

Making a difference for students at Millersville for 27 years!



After 27 years at Millersville University, Martha MacAdam is stepping away from the university and calling it a day.

The senior development professional will retire on January 3 after a long career in the University's development department.

Martha's relationship with Millersville began long before she started working in the Duncan Alumni House. She earned her BA in Philosophy as a non-traditional student in 1983. She particularly enjoyed her chemistry coursework, and spent many hours discussing chemistry with classmates who would become lifelong friends.

Martha began her career in the Development office at Franklin and Marshall and quickly moved up from an Admissions Assistant to the Director of Annual Giving. She then joined Brethren Village as Director of Development before joining Millersville's staff in 1989.

Martha has had experience in almost every area of development at Millersville, from annual giving to supervising the data analytics team to stewardship to working with major gift donors. She created the annual giving program at Millersville from the ground up, coordinating the alumni mailing and running the MU Phonathon program. She oversaw the data team through a time of transition and modernization to bring industry best practices to the fundraising and alumni data analytics program. She was with Millersville through three major fundraising campaigns and was directly responsible for raising millions of dollars to support Millersville students and programs. Martha's work has touched many lives through student scholarships, new equipment for laboratories, resources for student athletes, funds for student-faculty research, and much more. As the senior major gift professional at Millersville, she often served as a role model to newer major gift officers, bringing them along on visits with donors and prospects and providing thoughtful feedback on project ideas and initiatives.

In addition to her work in philanthropy, Martha is a true philanthropist herself. She established

the Predmore-Cornogg Geography Scholarship Endowment to support a rising junior or senior majoring in Geography who demonstrates a strong commitment to the discipline of Geography, with first preference to a student with an interest in land planning. In addition, she has provided significant gifts to over 30 different funds across the university - from chemistry scholarships to cheerleading to baseball to renovating the music performance hall to student faculty research.

While Martha is an accomplished development professional, what truly sets her apart is her continued commitment to students. In addition to her regular work, Martha took time to become a mentor with the then newly created Lancaster Partnership Program connecting students at the School District of Lancaster with opportunities for a college education. She also served as a Judicial Advocate helping students who are going through or involved in the judicial process at Millersville University. She was also the driving force and continued champion of the successful effort to fully endow the first endowed scholarship to support students of color - the African American Latino Alumni Scholarship. Most recently, she has worked closely with student athletes, parents, and alumni in the baseball program to support their efforts to renovate and modernize Cooper Park. Often when walking past Martha's office, you would see her listening to a student - offering tips to get through a stressful exam period, help with challenges at home, offering advice for securing a job after graduation, and occasionally dog-sitting assistance!

Martha was always willing to go the extra mile, pitching in to help fold and stuff a 1,200 piece mailing for alumni or driving across the state to pick up a donation of several taxidermy samples for the biology department, including a 60 pound stuffed Black Bear.

“When I joined Millersville six years ago, Martha was the first person to encourage me in a fundraising idea I had to rejuvenate a scholarship for French majors and has always been someone I can count on to talk through ideas and help argue the angles as we explore new ways to help alumni and friends support students and programs at Millersville,” says Alice McMurry, Associate Vice President for Advancement.

We wish Martha all the best in all of life's adventures following her retirement from Millersville University!

