

**Mississippi University for Women  
Alumni Association**

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**MUWAA FALL BOARD MEETING  
Saturday, October 22, 2016  
Cochran Hall**

**LUNCH**, *Demonstration School Field*, 12:00 p.m.

**UNIVERSITY PRESIDENT'S UPDATE**, *Cochran Rose Room (303)*, 2:00 p.m.

**BUSINESS SESSION**, *Cochran Rose Room (303)*, 2:30 p.m.

I. Call to Order & Adoption of the Agenda

II. President's Welcome

III. Roll Call

IV. Ratify Votes

V. Alumni Office Report

VI. MUWAA Officers Reports

VII. Standing Committee Reports

- Nominations
- Elections
- Bylaws
- Recruitment & Retention
- Chapter & Constituency Groups
- Special Events
- Finance
- Public Relations
- Former Presidents

VIII. Special Committee Reports

- Membership Recruitment
- New Graduates/Young Alums
- Strategy & Support

IX. Unfinished Business

X. New Business

XI. Open Forum

XII. President's Closing Comments/Adjourn

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
BOARD OF DIRECTORS' SUMMER MEETING**

Cochran Hall  
Saturday, July 30, 2016

**I. CALL TO ORDER AND ADOPTION OF THE AGENDA**

The summer quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on July 30, 2016, at 1:28 p.m. with President Deborah Stockman Hodges presiding. A quorum was present. President Hodges called the meeting to order and requested that the agenda be amended to delete the approval of the spring meeting minutes as the minutes have previously been approved via an email vote. Courtney Ballard Murtaugh moved to accept the amended agenda. The motion carried.

**II. PRESIDENT'S WELCOME**

President Hodges welcomed everyone to the meeting. She read the Alumni Association's Mission as stated in the Bylaws as a reminder of the duties and goals of our board. She also thanked Lyndsay Cumberland and her staff in the Alumni Office for their hard work for all they do to help our board and the entire MUW Alumni Association. President Hodges reported that she had the honor of representing the MUWAA at a nursing luncheon in Tupelo earlier in the year in which the first Constituency Chapter was formed. She stated the Board vote to approve the spring meeting minutes was approved in May and that the Board vote to approve the new committees was approved in June via email. She encouraged all on the Board to continue the work begun in the last few years of increasing the number of active W alumni as well as helping to advance the Priorities of The W as earlier explained by University President Jim Borsig.

**III. ROLL CALL**

The roll was called. MUW Alumni Association Board Members present:

Deborah Stockman Hodges, President	Sue Simmons Freeman, Secretary
Courtney Ballard Murtaugh, President-Elect	Wesley H. Garrett, Parliamentarian
Amy Strickland Tate, Immediate Past President	Erica Woodard, Treasurer
Katherine Shell Benson	Brandy Burnette
Malinda Mabry-Scott	Carrie V. Pate
Chris Halbrooks (via teleconference)	Kristi Hipp Mosley
Kristie Metcalfe (via teleconference)	Carolyn Wilson Byrd
Heather Fasciocco Stone (via teleconference)	Melissa Hays Gilmore
Ralph W. McLain, Foundation Chair (via teleconf.)	Pam Towery Rhea

MUW Alumni Association Board Members absent:  
Sunshine Burgess  
Rebecca Rogers

Ex-Officio Members of the MUW Alumni Association Board present:  
Lyndsay B. Cumberland, Director of Alumni Relations  
Dr. Jim Borsig, MUW President (during University President's Update)

Guests present:  
Andrea Nester Stevens, Exec. Director of Development and Alumni  
Hannah Bascomb, MUW Nursing Professor  
Jason Trufant, MUW Director of Athletics (during University President's Update)

#### IV. APPROVAL OF MINUTES

The minutes were approved earlier in May via an email vote.

#### V. ALUMNI OFFICE REPORT

Lyndsay Cumberland, Director of Alumni Relations, reported that out of 30,857 living alumni, the MUWAA has 1,525 that are active alumni. She encouraged the Board members to take some of the new brochures and to hand out and encourage membership in the MUWAA. Other upcoming gatherings are as follow.

Lowndes County Chapter Send-Off Party – July 31<sup>st</sup> at 2:00 p.m. at President's Home  
Jackson Metro Chapter Send-Off Party – August 7<sup>th</sup> at 3:00 p.m. at Brent's Drugs  
New Faculty Luncheon – August 18<sup>th</sup> at noon  
Welcome Week & Move-in Day – August 20<sup>th</sup>  
Middle Tennessee Chapter – Sept. 8<sup>th</sup> at 6:30 p.m. at Amerigo Restaurant (Nashville)  
Mid-South Chapter – Sept. 22<sup>nd</sup>  
Carolinas – Oct. 8<sup>th</sup>  
Hattiesburg Area Alumni Gathering – Oct. 11<sup>th</sup>  
Meridian Alumni Gathering – Oct. 20<sup>th</sup>  
Gulf Coast Alumni Gathering – Nov. 12<sup>th</sup> at 11:30 a.m. at Boggy Creek Vineyard

#### VI. MUWAA OFFICERS' REPORT

Erica Woodard, Treasurer, referenced the Treasurer Report as presented. The fund balances are as follow as of June 30, 2016.  
Alumni Association Activities Fund - \$9,790.43  
Southern Grace - \$1,070.61  
MUWAA Legacy Scholarship - \$14,380.40  
Alumni Restricted Account - \$16,178.78

## VII. STANDING COMMITTEE REPORTS

**Bylaws Committee** – Kristie Metcalfe, Chair, moved that the five (5) Substantive Amendments to the Bylaws be approved as presented. She then explained her report. Discussion ensued. It was suggested that the Board vote on each amendment individually. Kristie withdrew her original motion and moved that we vote on each individual amendment.

1. Add provision allowing the MUW Foundation Chair to designate a person to serve in his/her place on the MUWAA Board. This will allow the MUWAA Bylaws to be consistent with some recent changes to the Foundation's Bylaws. Amy Tate moved to accept this first amendment. The motion carried.
2. Delete reference to “transition period” in Section III.A.1. Delete entire paragraph with reference to two Alumni Boards. Renumber subsequent paragraphs in Section III.A.2. Delete language requiring reunified association to jointly fill officer positions from both Alumni Boards in Section III.B. Malinda Mabry-Scott moved to accept this second amendment. The motion carried.
3. Delete references to “minimum” contribution requirements. Generally, alumni contributions will be made on an annual basis to maintain active membership in the Association. But no minimum amount will be required. Discussion ensued. This ~~was~~ amendment was tabled for later discussion under New Business.
4. Remove required Board approval of committee members. Committee members are already vetted by the Director of Alumni Relations (Section IV.B-C). Discussion ensued. Chris Halbrooks moved to accept this fourth amendment. The motion failed by an 8 – 6 vote.
5. Create a new subsection D that establishes the procedure for when a write-in candidate receives the majority of votes cast but is not eligible to serve. In these situations, the eligible candidate with the next highest number of votes will be declared the winner (Section VI.D). Amy Tate moved to accept this fifth amendment. The motion carried.

Chris Halbrooks moved to accept the Nonsubstantive Amendments to the Bylaws. The motion carried.

**Recruitment and Retention Committee** – Carolyn Wilson Byrd presented for Chair Sunshine Bradshaw Burgess and reported that the New Faculty Welcome Luncheon is scheduled for August 18<sup>th</sup> at noon in the President's Dining Room. The following MUWAA Scholarships were announced. **Legacy Scholarship:** Hannah Small, incoming Freshman from Houston, TX; **Southern Grace Scholarship:** Allie Burt, Junior from Philadelphia, MS; **Culinary Arts Advisory Board Scholarship:** Taylor Greer, Sophomore from Clinton, MS. Carolyn Wilson Byrd moved that the Recruitment and Retention Chair be responsible for making notifications for MUWAA Awards and

Grants given to faculty members rather than the Director of Alumni Relations. The motion carried.

**Chapters and Constituency Group Committee** – Chair Heather Fasciocco Stone presented the report. There are four (4) main goals as follow.

1. Actively reach out to personal alumni network and encourage alumni participation or starting a local chapter or constituency.
2. Foster relationships and support existing chapters and constituencies.
3. Maintain and improve standard operating procedures.
4. Enhance communication among chapters and constituencies.

**Special Events** – Chair Kristi Hipp Mosley presented the report. The Silent Auction at the 2016 Homecoming raised \$13,000.00. She said that the committee is researching new software that will manage the inventory and improve the efficiency of the check-out process. The committee is also considering mobile bidding and a possible catalog with the items available.

The new email address for the 2017 Auction is [longbluelineauction2017@gmail.com](mailto:longbluelineauction2017@gmail.com).

**Finance Committee** – Chair Erica Woodard presented the report which included a detailed breakdown of the components of the MUWAA Activities Fund categories with budget figures and actual expenditure figures. She said that her committee and our board need to look at ways of increasing the Activities Fund revenue stream.

**Public Relations Committee** – Chair Carrie Pate presented the report which included the plans for future press releases and advertising. The goals for the PR committee include using more Social media (all board members were encouraged to “like”; “share”; and “tag” posts from the MUWAA, University Relations, and local chapters on Facebook. The PR Committee will continue issuing an email newsletter and is seeking information from the committees of the MUWAA and local chapters for this newsletter.

**Former Presidents** – Amy Strickland Tate presented for Chair Jenny Katool. The committee plans to establish an account in the Foundation that the past presidents can contribute money that they would then decide what areas that they would like to designate funds. The Alumni Office has asked the former presidents to consider hosting an event at future homecomings or welcoming alumni at homecoming registration.

## VIII. SPECIAL COMMITTEE REPORTS

**Membership Recruitment** – Chair Katherine Shell Benson presented the report. The goal of this committee is to work with the University and the MUWAA Board to create a long range Membership and Recruitment plan that focuses on increasing MUWAA membership while supporting current and future University and MUWAA goals. There will be a repeated Back to Blue Campaign membership drive of two (2) weeks leading up to 2017 Homecoming. The dates will be announced at a future date.

**New Graduates/Young Alums** – Chair Melissa Hays Gilmore presented the report. This committee represents recent graduates and will be tasked with helping the MUWAA to engage our newest graduates in the Alumni Association and University activities. The committee worked at the May graduation giving out MUWAA pens and a copy of the Southern Grace cookbook to each graduate who turned in their cap and gown. The committee members plan to work at the August graduation. They also plan to reach out to the nursing graduates through the ongoing formation of a new chapter at the Tupelo campus and to reach out to new graduates through established chapters and urge them to join a local chapter if there is one in their area.

## IX. UNFINISHED BUSINESS

There was no unfinished business.

## X. NEW BUSINESS

Courtney Ballard Murtaugh moved that we accept the personnel changes on the committees (Leta Palamiter was added to Recruitment & Retention; Emily Baggett was added to Special Events; and Beth Reed-Richardson was deleted from Special Events). The motion carried.

President Deborah Stockman Hodges explained the overall process of the Bylaw changes. She detailed that if the MUWAA adopts the same language as the MUW Foundation in regards to no longer requiring a minimum contribution that in the long-run it will encourage a culture of giving and increase the active membership of the MUWAA. Discussion ensued. President Hodges moved that we accept Amendment # 3 of the proposed Bylaw changes to delete references to “minimum” contribution requirements and to insert the language from the Foundation Bylaws which states “Members of the MUW Alumni Association shall make an annual cash donation to the Foundation. Members will be expected to give to the best of their means, at a level that they would consider generous.” The motion carried.

President Hodges moved that we approve a “housekeeping” name change in the Bylaws where the Alumni Office is referred to as the Office of Alumni Relations and change it to the correct name of The Office of Development and Alumni throughout the entire document. The motion carried.

Amy Strickland Tate moved that in order to be better compliant with Section 2.22 of the Affiliation Agreement the language in the Bylaws needs to define diversity in section IV.B.1.b as follows: “The Committee shall consider issues of racial, gender, and generational diversity in drawing up its slate of candidates.” The motion carried.

President Hodges moved that the responsibility for conducting the new board members' Orientation meeting be changed from the President-Elect to the Immediate Past President of the MUWAA. The motion carried.

President Hodges stated that another red-line copy of the changed Bylaws will be circulated via email for an electronic vote in the upcoming weeks.

President Hodges encouraged each Committee Chair to incorporate the University Priorities with their committee's work during the next year. She stated that Dr. Borsig has asked us as a board to help with three (3) main areas as follow.

1. Increase the participation rate of active alumni.
2. Increase the connectivity between alumni and friends of the university.
3. Increase the levels of giving to the university.

President Hodges also discussed moving our spring board meeting to Thursday afternoon of Homecoming weekend rather than Friday because of the busy schedule of other Friday Homecoming events.

President Hodges encouraged the board members to attend Welty Weekend October 21 – 22, 2016, and sit together as a board at the Gala on Friday evening. Our MUWAA fall board meeting will be held on Saturday, October 22<sup>nd</sup>. The featured speaker on Friday evening is Valerie Plame Wilson, the “outed” CIA operative during the Bush Administration and best selling author of Fair Game: How a Top CIA Agent Was Betrayed by Her Own Government. The W has a block of rooms reserved at the Hyatt Place for the MUWAA and Foundation Board members.

## XI. OPEN FORUM

The guests, Andrea Nelson Stevens, Executive Director of Development and Alumni, and Professor Hannah Bascomb of the Nursing program were recognized. Both thanked the MUWAA board members for their hard work. Professor Bascomb briefly explained that this past spring she had challenged the Tupelo BSN students to join the MUWAA. At last count, her efforts had generated 128 new memberships from the Tupelo campus.

## XII. PRESIDENT'S CLOSING COMMENTS/ADJOURNMENT

President Hodges thanked all on the board for their continued diligence and hard work on behalf of our alma mater.

As there was no further business, the meeting was adjourned at 3:40 p.m.

Sue Simmons Freeman, Secretary

## **MUW ALUMNI ASSOCIATION**

Bylaws Committee Report  
October 10, 2016

The MUWAA Board adopted the following substantive amendments to the MUWAA Bylaws and the MUWAA Policies and Procedures:

- Allow MUW Foundation Chair to designate a person to serve in his/her place on the Board
- Delete references to "two" Alumni Boards
- Delete references to "minimum" contribution requirements
- Establish the procedure for when a write-in candidate receives the majority of votes cast but is not eligible to serve

The MUWAA Board rejected the following amendment:

- Remove required Board approval of committee members

The MUWAA Board requested the following additional amendments to the Bylaws and Policies and Procedures:

- Remove \$40 annual contribution requirement for active and associate memberships
- Authorize the Immediate Past President instead of the President-elect to conduct the annual orientation for the MUWAA Board
- Define "diversity" in a manner that conforms with the Affiliation Agreement
- Change "Office of Alumni Relations" to "Office of Development and Alumni"

This report summarizes the additional amendments adopted by the Board at its July 30, 2016 meeting.

The Bylaws amendments approved by the Board at its meetings on April 1, 2016 and July 30, 2016 were summarized and listed on a ballot. This ballot was sent to voting members on October 6, 2016. The ballot is available to members until October 24, 2016.



# MUW ALUMNI ASSOCIATION

Bylaws Committee Report  
October 10, 2016

## SUBSTANTIVE AMENDMENTS

1. Duties of President-elect & Immediate Past President (§§ III.B.2.b; III.B.2.e, MUWAA Bylaws)

This amendment tasks the Immediate Past President with the duty of conducting the annual MUWAA Board Orientation. The President-elect previously held this responsibility. The following language was deleted from the President-elect's duties and added to the Immediate Past President's duties:

**Organize and implement an annual Board orientation and retreat, in coordination with the Director of Alumni Relations.**

2. Define "Diversity" (§ IV.B.1.b., MUWAA Bylaws)

"Diversity" is defined in Section IV.B.1.b. The amended language comes from the Affiliation Agreement, and this language is added to comply with that Agreement. The amendment states that:

The [Nominations] Committee shall consider issues of **racial, gender and generational** diversity in drawing up its slate of candidates.

3. Remove minimum contribution requirement (§ II.B., MUWAA Bylaws; § I.F., MUWAA Policies & Procedures)

The following statement is added in Section II.B. of the Bylaws:

**Members shall make an annual monetary contribution to the Foundation. Members are expected to give to the best of their means and at a level that they would consider generous.**

The definition of "Annual Contribution" is amended as follows in Section I.F. of the Policies and Procedures:

Definition of "~~Minimum~~ Annual Contribution". **"Annual Contribution" means a yearly monetary donation by a member to the Foundation in an amount that is to the best of the member's means and at a level that she/he considers generous.** ~~The minimum a~~ **An** annual contribution **is** required for Active ~~or~~ **and** Associate Memberships in the Association ~~is \$40.~~

## NON-SUBSTANTIVE AMENDMENTS

4. Office of Development and Alumni

Several amendments to the Bylaws and to the Policies and Procedures change references to the "Office of Alumni Relations" to the "Office of Development and Alumni." This change reflects that there is a Director of Alumni Relations who is under the Office of Development and Alumni.

## OTHER CONSIDERATIONS

If the membership accepts the proposed amendment on diversity, the Candidate Information Form (Addendum E.3, MUWAA Policies and Procedures) should be amended to collect information that will allow the Nominations Committee to consider the dimensions of diversity as defined in the Bylaws.