Columbia College Alumni Association

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Nollie Moore
Director of Jane Froman Singers

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Samual Fleury
Community and Alumni Relations Coordinator

Patricia Houston
Assistant Director of Alumni Relations

Kimberly Kent
Alumni Relations Coordinator

OUR CORE VALUES

Honor • Respect and Civility • Courage • Excellence • Opportunity • Pride
Welcome to the inauguration of Columbia College Alumni Association’s Year In Review.

This Year In Review is about numbers. Inside, you’ll see statistics on events, participation, hits, touches and tasks that we use to measure the success of CCAA.

Over the past couple of years, CCAA has been rejuvenated by the development of a strategic plan. CCAA Board of Directors, Alumni Relations staff, alumni, students, faculty and staff have worked together to identify our core values, goals and strategies.

CCAA has been keeping the traditions that we love, like Reunion Weekend, Homecoming and the Ivy Chain Ceremony, and also creating new traditions like Scootergraphs.

Our alumni website and magazine, affinity, has a fresh new look that has piqued the interest of other collegiate institutions, and social networking is now a vital communication tool reaching thousands of alumni each month.

Being an alumnus of CCAA has benefits. Alumni children and grandchildren are eligible to receive an Alumni Legacy Grant or Alumni Legacy Scholarship, a wonderful opportunity to ensure generational continuity at Columbia College. Many volunteer opportunities exist, allowing alumni to reconnect with their alma mater – and who knows, you may be the next member of our CCAA Board of Directors!

Although this Year In Review is about numbers, they do not tell the whole story. Without the energy, enthusiasm and support of our dedicated staff, board of directors and alumni volunteers, we would not be able to accomplish our goals. Our purpose is to foster relationships and sustain traditions, and our vision is to become a model alumni association. It is with pride that we are well on our way to achieving these goals.

WE ARE CC!

Martha Eberhard ’00
CCAA President 2011-2013
Connecting With Our Alumni

One of Columbia College’s most endearing traditions, Reunion Weekend 2011 saw **150 alumni and guests** gather at the main campus in Columbia, Mo., to remember their days at Columbia College.

**Reunion Weekend**
The Golden Anniversary Brunch and Ivy Chain Ceremony honored the Class of 1961 for 50 years as alumnae.

The Alumni Association sponsored **15 events** during the weekend including Honor Class Year Socials, the Alumni Awards Banquet and an Alumni Luncheon.

**Alumni Events**
The Alumni Association sponsored **47 events** throughout the school year, with more than 5,000 attendees.

**4 Regional Events**
took place for alumni in Missouri, Utah, Arizona and Florida.

Yearly events include **Alumni Appreciation Day, Graduation Fairs, Reunion Weekend, Family Day & Homecoming, Military Recognition Day, Kansas City-Christian College Alumnae Luncheon, Alumni Holiday Party**.
200 alumni came together for this fun-filled weekend featuring class reunions, sports team reunions, current students, families and friends.

Family Day & Homecoming

Continuing the Legacy

Columbia College offers grants and scholarships allowing alumni to continue their legacy and help the college increase alumni referrals.

$273,394 has been awarded to children and grandchildren of alumni since 2005 to attend the main campus.

Alumni Legacy Scholarship
Awarded to alumni children or grandchildren who meet academic requirements and wish to attend Columbia College’s day program in Columbia, Mo.

20% discount for children, 10% discount for grandchildren

5 scholarships were awarded in 2010 totaling $12,475.

Alumni Legacy Grant
Awarded to new students who are alumni children or grandchildren and wish to attend Columbia College’s day program in Columbia, Mo.

15% discount for children, 10% discount for grandchildren

In 2010, 67 grants were awarded totaling $74,880.
The Ivy Chain

Beginning in 1901, Columbia College’s Ivy Chain ceremony is one of the nation’s oldest commencement traditions.

86 graduates participated in the May 2011 Ivy Chain ceremony at the main campus.

Two additional campuses introduced the Ivy Chain this year: Fort Leonard Wood, Mo., with 25 graduates and Aurora, Colo., with 47 graduates participating.
Giving Back

The Columbia College Alumni Association was founded in 1963 and offers benefits, programs and activities to more than 70,000 members around the world.

Alumni Volunteers

In 2010-11, 187 alumni volunteered their time and energy to further the Alumni Association's mission of fostering lasting relationships and sustaining the college's traditions.

These volunteers were involved in alumni chapters, career services, advisory committees, alumni programming, student programming, commencement and the alumni board.

CCAA Board of Directors

The CCAA Board is a 28-member leadership group made up of alumni volunteers committed to the success of the organization. The board meets 4 times a year to establish policies, develop goals and work with the Alumni Relations office in long-range planning.
Creating Opportunities

**Career Services**

Integral to the Columbia College community, Career Services provides vital career assistance to students, alumni, faculty and staff worldwide. CCAA partners with Career Services to help promote their benefits.

**CougarCareerNetwork**

CougarCareerNetwork (CCNet) is the online recruiting system for the Grossnickle Career Services Center at Columbia College. Access to the system is available at no cost to alumni.

12,675 alumni have accessed CCNet since its launch in January 2011.

Career Services assisted **399 alumni** this year in resume building, counseling and assessments, mock interviews, internships and job searches.
Staying In Touch

The Alumni Relations website was redesigned with a new look, fresh content and easy navigation. The site has been a huge success with 29,955 page views since September 2010.

The website received an American Web Design Award from Graphic Design USA and a Silver W3 Award from the International Academy of the Visual Arts.

Alumni E-Newsletter

A newsletter featuring current college news, event notices and alumni stories is emailed to 26,898 alumni every month.

Real Blog

Real people, real alumni and real stories – the blog provides a wide range of news and information instantly. 1,836 page views since May 2011.
LinkedIn
Columbia College is linked in with 292 members.

Twitter
CCAA has posted 508 tweets since August 2010.

Facebook
In July 2011, CCAA launched a successful Facebook campaign that reached its goal of 1,000 likes in less than two weeks.

affinity Magazine
The alumni magazine, circulation 51,404 was redesigned and given a new name based on 90 submissions from alumni. Four winners won a trip to Reunion Weekend and a place on the magazine’s first cover. The magazine is published 3 times a year and received a Platinum MarCom award in 2011.

551,895 touches to alumni via emails, affinity magazine, digital communications, invitations, events, merchandise orders and special projects this year.
Showing Our CC Pride

Alumni Merchandise

Alumni showed their CC pride by ordering **316 items** including sweatshirts, hats, mugs, umbrellas and more from our alumni merchandise catalog and online store this year.

Where is Scooter?

The CCAA elevated Scooter to celebrity status by increasing the lovable cougar’s presence at Columbia College events, alumni events and CCAA promotions.

Alumni Relations spearheaded a “Guess Scooter’s New Number” campaign that received **170 entries**, and revealed Scooter’s new jersey number in front of **1,500 fans** at Alumni Appreciation Day.

**125 snapshots of Scooter** – known as Scootergraphs – were submitted by students, alumni, staff, faculty and friends, documenting his adventures and journeys across the country and around the world.
The CCAA partnered with Cougar Athletics on a number of initiatives in 2010-11.

The CCAA sponsored a bus for alumni and friends to attend a CC basketball game at Park University in Parkville, Mo. 125 fans attended to cheer on the Cougars.

Alumni Relations sent 175 sports posters to CC campuses nationwide.

More than 400 alumni, students, faculty, staff, and friends attended Columbia College Night at Busch Stadium.

The CCAA helped host pregame receptions for the NAIA National Basketball Championships with 150 Cougar fans in attendance.

An exclusive Alumni Sports Pass is offered to all alumni, allowing a family of four to attend more than 50 home games for $350.

60 former CC athletes returned to Columbia College for Family Day & Homecoming to compete in alumni games.
The CCAA recognizes alumni of the college who have achieved outstanding professional and community service. Since 1963, the CCAA has presented 137 alumni awards.

Members of the CCAA Board are currently planning a celebration to mark the 50th Anniversary of the CCAA in 2013.

The CCAA has partnered with Nollie Moore, director of Jane Froman Singers, to create a new fight song and alma mater song.

CCAA reached out to 23,000 students, alumni, faculty and staff to help define the Alumni Association’s core values and develop a five-year strategic plan.

1,000 ID wallets were distributed by the CCAA to students at Columbia College campuses across the country.

Alumni Relations partnered with the Veterans Day Committee and mailed 1,200 Veterans Day pins to alumni, students, faculty and staff.

The college received 600 comments from veterans expressing their gratitude.

Alumni Awards

Alumni Awards

CCAA In Action

2011 CCAA Alumni Award Recipients

Judy Cunningham ’64 – Columbia College Service Award

Michael Sawyer ’74 – Distinguished Alumni Award
The CCAA represents more than 70,000 alumni from 35 campuses nationwide and online.

## Alumni Demographics

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**Armed Forces Americas** 34
**Armed Forces Europe, Canada, Middle East and Africa** 518
**Armed Forces Pacific** 255

Numbers reflect living alumni only.