Middlesex Alumni Dial for Dollars

What’s loyal, supportive and scattered all over the world? Middlesex alumni, of course!

As part of the MCC Foundation’s Annual Fund Campaign, Middlesex launched its first Alumni Phonathon in November. Over a three-night period, more than 2,000 MCC graduates and former students were called and asked to pledge their support. Making the calls were more than 65 MCC alumni, current students and staff.

Some alumni were called as part of the Phonathon, while others received letters in the mail asking for their support. Every dollar raised through the Alumni Phonathon will be matched by the Nathaniel and Elizabeth P. Stevens Foundation and the Commonwealth sponsored matched-giving program. “This is a fantastic way to kick off our alumni campaign,” said Dennis Malvers, Associate Dean of External Affairs and Alumni Relations. “The funds we raise will be tripled. In other words, $5 becomes $15! That’s a lot of bang for your buck.”

Since its founding 35 years ago, Middlesex has produced thousands of successful alums who live as far away as Alaska, California, Iceland and Jamaica. Not only are MCC alums doing well, said Malvers, they are also very supportive. “Some of our alums have said, ‘We’ve been waiting for you to call!’” he said. “They’ve told us, ‘Every other college I’ve attended calls me. I wait for you to call!’”

When Malvers began planning the Phonathon, he asked himself, “What do today’s students want?”

“I was thinking of students who grew up on dial-up internet and have never had a cell phone,” said Malvers. “So we thought of Softphone technology as a fundraising tool.”

Click on ‘dial’ and talk,” he explained. “When you’re talking with a headset on, type in the telephone number, click on ‘dial’ and talk,” he explained. “When the conversation is over, the computer prompts you to hang up and disconnect. We’re one of the first college campuses in the state to use Softphone technology as a fundraising tool.”

With a successful Phonathon to the alumni committee’s credit, Malvers hopes the group will stick together and plan future events. “Our committee was formed last year to come up with a special alumni event for MCC’s 35th anniversary year,” Malvers explained. “Together, we planned an alumni reception for Darryl Scott, our 2006 Commencement speaker, which was very successful.”

Scott, a 1985 MCC graduate, is a celebrated singer/songwriter who has composed Grammy Award-winning hits for the Dixie Chicks and songs recorded by country music stars such as Travis Tritt, Garth Brooks and Faith Hill.

“Alumni are an integral part of a school’s success of the college.”

For more information about MCC’s Alumni Association, contact Dennis Malvers, Associate Dean of External Affairs and Alumni Relations, at 978-656-3185 or malversd@mwcc.mass.edu.