

Virtual Shift Opens New Door to Alumni Events

Class of 1970

The 2020 alumni event spring calendar was shaping up to be one of our busiest ever. In early March, our Alumni Relations team was powering through finishing touches on the year's plan for a bustling schedule of volunteer events, reunions, dinners, sporting events and workshops with RSVPs rolling in. And then, like most of the rest of the world, we had to re-think everything.

Suddenly, as all in-person alumni events had to be wiped off the calendar a new challenge emerged – engaging alumni and maintaining the strong bonds through the reach of technology. This challenge involved more than just simply shifting events to a virtual platform but examining and addressing the needs of the entire alumni base. “We focused our energy on seeing what would be most useful and valuable to our alumni to carry them through these uncharted waters,” said Director of Alumni Relations and Special Events Alexis Rothenberg, M.B.A. '17.

Early on, as Zoom video conferencing began to emerge as a crucial connector, Mercy began to re-establish postponed events, like the alumni reunions, in this new virtual format. For Alice Roerig '70 of Burke, Virginia, this afforded her an opportunity she might not have otherwise had due to a curtailed ability to travel. “It was so nice to enter the chat room and see faces of my old friends, a few I've known since kindergarten,” said Roerig.



The alumni relations team established a host of innovative online events for the entire Mercy and former CNR alumni communities alike. In late spring, an online book club began with great enthusiasm allowing participants to connect in a dedicated online forum. We closely collaborated with Mercy's Office of Career and Professional Development, further widening their audience of resources and workshops to our network of alumni. The Office of Institutional Advancement graciously thanks former trustee Dr. Harris Stratyner '77, H.D. '05 and Dr. Lynn Stratyner for their generous donation to support the Alumni Online Book Club.



A new online series, Discussions with Mercy Leaders in the Time of Coronavirus launched in early April leveraging some of Mercy's richest assets, its faculty, staff and alumni leaders as

expert panelists. Discussions, an interactive and moderated series with the style of a virtual talk show, covered a myriad of topics including navigating finances, staying active, and addressing issues of work and home life balance amidst the landscape of a pandemic. “I love being a part of a dialogue with our professors and other familiar Mercy faces,” said Michelle Magaletti '17 “These new resources gives us hope as we move through these tough times.”

DISCUSSIONS WITH MERCY LEADERS
IN THE TIME OF CORONAVIRUS

Coping with Career Uncertainty While Focusing on What You Can Control
Your Questions Answered

Thursday, Aug. 20
12:00 p.m.

MERCY COLLEGE

Lucinda Cross '14
President of Activate Worldwide and Activate Your Life

Julia Wexler
Director of Employer Relations, Mercy College

[CLICK HERE TO REGISTER FOR LINK](#)

For Angel Lopez '91, uninterrupted connection with his alma mater held a heightened importance during the COVID-19 pandemic. Angel received a call as part of the Alumni Connection Challenge, a groundbreaking initiative to reach out individually to more than 1,500 alums as an extra layer of support and connection during the unprecedented situation. “It was a just another reminder that Mercy is there for us. Given what a lot of us are going through, it matters.”

