

**Mississippi University for Women  
Alumni Association**

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

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**MUWAA WINTER BOARD MEETING 2018  
Saturday, January 27**

**BLUE EVENT**, *Limbert Assembly Room, Cochran Hall*, 9:00 a.m.

**LUNCH**, *Limbert Assembly Room, Cochran Hall*, 11:30 a.m.

**UNIVERSITY UPDATE**, *Rose Room, Cochran Hall*, 1:00 p.m.

**BUSINESS SESSION**, *Rose Room, Cochran Hall*, 1:30 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. BLUE Update
- X. Unfinished Business
- XI. New Business
  - MUWAA Activities Budget – future funding
- XII. Open Forum
- XIII. President's Closing Comments/Adjourn

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**MUWAA Board Meeting 2018 Dates and Important Events**

**Winter:**

January 25, 2018

100<sup>th</sup> Night

January 27, 2018

9:00 am

BLUE Leadership Conference

11:30 pm

Lunch

1:30 pm

Board Meeting

**Spring:**

March 22, 2018 (HC 22-25)

6:00 pm

Board Meetings

6:45 pm

Wine and Cheese

**Other Dates:**

Homecoming, March 22-25, 2018

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

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION**  
**2017-2018 BOARD OF DIRECTORS FALL MEETING**  
Rose Room, Cochran Hall, 2:00 – 3:30 P.M.  
Saturday, October 21, 2017

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

The FALL quarterly meeting of the Mississippi University for Women Alumni Association (MUWAA) was held on the MUW campus in Cochran Hall on October 21, 2017, at 2:00 P.M. with President Courtney Ballard Murtaugh presiding. President Murtaugh called the meeting to order at 2:02 p.m. Katy Canion Pacelli moved to accept the agenda as presented. Motion carried.

**II. PRESIDENT’S WELCOME**

President Murtaugh welcomed everyone and thanked those who attended the Welty Gala. President Murtaugh also thanked Katy Canion Pacelli and Deborah Hodges for representing the Board in recent events on the MUW campus.

**III. ROLL CALL**

The roll was called. MUWAA Board members present were:

Courtney Ballard Murtaugh, President	Katy Canion Pacelli, President-Elect
Carolyn W. Byrd, Secretary	Erica Woodard, Treasurer
Deborah Stockman Hodges, Immediate Past President	
Sunshine Burgess (T)	
Sue Simmons Freeman	Kristi Hipp Mosley (T)
Rebecca Rogers	Melissa Hays Gilmore
Pam Towery Rhea	Heather Fasciocco Stone (T)
Symone Bounds (T)	Amy Harris
Sarah Morgan Howell (T)	Audra Odom
Clemmie Phillips	Jayne Perkins-Brown (T)

A quorum was established. (T) indicates attendance via Teleconference.

Ex-Officio Members:

Lyndsay B. Cumberland, Director of Alumni Relations  
Wesley H. Garrett, Parliamentarian

Guests:

Andrea Stevens, Executive Director of Development & Alumni  
Carrie Pate

#### **IV. VOTE ON NEW DIRECTOR**

President Murtaugh informed the Board that Kristie Metcalfe is no longer able to fulfill her responsibilities to the Board and has resigned. Kristie will remain on her assigned committees. As a result, President Murtaugh made a motion that the Board approve Nita Byrd Lumpkin to fulfill the 2019 Class term of Kristie Metcalfe as Director.

The Board voted unanimously to approve Nita Byrd Lumpkin to fulfill the 2019 Class term of Kristie Metcalfe.

President Murtaugh then asked the Board to stand at ease at 2:11 p.m. (i.e., closed the official meeting) in order to call Nita Byrd Lumpkin and tell her of the Board's approval. Ms. Lumpkin was sworn in and the meeting was officially back in order at 2:14 p.m. From this point forward, Nita Byrd Lumpkin was present for the remainder of the meeting via Teleconference.

#### **V. RATIFY VOTES**

The Board unanimously approved to ratify the vote approving the minutes of the last meeting. .

#### **VI. ALUMNI OFFICE REPORT**

Lyndsay B. Cumberland, Director of Alumni Relations, reported that Dr. Jim Borsig agreed to pay for the Board's insurance this year at a cost of \$916.00. She also related past and upcoming events held by a number of MUWAA chapters. She reminded everyone that the end of the year is approaching and to encourage friends to make their donation in order to be active for next year.

#### **VII. MUWAA OFFICERS REPORTS**

Erica Woodard, Board Treasurer, submitted a written Treasury Report as of August 31, 2017. She also provided the information verbally at the meeting.

#### **VIII. STANDING COMMITTEE REPORTS**

**Nominations:** Chair Deborah Hodges submitted the report in writing and verbally at the meeting. The report discussed the process of bringing forward Nita Byrd Lumpkin to fill the vacant position on the Board.

**Bylaws:** Chair Kristie Metcalfe submitted a written report and President Murtaugh presented the information verbally at the meeting. No business has been conducted.

**Recruitment & Retention:** Chair Sunshine Burgess submitted the report in writing and verbally via teleconference at the meeting. The report announced the success of the New Faculty Welcome Lunch and reminded everyone of the upcoming MUWAA Award

Nominations. The report also provided reports from the Faculty Enhancement Grant and New Faculty of the Year Award recipients.

**Chapters & Constituency Groups:** Chair Heather Fasciocco Stone submitted the report in writing and verbally via teleconference at the meeting. The report listed the actions of the committee and provided a document with the approved changes to the Chapter Guidelines.

**Special Events:** Chair Kristi Mosley submitted a written report and Carolyn Byrd presented the information verbally at the meeting. The report provided an update on progress of the 2018 Long Blue Line Auction being held on Friday, March 23. Board Members were asked to submit their items by the end of January.

**Public Relations:** Chair Amy Harris submitted the report in writing and verbally at the meeting. The report provided a list of recent and upcoming press releases, Spectator Ads and "Meet the Board" series. Amy said she will reach out to Nita for her information soon.

## **IX. SPECIAL COMMITTEE REPORTS**

**Membership Recruitment:** Chair Rebecca Rogers submitted the report in writing and verbally at the meeting. The report was a recap of the recent Back to Blue Campaign with a list of lessons learned and feedback. The campaign did produce the following:

84 total gifts

\$5,066.00 Total Money

27 New Donors

14 First gifts in 2017 to maintain active status

**New Graduates/Young Alums:** Chair Melissa Gilmore submitted the report in writing and verbally at the meeting. It provided an update of the past August Graduation Reception and future plans.

**Strategy & Support Committee:** Chair Katy Canion Pacelli discussed a new document, Committee Project Approval Request. This document is encouraged when evaluating projects taken on by the Board and its committees. The first project to be tested using the document will be the Back to Blue Campaign. Committee member, Deborah Stockman Hodges, provided copies of the approved MUWAA Strategic Plan.

## **X. BLUE UPDATE**

Katy Canion Pacelli submitted a written report and presented information verbally at the meeting about the upcoming BLUE event.

## **XI. UNFINISHED BUSINESS**

There was no unfinished business.

## **XII. NEW BUSINESS**

No new business was introduced.

## **XIII. OPEN FORUM**

Andrea Stevens, Executive Director of Development & Alumni, thanked the Board for their support of and participation in the Gala. She related that the Board filled five tables, one of which was comprised of students. President Murtaugh challenged the Board to fill six tables next year.

## **XIV. PRESIDENT'S CLOSING COMMENTS/ADJOURN**

President Murtaugh thanked the Board and adjourned the meeting at 3:36 P.M.

DRAFT

**MUWAA Standing Committee Report**  
**January 27, 2018**

**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

**100<sup>th</sup> Night: Thursday, January 25<sup>th</sup>**

Changes were made at the encouragement and support of campus and alumni leadership to include more alumni participation and opportunities for mentorship and networking for upcoming graduates. The hope is to foster an understanding of how graduates can benefit from involvement in the association and their local alumni chapters. We look forward to getting feedback on this “newer” event.

**2018 MUWAA Alumni Awards:**

On December 13, after technical issues with SurveyMonkey, an electronic copy of all nomination packets was sent to the board members for review.

Voting was done via SurveyMonkey from December 15-19<sup>th</sup> with 16 board members participating. Results were tabulated and winners were notified by Sunshine on December 20<sup>th</sup> and emails to follow up were sent to both the winners and the non-selects.

The results were:

Distinguished Alumni Achievement Award: **Madeleine Cunningham, 1968**

Distinguished Achievement Award: **Eric Harlan, Faculty and Friend of the University**

Alumni Service Award: **Jennifer Katool, 1978**

Outstanding Recent Graduate Award: **Hayley Gilmore, 2008**

Awards will be presented on Saturday, March 24<sup>th</sup> at Convocation.

**MUWAA Faculty Awards:**

An email was sent to Provost Richardson on November 30<sup>th</sup> to ask him to begin the Faculty Award process. It was asked that winner names be submitted to the MUWAA by February 19<sup>th</sup>.

**Submitted by:** Sunshine Bradshaw Burgess

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**MUWAA CHAPTERS & CONSTITUENCY GROUPS COMMITTEE**

**QUARTERLY REPORT – JANUARY 2018**

**Committee Name:** Chapters & Constituency Groups (C&CG)

**Function of the Committee:** This Committee shall work to increase active participation in the Association and shall develop chapters and constituent groups in coordination with the University's Executive Director of Alumni Relations.

**Chair of Committee:** Heather Fasciocco Stone, Class of 2002

**Committee Members (7):** Ashley Dean, Barbara Jones Nelson, Betty Bowen Vega, Bridget Ellis Smith, Kacey Keeton, Sarah Kennedy & Sarah Morgan Howell

*Actions taken by the committee from Oct – Dec 2017 include:*

- Update: C&CG Committee enhanced **MUWAA website** to add more Alumni Benefits. Check it out: <https://longblueline.muw.edu/alumni/alumni-association>
- **Fall Committee Meeting** held November 14
- Four **Subcommittees** continue to work on the following areas:
  - Growth and Sustainability
  - Chapter Communication & Education
  - Chapter Consistency & Guidelines
  - Focus on MUWAA President's goal of growing five new chapters: 2 of 5 accomplished
    - Specifically seeking **male** alumni interested in co-leading new chapter
    - **African American** Alumni is integrating existing efforts with C&CG team
    - **Hawaii** and **Honors College** is in communication
    - **Chicago** reinstated and active (complete)
    - **Austin TX** interest meeting scheduled for Sunday, January 21 (complete)
- Quarterly **Chapter & Constituency Group** inquiries: International Student Affinity Group; Reinstating Tupelo MS

**Budget Requirements:** \$0

**Submitted by:** Heather Fasciocco Stone

**Date:** January 11, 2018



# Mississippi University for Women Alumni Association

[www.muwaa.org](http://www.muwaa.org)

## MUWAA STANDING COMMITTEE REPORT

January 2018

**Committee Name:** Special Events

**Function of the Committee:** This Committee shall assist in coordinating the participation of Association members in support of formal programs and special activities planned by the Association President or the University. The committee will consult with the University's Executive Director of Alumni Relations regarding these events.

**Chair of Committee:** Kristi Hipp Mosley

**Committee Members:** Carolyn Byrd, Jenny Katool, Shelly Davis, Elizabeth Whittington, Monique Jenkins, Emily Baggett and John Prevost

**Dates of Committee Meetings (In Person, Telephonic and Electronic):**

Ongoing and continuous email exchanges between members of committee and office of alumni affairs.

### Silent Auction 2018

The Date, time and location of the Long Blue Line Auction event at Homecoming 2018 will be held on March 23rd, 2018 at 5:30-7:30pm located on 2<sup>nd</sup> Floor Hogarth, President's Dining Room.

The committee will continue to maintain an official Auction website [www.longbluelineauction.com](http://www.longbluelineauction.com) that directly links to the bidding software. All donation forms and sponsorship forms can be obtained on [www.longbluelineauction.com](http://www.longbluelineauction.com). With use of [greatergiving.com](http://greatergiving.com) software, bidders will have use of live mobile bidding at the event. Bidders will be able to bid and pay by using their own mobile phone or various mobile devices made available at the event site. Use of bidding software will expedite checkout for winning bids by allowing the bidder to close out their bid and pay on site. We will also have card readers on-site at the event to expedite checkout and encourage cash or check payment.

The committee has elected to have subcommittees this year. The committees are led by committee members with additional help from other MUWAA members and volunteers:

- 1) Public Relations/Media Management- Elizabeth Whittington
- 2) Software Management/Treasury- Shelly Davis
- 3) Operations- Monique Jenkins
- 4) Acquisitions/Sponsorships- Jenny Katool/Kristi Mosley
- 5) Volunteer Coordination- Carolyn Byrd

**Public Relations/Media Management:** Social media campaigns have begun on both Facebook and Instagram. The official Auction social media pages – *MUWAA Long Blue Line Auction* are currently soliciting items, teasing items that have been secured, and promoting the auction website where all donation forms/sponsorship forms and information on bidding can be obtained.

**Software management/Treasury:** the website [www.longbluelineauction.com](http://www.longbluelineauction.com) has been updated with all current 2018 information. The website includes all auction information, including donation forms/sponsorships forms, preview of items entered into auction along with information on how to set up bidding accounts. All items will go live on site and online for bidding at 5:30pm CST on March 23, 2018.

The auction's official email address for the 2018 is [give@longbluelineauction.com](mailto:give@longbluelineauction.com). If you have questions, donations, or leads for donations/sponsorships please send it to this email.

**Acquisitions/Corporate Sponsors:** To date **15** items have been obtained –this number updates daily, sponsorships to date: **\$1650**

The committee has contacted previous item donors, event donors and is continuing to solicit sponsorships for the event. Please look for our emails, phone calls, and messages. We respectfully request fellow board members, fellow alums, friends and staff to aid us in soliciting items and event donations/sponsorships for this event.

The Silent Auction Committee is seeking items/donations for the 2018 auction that are: Vintage/Nostalgic/GentlyUsed MUW, MUW Alumni or Staff Created Items/Art/Services, Items that Celebrate Cities/Regions of our MUWAA Chapters (especially Chapter Baskets), Vacation Donations (Beach House/Cabin Rentals/Etc.), Table or Auction Sponsorships of \$100 or more.

The Silent Auction Committee asks that each MUWAA Board Member finds or donates at least ONE (1) item for auction or Event Donation of \$100 or more for the Silent Auction. We would be grateful for multiple items or Sponsorships/Event Donations! Please remember that all items and event donations are tax deductible and benefit MUWAA annual scholarships and grants, including Legacy Scholarships, Faculty Enhancement Grants and New Faculty Awards.

Deadline for Sponsorships: **February 28, 2018** (Checks for sponsorship can be delivered on Thursday, March 22, 2018 as long as sponsorship forms are turned in by deadline)

Deadline for Item inclusion: **Friday, March 16, 2018.** (Donated Items must be delivered no later than 12:00pm Friday, March 23, 2018. All forms, along with pictures of items must be submitted by deadline. Items should be delivered to 2<sup>nd</sup> Floor Hogarth Dining Hall, President's Dining Room.

***Monetary Donations will be accepted at live auction event on March 23, 2018.***

**Volunteer Coordination:** The committee has established an official volunteer sign up manager through Signup.com allowing board members, students and other MUWAA members to sign up for shifts. The committee reserves the right to add additional shifts or make changes to shifts as the need arises. All affected volunteers will be notified of any changes made.

The committee respectfully requests that all MUWAA board members elects to serve 1 (one) 2 hour shift.

The auction's official email address for the 2018 is [give@longbluelineauction.com](mailto:give@longbluelineauction.com). If you have questions, donations, or leads for donations/sponsorships please send it to this email.

**Operations:** All event day planning and operations including setup, display, breakdown, security, etc. is currently being planned and evaluated.

**Submitted by:** Kristi Hipp Mosley