Traditions are an integral part of the Mizzou experience. Since 1853, the Mizzou Alumni Association (MAA) has been working to preserve and promote some of our university’s greatest traditions. Events such as Tiger Walk and Homecoming are two of the association’s greatest programs. They’re also two of the university’s strongest traditions that help shape the student experience as well as keep alumni connected to our alma mater.

To ensure the continuation of these traditions, the association launched the Mizzou Traditions Fund in 2010. Through the support of our alumni and members, we raised more than $50,000 in the fund’s inaugural year. We also celebrated another milestone this year as we once again reached a new membership record. MAA membership peaked at 42,178, reflecting an increase of nearly 19 percent since 2007. While we’ve always known that Mizzou alumni are passionate about the university, it is exciting to see more and more alumni look at membership in the alumni association as a comprehensive way to support all things Mizzou.

Throughout the next few pages, you’ll see more exciting information that illustrates our success over the past year. Keep in mind that numbers cannot express the level of support provided by our dedicated volunteers and staff. Led by volunteer president Randy Wright, the achievements included in this report are a direct reflection of the commitment of more than 1,200 alumni volunteers worldwide. We are indebted to our members, alumni and volunteers; it is because of you that we are able to proudly continue our mission of connecting alumni, supporting the university and preserving our great traditions.

For Mizzou,

Todd McCubbin, M Ed ’95
Executive Director

Our Mission

The MAA proudly supports the best interests and traditions of Missouri’s flagship university and its alumni worldwide. Lifelong relationships are the foundation of our support. These relationships are enhanced through advocacy, communication and volunteerism.

Our Vision

The Mizzou Alumni Association shall be the pre-eminent resource for the university.

2010-11 GOVERNING BOARD

Randy Wright, BGS ’87, MA ’02, president**
Pam M. Oberdiek, Bus ’84, president-elect**
Jim Gwinner, BA ’90, vice-president**
Tracey Mershon, BJ ’85, treasurer**
Jacqueline McEntire Clark, BA ’84, immediate past president**
Ben Terrill, BJ ’96, chair, communications committee**
Jon Lawrence, BA ’98, chair, diversity committee**
Greg Bailey, BS BA ’96, chair, finance committee**
Karyn Harrington, BJ ’01, chair, membership and marketing committee**
Wally Pfeffer, BGS ’89, chair, Mizzou legislative network committee**
Larry Frevert, BS CIE ’70, chair, schools and colleges committee**
Christina Hammers, BJ ’90, MPA ’96, JD ’03, chair, rules committee**
Justin Yeater, BS ’11, student representative*
Benjamin Bradley, BJ ’97, at-large representative*
Ted Ayres, JD ’72, at-large representative**
Darla Six, BS Ed ’88, M Ed ’93, at-large representative**
Stuart Woody, BS BA ’85, at-large representative**
Larry Fuller, BS Ed ’71, in-state representative**
Lesa McCartney, BSN ’77, MS ’97, in-state representative*
Larry Burton, BA ’66, out-of-state representative**
Sherri Elaine Gallick, BS Ed ’82, out-of-state representative**
Chern Yeh Kwok, BJ ’00, international representative*

2010-11 STAFF

Todd McCubbin, M Ed ’95, executive director**
Carrie Bien, BA, BJ ’90, coordinator, student programs*
Charlotte Burkett, senior data records operator, membership services
Barb Calvin, senior program assistant, alumni relations
Ann Carter, receptionist and program assistant, administration*
Linda Crane, executive staff assistant*
M. Dianne Drainer, BA ’77, MS ’79, advocacy director*
Brooke Eppele, BJ ’08, program assistant, alumni relations*
Cindy Frazier, BS Ed ’91, MBA ’07, associate executive director**
Carin Huffman Grinch, BA ’00, assistant director, alumni relations**
Stephanie Heffernan, BS BA ’08, MBA ’10, coordinator of alumni relations*
Carol Huhman, administrative assistant, fiscal*
Carrie Lanham, BS HE ’76, senior director, constituent relations*
Abby Larson, coordinator, membership and marketing*
Jayson Meyer, director of alumni relations**
Ashley Moore, BA ’06, assistant director, alumni relations*
Carmen Rowe, program assistant, student programs and athletic events*
Christy Pourney, BA ’04, program assistant, membership and marketing*
David Roloff, BES ’78, MA ’85, director, membership and marketing**
Travis Sewell, program assistant, constituent relations*

* Annual Member
** Life Member
Promote a culture of passionate advocates

- Engaged 172,026 alumni and friends through 1,305 events and activities
- Sent 4,580,432 e-mails and mailed 156,738 materials to alumni and friends about membership, programs, events, alumni activities and promotions
- Engaged 3,082 active volunteers as legislative advocates through the Mizzou Legislative Network
- Enhanced alumni growth through the following social media channels:
  - Facebook: 4,752 fans
  - Twitter: 4,028 followers
  - LinkedIn: 10,414 group members
- Hosted 358 watch parties through alumni chapters across the United States
- Honored 15 faculty and alumni and attracted 336 guests at the 42nd Faculty Alumni Awards Banquet

Enrich the Mizzou student experience

- Awarded $342,150 in student scholarships to 268 incoming and current students—a record total and a 19 percent increase from the previous year
- Served a peak 5,586 students as members of True Tigers, the student membership group of the MAA
- Attracted 5,000 Mizzou freshmen and volunteers to the 2010 Tiger Walk
- Awarded $25,000 in Richard Wallace Research Grants to seven MU faculty members
- Distributed 3,400 BEAT T-shirts as a membership benefit to True Tigers before six home football games
- Attracted 187 participants (students and alumni) at the annual True Tiger Networking Event
- Welcomed 2,500 graduating seniors to the annual Senior Sendoff, presented by Kaplan Test Prep and Liberty Mutual
- Collected 4,217 units of blood for the American Red Cross at the 25th Mizzou Homecoming Blood Drive
- Donated 110,150 meals to the Food Bank for Central and Northeast Missouri through Tigers Taming Hunger
- Completed 10,975 hours of service for the Homecoming Service Challenge

Strengthen our identity

- Attracted a record-breaking 50,000 alumni and friends to downtown Columbia for the Mizzou Homecoming Parade, presented by CenturyLink
- Distributed MIZZOU magazine, quarterly, to 192,600 households, including the expansion of 2,600 international households
- Attracted 252,701 unique visitors to mizzou.com, the Mizzou Alumni Association’s website, creating 396,348 visits and generating 1,023,004 page views, all record highs
- Introduced the True Sons and Daughters Legacy Program and connected 888 Mizzou alumni to incoming legacy students
- Provided 73,880 meals, through monetary donations, to needy families in Kansas City through the Harvesters 2010 MU-KU Border Hunger Showdown
- Gathered 15,000 alumni and friends at the Mizzou Headquarters Spirit Rally in St. Louis, presented by Bud Light
- Rallied 4,000 alumni and friends to the Insight Bowl Tailgate presented by Bud Light in Tempe, Arizona.
- Collaborated with campus partners on the “One Mizzou” campaign for Joplin Tornado Relief. One Mizzou t-shirt sales generated more than $250,000 in aid for the relief efforts.

Maximize opportunities for stability and growth

- Served a peak of 42,178 members—an 18.9 percent growth in membership since 2007—representing an all-time membership high
- Generated 333 new bricks in the Mizzou Legacy Walk, raising $118,170 and bringing the overall revenue of the walkway to $710,579, with all net proceeds benefiting student scholarships
- Raised $50,139 in donations through the Mizzou Traditions Fund, ensuring the continuation of traditions that make Mizzou a unique and special experience
- Recruited 10,511 new members to the association, an 18.32 percent increase from the previous year
- Increased and served a record 9,227 life members
- Launched two new payment plans for life membership—Easy Life, which allows alumni to pay for a life membership in 12 consecutive months, and Senior Life, which offers senior members age 65 and more than a 50 percent discount on life membership fees

- Rallied 72 players (18 teams) at the 4th Annual Bus Entsminger Tournament, raising $5,491 toward the MAA Guy H. “Bus” Entsminger scholarship endowment

Develop and energize quality leadership

- Engaged 1,255 registered volunteers around the globe to actively support MU through MAA programs
- Attracted 330 students and alumnae members at the Griffiths Leadership Society for Women fall and spring conferences
- Honored Russ Mitchell, BJ ’82, news correspondent and anchor for CBS news, as Grand Marshal of Homecoming 2010
- Honored 39 outstanding seniors and 39 faculty/staff mentors at the Mizzou ’39 Award Banquet for academic achievement, leadership and service to the community and the university
- Engaged 152 volunteers at “The Year of the Tiger,” Leaders Weekend 2010, with 238 volunteers attending the Leadership Awards Banquet
- Attracted 300 alumni to the KC Tiger Ball in Kansas City, with proceeds benefiting the Alumni Scholars program and the Tiger Scholarship Fund
The Mizzou Alumni Association presented the following awards:

Distinguished Service Award to Gary L. Smith, Ed.D, M Ed '65, EdD '71, Director Emeritus, Admissions & Registrar; Executive Director, MU Flagship Council

Distinguished Faculty Award to Jerry L. Atwood, Curators' Professor & Chair of Chemistry in the College of Arts & Science

Griffiths Leadership Society for Women Spirit of Martha Award to Christina Lindholm, BS HES '74, MS '80, Associate Dean for Undergraduate Studies at Virginia Commonwealth University College of Arts

MAA Staff Recognition Award for Alumni Relations Excellence to Sandra Murray, BS BA, BS BA '88, Administrative Associate, MU Office of Cashiers

Henry S. Geyer Award to Missouri Senator Kurt Schaefer, BA '90, and Sam Hawkins, Hawkins and Milner, LLC

Mizzou G.O.L.D. (Graduate Of the Last Decade) award to Chris Stewart, BJ '02 of Denver, Colorado, and Kristen Marshall, BS '00 of Kansas City, Missouri

Tiger Pride Awards to Deborah Snellen, BS Ed '79, MA '80 of Whitefish, Montana, and Tootie Burns, BS HES '88, of Columbia, Missouri

Alumni Legacy Awards to Donald Prater, BS PA '58, of Tempe, Arizona, and Raymond K. Phillips of Blue Springs, Missouri

School and college status

Congratulations to the 13 school and college alumni organizations for achieving HONORS status in the Honors Program:

- Arts and Science Alumni Organization
- Ag Alumni Organization
- Business Alumni Organization
- College of Education Alumni Organization
- Engineering Alumni Organization
- Human Environmental Sciences Alumni Organization
- Natural Resources Alumni Organization
- Health Professions Alumni Organization
- Nursing Alumni Organization
- Health Management and Informatics Alumni Organization
- Medical Alumni Organization
- Social Work Alumni Organization
- Veterinary Medicine Alumni Organization

Chapter and affinity status

The association supported 91 chapters as part of the Columns Recognition Program. Thirty-four reached recognition levels, with 28 achieving Capstone status, the highest honor. Congratulations to the following chapters for achieving CAPSTONE status:

- Adair County Alumni Chapter
- Audrain County Alumni Chapter
- Bates County Mizzou Club
- Boone County Alumni Chapter
- Buchanan County Alumni Chapter
- Callaway County Alumni Chapter
- Central Iowa Tigers Alumni Chapter (Des Moines)
- Chicago Alumni Chapter
- Cole County Alumni Chapter
- Dallas/Ft. Worth Alumni Chapter
- Greater Ozarks Alumni Chapter (Springfield, MO)
- Greater Peoria Alumni Chapter
Houston Texas Tigers
Indiana Mizzou Crew Alumni Chapter
Kansas City Alumni Chapter
Lincoln County Alumni Chapter
Memphis/Mid-South Alumni Chapter
New York Alumni Chapter
Ozarks Black & Gold Alumni Chapter (West Plains)
Rocky Mountain Tigers (Denver)
Southeast Missouri Black & Gold Alumni Chapter
Southwest Missouri Alumni Chapter (Joplin)
St. Louis Gateway Tigers
Tigers of the Corn (Omaha/Lincoln)
Tornado Alley Tigers (Witchita, KS)
Tulsa Alumni Chapter

Congratulations to the following chapters for achieving COLUMNS status:
Bay Area Tigers Alumni Chapter (San Francisco)
Greater Boston Alumni Chapter
Portland Trail Tigers Alumni Chapter
San Diego Alumni Chapter
Tampa Bay Tigers
Webster County Alumni Chapter

Congratulations to the following affinity groups for recognized status:
Army ROTC Alumni Association
Marching Mizzou Alumni Band
Varsity M Organization

SNAPSHOT: WHO BELONGS TO THE MIZZOU ALUMNI ASSOCIATION?
July 1, 2010–June 30, 2011

By affiliation
Alumni .................. 85.1%
Students ................ 10.4%
Non-graduate friends ...... 4.36%

By location
Missouri .................. 60.81%
Out of state ............ 38.81%
International .......... 0.38%

By decade of first graduation
1930 and earlier .......... 0.19%
1940s .................. 2.32%
1950s .................. 7.77%
1960s .................. 12.72%
1970s .................. 17.51%
1980s .................. 13.79%
1990s .................. 9.47%
2000s .................. 9.49%
2010s .................. 11.62%

By college and school alumni organizations
Arts and Science ........ 20.48%
Business .............. 15.95%
Education ............. 14.37%
Journalism ............ 9.65%
Agriculture ........... 8.84%
Engineering ........... 8.53%
Human and Environmental Sciences ........ 4.03%
Nursing ............. 3.54%
Law .................. 3.26%
Medicine ............ 3.11%
Health Professions ...... 2.86%
Veterinary Medicine .... 1.87%
Natural Resources .......... 1.66%
Social Work ........... 0.81%
Health Management and Informatics ...... 0.64%

Totals
Total alumni association members ........ 42,178
Total living graduates .......... 228,112
Total graduates in Missouri .... 100,007
Total living alumni .......... 258,248
Total students at Mizzou ... 32,415
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