

**Mississippi University for Women
Alumni Association**

[HTTP://LONGBLUELINE.MUW.EDU/ALUMNI/ALUMNI-ASSOCIATION](http://longblueline.muw.edu/alumni/alumni-association)

MUWAA SUMMER BOARD MEETING 2017

Friday, July 28

NEW BOARD MEMBER ORIENTATION, *Cochran Board Room (305)*, 4:00 p.m.

STRATEGY & SUPPORT COMMITTEE DINNER, Puckett House, 6:00 p.m.

Saturday, July 29

STRATEGIC PLAN SESSION, *Cochran Rose Room (303)*, 9:00 – 11:45 a.m.

PHOTOS & LUNCH, *Cochran Ballroom (1st Floor)*, 11:45 a.m. – 1:00 p.m.

UNIVERSITY PRESIDENT’S UPDATE, *Cochran Rose Room (303)*, 1:00 – 1:30 p.m.

BUSINESS SESSION, *Cochran Rose Room (303)*, 1:30 – 3:00 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

**Mississippi University for Women
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[HTTP://WEB3.MUW.EDU/ALUMNI/ALUMNI-ASSOCIATION](http://web3.muw.edu/alumni/alumni-association)

- IX. Unfinished Business
- X. New Business
- XI. Open Forum
- XII. President's Closing Comments/Adjourn

MUWAA Board Meeting 2017-18 Dates and Important Events

Fall:

October 20, 2017		Welty Weekend and Gala (2 board tables)
October 21, 2017		Board Meeting
	12:00 pm	Lunch
	1:30 pm	Board Meeting

Winter:

January 25, 2018		100 th Night
January 27, 2018	9:00 am	Leadership Conference
	12:00 pm	Lunch
	1:30 pm	Board Meeting

Spring:

March 22, 2018 (HC 22-25)		
	6:00 pm	Wine and Cheese
	6:45 pm	Board Meeting

Other Dates:

Graduation

August 11, 2017 (Katy Pacelli, MUWAA rep)

December 15, 2017

New Faculty Luncheon

August 17, 2017 (Katy Pacelli and Audra Odom, MUWAA reps)

Freshman Serenade

August 22, 2017 (Deborah Hodges, MUWAA rep)

1100 College Street, MUW-10
Columbus MS 39701-5800
(662) 329-7295

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2016 – 2017 BOARD OF DIRECTORS' SPRING MEETING**

Cochran Hall

Thursday, March 23, 2017

I. CALL TO ORDER AND ADOPTION OF THE AGENDA

The spring quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on March 23, 2017, at 6:00 p.m. with President Deborah Stockman Hodges presiding. A quorum was present. President Hodges called the meeting to order. Malinda Mabry-Scott moved to accept the agenda as presented.

II. PRESIDENT'S WELCOME

President Hodges welcomed everyone to the meeting. She thanked all on the board for their support and hard work during her term as President of the MUW Alumni Association for the past year. She read the MUWAA's Mission as stated in the Bylaws as a reminder of the duties and goals of our board.

III. ROLL CALL

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

Deborah Stockman Hodges, President
Courtney Ballard Murtaugh, President-Elect
Erica Woodard, Treasurer
Brandy Burnette
Carrie V. Pate
Kristi Hipp Mosley
Melissa Hays Gilmore
Heather Fasciooco Stone
Jenny Katool (representing MUW Foundation)

Sue Simmons Freeman, Secretary
Wesley H. Garrett, Parliamentarian
Katherine Shell Benson
Malinda Mabry-Scott
Sunshine Burgess
Carolyn Wilson Byrd
Pam Towery Rhea
Rebecca Rogers (via teleconference)
Kristie Metcalfe (via teleconference)

MUW Alumni Association Board members absent:

Amy Strickland Tate
Chris Halbrooks

Ex-Officio Members of the MUW Alumni Association Board present:

Lyndsay B. Cumberland, Director of Alumni Relations

Guests present:

Elizabeth Whittington
Symone Bounds

Erin Gioia
Sarah Morgan Howell

Clemmie Phillips
Amy Harris (via teleconference)

Dawn Gibbons
Katy Canion Pacelli

IV. RATIFY VOTES

Courtney Ballard Murtaugh moved to accept the minutes of the January 28th board meeting with one name correction. The motion carried. Malinda Mabry-Scott moved to accept the Alumni Achievement Award winners. The motion carried.

V. ALUMNI OFFICE REPORT

Lyndsay Cumberland reported that in year 2016 there were 331 registered for Homecoming and that 300 had registered prior to the start of 2017 Homecoming. She said that 20 have joined the Alumni Association through the recent Homecoming registration process. She thanked MUWAA Past President Elaine Logan Evans for the suggestion of adding that to the Homecoming registration pamphlets. She asked the Board members to hand out the MUW Alumni brochure to our W friends and encourage them to join the MUWAA.

VI. MUWAA OFFICERS REPORTS

Erica Woodard, Treasurer, referenced the Treasurer's Report as presented. The fund balances are as follow as of December 31, 2016.

Alumni Association Activities Fund - \$10,272.43
Southern Grace - \$1,070.61
MUWAA legacy Scholarship - \$1,880.40*
Alumni Restricted Account - \$16,178.78

*Note: \$15,000.00 was transferred last year to the Legacy Scholarship Endowment fund for a total of \$51,655.91. When the fund reaches \$60,000.00, the scholarship will become self-sustaining.

VII. STANDING COMMITTEE REPORTS

Nominations – President Hodges gave for Chair Amy Tate. The MUWAA Nominations Committee recommended the below slate for 2017.

For President-Elect:

Katy Canion Pacelli, Class of 2000, Brandon, Mississippi

For Board of Directors:

Symone Bounds, Class of 2012, Jackson, Mississippi
Dr. Amy Harris, Class of 1998, Murfreesboro, Tennessee
Sarah Morgan Howell, Class of 1976, Amory, Mississippi
Audra Odom, Class of 1992, Pontotoc, Mississippi
Clemmie Phillips, Class of 2011, Columbus, Mississippi

Elections – Chair Pam Rhea reported that a total of 317 qualified ballots were cast with 297 eligible members voting to approve the entire slate (93.69%) and 20 eligible members voting for individual candidates (6.31%). The Elections Committee, in accordance with MUWAA Bylaws and based on the majority of votes cast in the affirmative, confirmed the slate of officers as listed under the Nominations Committee report. It was also noted that the number of votes cast in 2017 was much higher than the number of votes cast in 2016 (152).

Bylaws – Chair Kristie Metcalfe reported that an amended version of the Policies and Procedures was submitted via email to MUWAA President Deborah Hodges and Director of Alumni Relations, Lyndsay Cumberland, on March 21, 2017 which incorporated a minor language change for added clarification to include the words, “Recruitment and Retention” before the words “Committee Chair” on the recent amendments which were approved at the January 28th, 2017 board meeting in regards to the Recruitment and Retention Committee.

Recruitment and Retention – Chair Sunshine Burgess reported that the following faculty and/or staff comprise the MUWAA Scholarship Committee.

Mrs. Lynn Hanson, Chair
Dr. Karen Nabors
Ms. Towanda Williams

Dr. Cherry Dunn
Ms. Mary Helen Hawkins
Mrs. Ashley Matthews

Chair Burgess announced that the Faculty Research Committee has chosen the following recipients.

New Faculty Award:

Ms. Ashley Chisolm, Asst. Prof. of Legal Studies, College of Business and Professional Studies

Faculty Enhancement Grants:

Dr. Gillian Furniss, Asst. Prof. of Art Education, College of Arts and Sciences
Dr. Brandy Larmon, Assoc. Prof. of Nursing, College of Nursing and Speech –Language Pathology
Dr. Dorothy Berglund, Assoc. Prof. of Psychology and Family Studies, College of Education and Human Sciences

Chair Burgess announced the Alumni Award Winners for 2017 as approved by the MUWAA Board. A reception honoring the winners will be held on Saturday, March 25th, at 1:30 in Poindexter Hall.

Distinguished Alumni Achievement Award: Kacey Keeton, Class of 1997
Distinguished Achievement Award: Sheila Adams, Friend of the University
Alumni Service Award: Cheryl “Sherrie” Jackson Cooper, Class of 1982
Outstanding Recent Graduate Award: Ashley L. Dean, Class of 2006

100th Night for the Seniors was held on February 2nd. The Seniors were treated to cookies and hot chocolate. Their gift from the MUWAA was a useful pocket LED light.

Chapters & Constituency – Chair Heather Stone reported that she has been in contact with W alumni who are interested in starting chapters in San Ramon, CA; West Palm Beach, FL; and in the Carolinas. She announced that the C&C Committee will have a table and offer Alumni Association/ Chapters & Constituency Group bookmarks at the MUWAA Annual meeting this weekend. She also reminded Board members of the Roundtable Webinar scheduled for April 1st at 1 p.m. CST.

Special Events – Chair Kristi Hipp Mosley thanked all who are helping with the Long Blue Line Auction. She reminded the Board that no bidding will be done via paper sheets – it will all be done by mobile/online bidding through Greater Giving’s mobile bidding software. Volunteers will be onsite to assist with the use of I-pads and card readers to help with bidding and checkout. She encouraged everyone to establish a mobile bidding account by visiting the website www.longbluelineauction.com prior to the start of the auction on Friday evening at 5:30 p.m. President Hodges reminded the Board that \$9,000.00 is needed to complete the endowment of the Legacy Scholarship at a level of \$60,000.00 which will make it self-sustaining.

Finance – Treasurer Erica Woodard presented the proposed budget for 2017-2018 as detailed below for the MUWAA Activities Fund.

Activities Fund Expenses	Budget	Available as of 12/31/2016
		\$10,272.43
Insurance Policy	\$1,000.00	
Sponsor 100 th Night	\$1,000.00	
New Faculty Orientation Luncheon	\$ 900.00	
Sponsor MUWAA Alumni Awards	\$ 500.00	
MUWAA Board Member Recognition	\$ 500.00	
Travel for MUWAA President/Board Rep	\$2,500.00	
Annual Advertising	\$ 500.00	
Long Blue Line Auction	\$ 500.00	
Total Activities Fund Expenses	\$7,400.00	\$2,877.43 (after expenses paid)

Discussion was held that if a particular committee required additional funds during the calendar year, the steps to secure additional funding are the following.

- The Committee Chair makes a request to the Finance Committee Chair.
- The full Finance Committee would then take a vote to approve the additional funding.
- The Finance Committee would make a recommendation to the MUWAA Board.
- The entire MUWAA Board would vote to approve.

Public Relations – Chair Carrie Pate reported that her committee has done press releases during the past quarter in which the Alumni Award winners were announced; conducted a Back to Blue “interview”; sent out announcements for the Long Blue Line auction; did various FB promotions; put a new ad in the Spectator Homecoming edition; and began the kickoff at Homecoming of “Where do you wear your Owl gear?”. The PR Committee suggests the following.

1. Confirm via an email vote after HC and before the summer/July Board meeting that the new PR Committee can begin its work before the traditional confirmation vote held at the summer July Board. The transition needs to occur in the spring as there are a number of MUWAA announcements that should be done at that point and not delayed until the summer.
2. Continue the FB promotion – “Where do you wear your Owl gear?”. It officially began the week of Homecoming.
3. Either reduce the board highlights to new board class and president-elect or run them more quickly and expand more to membership.
4. Consider FB page or other frequent promotion of alumni accomplishments. So many of our alumni have many impressive achievements that could be announced throughout the entire year. It could be useful in recruitment of students and for alumni networking.

Former Presidents – Chair Jenny Katool reported that twelve (12) former presidents of the MUWAA attended a luncheon meeting on February 22nd that the Culinary Arts students prepared at Shattuck. An account was established in the Foundation for former presidents to contribute money that will be used as donations to the University possibly in the areas of student scholarships and campus beautification projects. Each former president will be asked to contribute \$100.00 yearly to this fund. Currently there is approximately \$2,000.00 in the fund. During Homecoming weekend, several of the former presidents will assist the Alumni Office by hosting various events. The next meeting is scheduled during Welty Weekend on Saturday, October 21st.

VIII. SPECIAL COMMITTEE REPORTS

Membership Recruitment – Chair Katherine Shell Benson reported that the [Back to Blue](#) Campaign this year was emphasized during March 1st – 17th. An extensive social media campaign was conducted through the University’s Instagram, Facebook, and Twitter accounts. Board members and active MUWAA members were asked to share their #BacktoBlue and W love. An ad was placed in the Homecoming Visions magazine. Two email blasts occurred with the first one comprised of a letter from Chair Benson and the second was an interview with Board member Rebecca Rogers about the #BacktoBlue campaign. Chair Benson encouraged all board members to continue to emphasize the [Back to Blue](#) campaign.

New Graduates/Young Alums – Chair Melissa Gilmore reported that the committee is formulating a plan to create an Alumni Nurse mentoring program with new nurse graduates as well as gathering interest from graduating nurses, and promoting the MUWAA in speaking-opportunities to nursing classes. The committee will continue to represent the MUWAA at future graduations by giving Southern Grace cookbooks and gather the contact information from the graduates. The committee recommends continuing the “Post Graduation” reception at the Student Center and serve refreshments for the parents, family, and friends of the new graduates. The committee recommends continued outreach to the new graduates through established alumni chapters and new alumni chapters such as the nursing constituency one at the Tupelo campus and encouraging the graduates to join an established chapter if there is one in their immediate area. Future plans are to partner with the MUWAA Chapter and Constituency Committee to “recreate” the idea of a “Recent Grads” group formation or perhaps more nursing chapters as well as participating in webinars with this committee. The committee is also considering reaching out to new nursing graduates at their Pinning Ceremony in May as well. The committee sees potential for greater new alum/young alum involvement with the re-establishment of an athletic sports program at The W.

IX. UNFINISHED BUSINESS

Discussion was held on how long it would take for an email vote to occur. As per Wesley Garrett, Parliamentarian, the President of the MUWAA can set the actual time-frame.

Sunshine Burgess moved that the Finance Committee’s proposed budget from for the MUWAA Activities Fund Expenses for 2017-2018 be approved as presented. The motion carried. President Hodges reminded the board that the Foundation had allocated \$5,000.00 this year to help the MUWAA meet its obligations in the Activities Fund.

Carrie Pate moved to approve our organization’s ongoing tax-exempt nonprofit 501(c)(3) status. The motion carried.

X. NEW BUSINESS

President Hodges briefly discussed Dr. Schroeder’s report from the first strategic planning session. There will be a second strategic work session at the summer board meeting. She recognized the following Board members whose terms are expiring for their dedicated and diligent service to their alma mater over the past three (3) years: Katherine Shell Benson, Brandy Burnette, Chris Halbrooks, Malinda Mabry-Scott, Carrie Pate, and Amy Strickland Tate.

XI. OPEN FORUM

Lyndsay Cumberland said that the Motown Concert is a sell-out, but the Foundation Office had a few additional tickets should any board members want one. Elizabeth Whittington said that there will be small blue rocks with “The W” written on them that will be available at the Long Blue Line

auction for people to take and hide them somewhere on the campus and in the Columbus vicinity. Everyone was encouraged to share “#TheWRocks” on Facebook.

XII. PRESIDENT’S CLOSING COMMENTS/ADJOURN

President Hodges thanked all on the board for their support and help during her term as President of the MUWAA. She also encouraged all Board members to support the new Athletic Director, Jason Trufant, and his staff of coaches in the Athletics Department by joining the Owl Club. There are various levels of support with the initial support category named the “Walk-On Club” that has a membership of \$50.00. Women’s Volleyball and Men’s Soccer begin competition in September.

The oath of office was administered to the President-Elect Katy Canion Pacelli and the new Board members, Symone Bounds, Dr. Amy Harris, Sarah Morgan Howell, Audra Odom, and Clemmie Phillips. President Hodges also passed the gavel to the 2017 – 2018 President Courtney Ballard Murtaugh. President Murtaugh thanked Deborah for her dedication during the past year and announced that Deborah has agreed to chair the Strategy and Support Committee.

As there was no further business, the meeting was adjourned at 6:52 p.m.

Sue Simmons Freeman
MUWAA Secretary 2016-2017

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2017-2018 BOARD OF DIRECTORS' SPRING MEETING**

Cochran Hall

Thursday, March 23, 2017

I. CALL TO ORDER AND ROLL CALL

The spring quarterly meeting of the 2017 – 2018 Board of Directors for the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on March 23, 2017, At 6:56 p.m. with President Courtney Ballard Murtaugh presiding. A quorum was present. President Murtaugh called the meeting to order. The roll was called. MUW Alumni Association Board members present:

Courtney Ballard Murtaugh, President	Carolyn Wilson Byrd, Secretary
Katy Canion Pacelli, President-Elect	Wesley H. Garrett, Parliamentarian
Erica Woodard, Treasurer	Sunshine Burgess
Deborah Stockman Hodges, Immediate Past President	Sue Simmons Freeman
Kristi Hipp Mosley	Rebecca Rogers
Melissa Hays Gilmore	Kristie Metcalfe (via teleconference)
Pam Towery Rhea	Heather Fasciocco Stone
Symone Bounds	Amy Harris (via teleconference)
Sarah Morgan Howell	Audra Odom
Jenny Katool (representing MUW Foundation)	Clemmie Phillips

No MUW Alumni Association Board members were absent.

Ex-Officio Members of the MUW Alumni Association Board present:

Lyndsay B. Cumberland, Director of Alumni Relations

Guests present:

Erin Gioia	Dawn Gibbons
Elizabeth Whittington	Katherine Shell Benson
Brandy Burnette	Malinda Mabry-Scott
Carrie V. Pate	

II. ADOPTION OF THE AGENDA

Katy Canion Pacelli moved to approve the agenda. The motion carried.

III. PRESIDENT'S WELCOME

President Murtaugh first read the mission of the MUWAA. She then welcomed the new Board Members and President-Elect. All the Board Members introduced themselves.

IV. NEW BUSINESS

Approval of the Parliamentarian – Audra Odom moved to accept Wesley Garrett as Parliamentarian. The motion carried.

The election of officers was held. Katy Canion Pacelli moved to accept Erica Woodard as Treasurer by acclamation. The motion carried. Sue Simmons Freeman moved to accept Carolyn Wilson Byrd as Secretary by acclamation. The motion carried.

President Murtaugh discussed Standing and Special Committees. In order to continue a smooth transition while the MUWAA Board of Directors is working on long-term strategic planning, she has elected to retain the current Committee Chairs for the next year. She reminded the Committee Chairs that they should have their committees filled by May 1st.

The following were nominated for consideration as members of the Nominations Committee.

JerriLynn Mize Patriquin
Neshanta Linson
Lydia Coffey Pierce
Trey Harper
Brandy Burnette
Kristi Hipp Mosley

Paul Hampton
Shirley Few Spain
John Prevost
Monique Jenkins
Shelly Morris Davis
Ashley Dean

Katy Canion Pacelli moved that nominations be closed.

The four (4) chosen by written ballot vote were as follow.

Shelly Morris Davis
Trey Harper

Ashley Dean
Kristi Hipp Mosley

Audra Odom moved to accept the slate of nominees for the Nominations Committee. The motion carried.

V. PRESIDENT'S CLOSING REMARKS

President Murtaugh encouraged the board members to share their ideas with her and to provide any suggestions via calls, emails, or texts. She shared her Plan of Action to be used along with the new Strategic Plan during her term as President which includes the following items.

- Increase membership in the MUW Alumni Association.
- Continue to identify and refer students to MUW.
- Continue to fund the MUWAA scholarships and awards and work on a long-range plan to endow the awards.
- Execute an effective financial plan including budgeting and income.
- Develop strategic goals/action items for the Alumni Association in support of the University's initiative.
- Identify and hold new special events that promote networking between alums and graduating seniors and provide networking opportunities among alums.
- Continue to be responsive to the requests of MUW.

President Murtaugh reminded the Board Members of the upcoming 2017-2018 Board meetings.

Summer – July 29th – 9 am – Strategic Plan Work Session
 12 pm – Lunch
 1:15 pm – New Board Orientation
 2:00 pm – Board Meeting

Fall – October 20 - Welty Gala
 October 21 - Board Meeting (Lunch @ 12 pm & Board meeting @ 1:30 pm)

Winter – February 3, 2018 – Lunch @ 12 pm & Board meeting @ 1:30 pm

Spring – March 22, 2018 – Wine & Cheese @ 6 pm & Board meeting @ 6:45 pm
 W Homecoming – March 22nd – 25th

Erica Woodard recognized her guest, Dawn Gibbons '97.

As there was no further business, the meeting was adjourned at 7:38 p.m.

Sue Simmons Freeman
 MUWAA Secretary 2016 – 2017

Mississippi University for Women Alumni Association
TREASURY REPORT as of MAY 31, 2017

Submitted by: Erica Woodard **Date:** July 25, 2017

MUWAA
Foundation Account Balances
5/31/2017

Project	Account Name	Balance
26062	Alumni Association Activities Fund	\$ 8,558.69
26114	Southern Grace	\$ 1,070.61
26108	MUWAA Legacy Scholarship	\$ 19,802.44
23003	Alumni Restricted Account	<u>\$ 16,178.78</u>
		\$ 45,610.52
	Legacy Scholarship Total	\$51,655.91

MUWAA Standing Committee Report
July 29, 2017

Committee Name: Recruitment and Retention

Chair of Committee: Sunshine Bradshaw Burgess

Committee Members: Audra Odom, MaryBeth Finley Hesse, Amy J. Johnson Lewis,
Neshanta Linson, and Leta DiGiuseppe Palmitter

Events:

New Faculty Welcome Luncheon will be held on Thursday, August 17th at NOON in the President's Dining Room. We will be welcoming 14 to 16 new faculty with a lunch and gift of a Southern Grace Cookbook. Audra Odom will be representing the committee at the lunch unless circumstances change. Happily, we can say that we will be coming in under budget for this event.

Awards:

Dr. Erin Kempker was chosen as the Faculty Member of the Year and given a \$1000 gift at the May Commencement.

Scholarships:

These recipients have signed applications and have registered for classes, but their names won't be released until after they start school.

Legacy Scholarship: Anna Kate O'Bryant from Columbus, MS

Southern Grace Scholarship: Lamon Stapleton from Shelby, MS

Culinary Arts Advisory Board Scholarship: Addison Holland from Laurel, MS

Submitted by: Sunshine Bradshaw Burgess '98

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MUWAA STANDING COMMITTEE REPORT

July 2017

Committee Name: Special Events (Sub Committee)

Function of the Committee: To plan a Leadership Event hosted by the MUWAA.

Chair of Committee: Katy Canion Pacelli

Committee Members: Lesley Norwood Davis, Jane Dearing Dennis, John Prevost, Barbara Travis

Date of Committee Meetings (In Person, Telephonic, and Electronic): Conference Calls on June 7 and June 19; also, continuous email communication

Items Undertaken by the Committee:

1. **Date** – January 27 in conjunction with Winter Board meeting
2. **Name** – B.L.U.E (Building Leadership, Understanding and Education)
3. **Format** – Keynote Speaker for about 45 minutes; then a panel where participants can ask questions. Looking into using something like sli.do to make the session very interactive. This would be followed by a luncheon where students can network with alumni.
4. **Speakers** – Frances Lucas will be our keynote speaker. Our next step is to secure panelist.
5. **Sponsors** – We are going to seeking \$250 sponsors for the event, to help pay for the speaker and help defray the cost of the lunch.
6. **Other Action Items:**
 - a. University Relations is working on a logo.
 - b. We will have an ad for the event in the next Visions.

Submitted by: Katy Canion Pacelli

Date: July 17, 2017

Mississippi University for Women Alumni Association
FINANCE COMMITTEE STANDING REPORT as of JUNE 30, 2017

Function of the Committee: The Committee develops and manages a budget for the Association and ensures that the Association is in compliance with the provisions in the Affiliation Agreement related to finance. This Committee shall include the Treasurer, who shall act as committee chair, and four other members appointed by the Association President, subject to approval by the Board of Directors.

Chair of Committee: Erica Woodard

Committee Members: Melissa Dawn Gibbons, Terisa Moore McQueen, Antwann Richardson, and David Vega

Dates of Committee Meetings: The committee was emailed in July 2017 in reference to the 2017-2018 budget and May 31, 2017 account balances. Members were encouraged to attend the July 29th board meeting.

Committee Actions Taken: The committee reviewed the 2017-2018 budget and May 31, 2017 account balances. Since there is little activity in this committee and very few cash flows, we did not utilize our plan to allow each member to be responsible for committee specific expenditures as mentioned previously. The Finance Committee will request ~~0.00~~ to transfer \$1,070.61 in the Southern Grace account and \$19,000.00 of the Legacy Scholarship Fund to the Legacy Scholarship Endowment Fund.

MUWAA Activities Fund Expenses	2017-2018 Budget
Insurance Policy	1,000.00
Sponsor 100th Night	1,000.00
New Faculty Orientation Luncheon	900.00
Sponsor Faculty of the Year (\$1,000 award)	-
Sponsor MUWAA Alumni Awards	500.00
MUWAA Board Member Recognition	500.00
Travel for MUWAA President/Board Rep	2,500.00
Annual Advertising	500.00
Long Blue Line Auction	500.00
Total Activities Fund Expenses	7,400.00
Beginning Balance from 7/1/2016	9,790.43
Cash Flows	(1,231.74)
Ending Balance 5/31/2017	8,558.69

Submitted by Erica Woodard Date: July 25, 2017

Mississippi University for Women Alumni Association

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MUWAA STANDING COMMITTEE REPORT

July 17, 2017

Public Relations Committee

This Committee shall, in coordination with the University's Executive Director of Alumni Relations, create, produce and disseminate information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.

Chair of Committee: Amy Harris

Committee Members: Nick Adams, Stacey Lee Boyett, MaryBeth Finley Hesse, Clemmie Phillips, Laura Prestwich, Beth Wheeler-Dean

Meetings:

Initial conference call – 5/10

June conference call - 6/6

Email communication

1. Press Releases
 - a. [MUWAA Announces New Board and President Elect](#)
 - b. [MUWAA Recognizes Faculty for Their Contributions](#)
 - c. To come: Silent Auction Release (July)
2. Engagement
 - a. Board Highlights – MUWAA Facebook page
 - i. Published: Courtney Murtaugh, Clemmie Phillips
 - ii. To come this summer: Rest of the new board members
 - iii. Before Homecoming: Remaining board members, ending with Katy Pacelli in March

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MUWAA SPECIAL COMMITTEE REPORT
July 17, 2017

Committee Name: Membership Recruitment

Function of the Committee: This committee will focus on growing our membership and its participation in Association and University activities.

Chair of Committee: Rebecca Rogers

Committee Members: Katherine Shell Benson, Symone Bounds (Vice Chair), Catherine Cowart Dolan, Quin Fowler, Ed McDavis, JerriLynn Mize Patriquin, Libby Ritchie Robinson

Committee Activities

- Committee members participated in Email Introductions June 6th and 7th
- First Conference call was held on June 28th, 2017
- Second Conference call is scheduled for July 24th prior to the Summer Board Meeting
- Committee is using Doodle to schedule conference calls
- Committee is using Kona Project Management website and mobile app to work on Back to Blue Campaign

Back to Blue Campaign

- The biggest challenge of our HC 2017 Back to Blue Campaign was measuring success.
- A “Back to Blue” option is being added to the www.give.muw.edu website to allow tracking of gifts. This option will include an “Other” field to allow donors to designate the fund their gift will be directed to. The committee is choosing a fund for these gifts to benefit in the event a donor leaves that field blank.
- The main push of the Fall 2017 Back to Blue Campaign will run from August 6th to August 19th
- Back to Blue giving will be counted for the entire month of August
- Board Members were asked to complete a survey providing preferences in several categories for alumni they would be willing to contact. All board members will be given lists of W alums who have not given to the University in 2 years. These lists and “packets” with scripts, etc. will be distributed around the Summer Board Meeting and board members are tasked with reaching out to those contacts on their lists during the Back to Blue campaign.
- In addition to directly contacting alumni on these lists, board members are being asked to host small local gatherings during the Back to Blue campaign to engage fellow local alumni (maybe a small local chapter activity?) to participate in reaching out to lapsed alumni. Packets are being developed to assist willing MUWAA members with hosting a small event like this. Hosting one of these events is not required, but assistance from as many board members as possible would be greatly appreciated by the committee.
- An extensive social media campaign is being developed by the committee to run from the University Instagram, Facebook, and Twitter accounts. Board Members and Active MUWAA Members will be asked to share posts and their #BacktoBlue enthusiasm to help this membership recruitment campaign have a greater reach.
- Since many of our alumni who are active on social media are already members, we are developing a “What Can I Do?” FAQ list for alumni who are already members to give them ideas for how they can help us reach those who are not.
- Email blasts will accompany the campaign, one at the beginning and one at the end.
- Final numbers should be available before the Fall Board Meeting.

Submitted by: Rebecca Rogers