ Chapel Initiative

The CCAA supported Cottey's effort to raise funds for its new Susan Bulkeley Center for Campus Life within the Chapel in a variety of ways, finally to provide our student-centered school with a student center at the very heart of campus.

CCAA Chellie Club Named Space

Exceeded fundraising goal by **36%**

Raised **\$68,367** for the CCAA Chellie Club in the newly-launched Susan Bulkeley Butler Center for Campus Life



Class Challenge

As part of the initiative, a giving challenge was developed allowing an individual, class or a set of three classes to receive special recognition based on giving of \$1,000, \$2,500 or \$5,000.

The following classes have contributed at the level to receive an attribution in the new space:

- **1963/1964/1965**
- **1981**
- **1994**
- **2001**

#virtual founders

From the moment **#VirtualFounders2020** began, it was the same, but different; familiar, yet new; a trip down memory lane measured in bytes and hours instead of miles.

Hundreds of alumnae were able to **get involved, stay connected and give support** in a variety of activities over several digital platforms.

online reunions

As **CCAA Board** members floated between Zoom rooms greeting and welcoming attendees, the list of first-time attendees grew with one newly reconnected alumna after another.

Classmates and suitemates reconnected through the video conference platform, picking up just where they left off, whether that was 1, 20, or 60 years ago. Cottey Zooming found its beginning, not its end, at the close of Founder's.



2020 Founder's
logo designed by
Tamara Burkhead '95



giving/sales

Total **giving** from Founder's participants was more than \$27,500 and total **merchandise sales** were more than \$6,500. Proceeds from merchandise sales go to CCAA projects, including student scholarships, enrollment support, and Cottey capital campaigns.

other activities



Alumnae were invited to **Color with Cottey** and many shared their works of Cottey-related art.

Mallori DeSalle '99 and her children delighted all with a **cooking demonstration** of Strawberry Lime Mousse Pie, one of retired chef Michael Richardson's famous recipes.

virtual walk

As part of the **If We Share This Walk Together Virtual Walk/Run**, alumnae contributed more than \$2,000 to the Student Aid Emergency Fund to cover some of the many unanticipated expenses during the pandemic.

The **mission** of the

Cottey College Alumnae Association (CCAA) is 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.

VALUES

- Promoting purposeful collaboration
- Fostering loyalty, engagement, and connection
 - Championing inclusivity
 - Celebrating "Cotteyhood"