



MUWAA 2022-2023 BOARD OF DIRECTORS FALL 2022 BOARD MEETING
OCTOBER 28 - 29, 2022
Hybrid Meetings

Friday, October 28th

FULL BOARD SOCIAL HOUR AND DINNER, 6:00 p.m.
The Home of President Miller

Saturday, October 29th

LUNCH, 12:00 p.m.
In-person at Fant Memorial Library, Gail Gunter Room

UNIVERSITY PRESIDENT'S UPDATE, 1:30 p.m.
In-person at Fant Memorial Library, Tiered Classroom, or via Zoom at
<https://muw.zoom.us/j/2348964236>
Meeting ID: 234 896 4236 Passcode: MUWA

BUSINESS SESSION, 2:00 p.m. (See Agenda Below)
In-person at Fant Memorial Library, Tiered Classroom or via Zoom at
<https://muw.zoom.us/j/2348964236>
Meeting ID: 234 896 4236 Passcode: MUWA

Mississippi University for Women Alumni Association
Board Of Directors | Order of Business

- I. **Call to Order & Roll Call**
- II. **Adoption of the Agenda**
- III. **President's Welcome**
- IV. **Ratify Votes**
- V. **Alumni Office Report**
- VI. **Shattuck Update**
- VII. **MUWAA Officers Reports**
 - Parliamentarian
 - Secretary
 - Treasurer
- VIII. **Standing Committee Reports**
 - Nominations/Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- IX. **Special Committee Reports**
 - Diversity & Inclusion
 - Membership Recruitment
 - Mentoring
 - Digital Marketing
 - Strategy & Support
- X. **Unfinished Business**
 - Allocation of 2022 Magnolia Mingle Proceeds
- XI. **New Business**
 - Board Approval of Committees and Committee Member Appointments
 - Allocation of 2022 Long Blue Line Auction Proceeds
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjournment**

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



**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
SUMMER BOARD MEETING**

Hybrid Meeting: In-Person at Fant Memorial Library Tiered Classroom and Zoom Call
1:00 p.m.
Saturday, July 16, 2022

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:36 pm

The roll was called. MUWAA Board Members present in person were:

Symone Bounds, President
Katherine Shell Benson, Immediate Past President
Terry Gargano Coffey
Bridget Smith Ellis
Robbie Foxx
Kym Golden Gore
Jermarra Jones-Price
Jenny Katool, MUW Foundation Representative
Kacey Keeton
Cynthia W. Kittrell
Heather Fasciocco Stone, President-Elect
Anne Swearingen
Michelle R. Wescovich
Nicholas T. Wright

MUWAA Board Members present via Teleconference were:

Phillip "Flapp" Cockrell
Ashley Dean
Wesley H. Garrett, Board Parliamentarian
Lydia Coffey Pierce
Bayleigh Vick, Secretary

MUWAA Board Members Absent:

LuAnne Farrar McGuirk, Board Treasurer

A quorum was established.

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement

Nora Miller, University President

Guests:

Annie Oeth, Class of 1987; Jackson, MS

Katy Canion Pacelli, Class of 2000; Brandon, MS

Rebecca Rogers, Class of 2000; Memphis, TN

Ashley Morgan

II. Adoption of the Agenda

The motion to adopt the agenda as written was on the floor by President Bounds. Quorum was met via affirmative vote unanimously.

III. President's Welcome

President Bounds welcomed everyone to our first meeting of the fiscal year. She thanked everyone for attending and for their service to the MUWAA. President Bounds encouraged the Board members to be resourceful, and connect with more alumni and current students.

IV. Approval of Parliamentarian

President Bounds made a motion to approve Wesley Garret as Parliamentarian for this Board year. The motion was approved unanimously.

V. Election of Offices

Jermarra Jones nominated Bayleigh Vick as Board Secretary for this year. President Bounds called for other nominations. There were none. The nomination was approved unanimously.

Jermarra Jones nominated LuAnne Farrar-McGuirk as Board Treasurer for this year. President Bounds called for other nominations. There were none. The nomination was approved unanimously.

VI. Ratify Votes

The MUWAA Spring Board Meeting Minutes passed on April 30, 2022, with a vote of 14 members out of 19 in favor.

VII. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. She reported that Homecoming 2022 was a success, and it was the first in-person Homecoming in 3 years.

Dr. Ogburn thanked all who participated, attended, and volunteered throughout the weekend. She reported that in-person MUWAA events are back!

The first Lowndes County event was hosted on June 2, 2022, from President Miller's home. The Mississippi on the Mall event was June 11th in Washington D.C, and the Jackson-Metro Chapter on June 16th.

Upcoming Events:

- July 30th-Gulf Coast Alumni Gathering
- August 6th-Lowndes County Chapter Annual Meeting
- August 27th- Mid-South Alumni Gathering
- September 17th- Middle Tennessee Alumni Gathering
- October 2nd- Birmingham Alumni Gathering

The final number of donors has not been announced yet for Fiscal Year 2022. Dr. Ogburn will let us know once she has final numbers.

Upcoming University Events:

- July 29th- Summer Commencement
- August 9th- New Faculty Orientation Lunch
- August 11th-19th- Blues Week
- August 11th- Move-in Day- volunteers are needed!
- August 13th- MUWAA President speaks, t-shirts provided
- September 23-24 - Long Blue Line Auction
- October 28th- Welty Gala
- March 30-April 2nd-Homecoming 2023

Dr. Ogburn announced the recipients of the MUW Foundation Scholarships.

- Legacy Scholarship Winner-Laura McLellan
- Southern Grace Scholarship Winner- Rachel Harris
- Culinary Arts Advisory Board- Makaylah Allen

VIII. Foundation Report

Jenny Katool, MUW Foundation Chair briefly went over the plan for Shattuck Hall. Shattuck Hall has been announced as the new home for the Office of Development and Alumni. The first step is to determine the cost of the renovation and is currently in the works. It was noted that the renovation funds will be a restricted fund because the funds will be specifically used for the renovation.

Fundraising and naming opportunities are coming soon! Formal announcements for Fundraising will be at Homecoming 2023. The Department of Culinary Arts is anticipated to be in their new building in Fall 2023!

IX. MUWAA Officers Reports

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary had nothing to report.

Treasurer

Symone Bounds, Board President, shared the report in LuAnne McGuirk’s absence provided in the Board packets.

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$31,052.38
Long Blue Line Auction Fund (26108)	\$5,719.08
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$1,018.34
MUW New Faculty of the Year Award Fund (28109)	\$2,651.00
BLUE Event Fund	\$4,844.99
LBL Undergraduate Research Scholarship Fund (28224)	\$1,165.00
Magnolia Mingle Event Fund (28238)	\$12,754.04
Total MUWAA Restricted Funds held at MUW Foundation:	\$61,204.83

*Totals are draft balances as of 5/31/2022

Endowed Accounts:

Culinary Arts Advisory Board Scholarship (35287)	\$31,465.49
Southern Grace Scholarship (36062)	\$60,460.55
MUWAA Faculty Enhancement Grants (36109)	\$29,858.28
MUWAA Mortar Board Faculty of the Year Award (36110)	\$17,955.58
MUWAA New Faculty of the Year Award	\$29,940.51
MUW Legacy Scholarship Endowed	\$81,294.60
LBL Undergraduate Research Scholarship Endowment:	\$0.00
Total MUWAA Endowed Funds held at MUW Foundation:	\$250,975.01

*Totals are Audited Market Value as of 6/30/2021

X. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson

Katherine Shell Benson discussed the new nominees, ballot, and voting procedure. She also noted that Amy Johnson-Lewis had been removed from the ballot per Mrs. Johnson-Lewis’ request.

Bylaws

Chair: Michelle R. Wescovich

The Bylaws Committee did not have anything to report.

Recruitment & Retention

Chair: Lydia Coffey Pierce

This committee will be reformatted this year to make sure they are hitting the purpose outlined in the Bylaws.

Chapters & Constituency Groups

Chair: Kasey Keeton

The Chapters & Constituency Groups Committee did not have anything to report.

Special Events

Chair: Katy Canion Pacelli

The Special Events committee is preparing for the MUWAA Auction on September 23rd-24th. Sponsorship, bidding, and viewing auction items will all be available on Give Smart. Katy Canion Pacelli stated that there is still time to become an event sponsor.

At the time of the meeting, 38 items were listed in the Give Smart platform, but more will be posted soon. Symone and Katy are working to get the remaining 25 items photographed and posted.

Katy asked the Board to like and share MUWAA posts, donate item(s) to the auction, become an individual sponsor for the auction, and/or Champion (crowdsource sponsorship) for the auction.

Social media- 800+ likes on Facebook, 220+ likes on Instagram. The committee's goal is 1k+ this year. Facebook engagement is currently down but should come back up as we move into the fall.

Finance

Chair: LuAnne McGuirk

President Bounds presented the report in LuAnne McGuirk's absence.

The following checks were approved for payment from 3/22/2022 to date were:

Alumni Assoc. Activities Fund (26062)	3/25/22	Gifts for MUWAA Award Winners	\$428.91
Alumni Assoc. Activities Fund (26062)	4/18/22	Outgoing Board Member Gifts for Two Years	\$597.75
Magnolia Mingle (28238)	4/26/22	Drawdown Winner Award	\$2,500.00
Alumni Assoc. Activities Fund (26062)	5/26/22	Transfer to UA Scholarship Fund	\$950
UR Scholarship Fund	6/29/22	Undergraduate Research Scholarship Awards	\$971.56

Public Relations

Chair: Annie Oeth

News releases and photos from Summer Orientation, Homecoming event stories, Scholarship Recipients, and LBL news releases will all be coming soon.

Past Presidents

Chair: Rebecca Rogers

This committee is still recruiting for volunteers. The Past Presidents Committee approved a donation of \$1,000 to the LBL Undergraduate Research Scholarship and \$1,000 to Lynn Hanson Speech-Language Pathology Scholarship from the Past President's Fund.

The Magnolia Mingle event raised \$15,264 in its first year! Lessons learned have been written and will be passed along to this year's committee.

XI. Special Committee Reports

Diversity & Inclusion

Chair: Jermarra Jones-Price

The first ever Diversity/Inclusion Round Table took place this year and it was a success. There were 39 registrations across 12 different topics.

The Annual Diversity/Inclusion survey was sent out in February and, 173 alums participated. Responses and event suggestions were sent to Symone Bounds, MUWAA Board President and Dr. Ogburn for Spring Homecoming 2023.

Membership Recruitment

Chair: Nick Wright

This committee's overall goal this year is to increase membership and participation by 10%.

The "Why Do You W" campaign raised \$550 with a total of 9 donors via the Express Link, and had a total of 162 views.

Overall, the MUWAA Facebook page reached over 3,370, which is an increase of 42.6%.

Final alumni participation numbers will be announced by the MUW Office of Development and Alumni.

Mentoring

Chair: Kym Golden Gore

This committee is currently recruiting for members. B.L.U.E. was a success, and this committee is looking forward to planning next year's event.

Digital Marketing

Chair: Bridget Smith Ellis

Bridget Smith Ellis will be working with one committee liaison member from each of the following committees: Chapters & Constituencies, Mentoring, Recruitment & Retention, and Membership & Recruitment. Bridget will be reaching out to these members in the coming weeks. This committee will also be working with the MUW Office of Development and Alumni to choose a scheduling software for social media posts.

This committee's main focus over the past three months was publicizing the following MUWAA events and campaigns:

- Diversity and Inclusion Roundtable
- "Why Do You W" Campaign
- 10th Long Blue Line Auction

This committee will continue to focus on publicity for the LBL Auction throughout the fall, in addition to promoting W events and Chapter & Constituency events. Bridget stated that another goal for the fall is to create more organic W content.

Bridget called for all in attendance to like/share posts to promote more alumni participation and increase visibility. This committee is still recruiting for volunteers.

Our current social media audience is 2,695, with the largest age range between ages 34-44. Instagram and Twitter will be tweaked to promote more engagement with the younger audience. The total engagement is 2,643, which is an increase of 93%. Overall page views and post interactions are down at a total of 155 (11.7% decrease) because fewer posts were made. Page views are anticipated to increase as we move into the fall semester.

*Note: these statistics are for the date range 5/27-6/23

Top 3 performing posts since the spring were from recent alumni events: Mississippi on the Mall (reached 2,871, 966 engagements, 194 reactions/shares/comments), Jackson Metro Lunch (reached 2,243, 182 engagements), and Washington DC post (reached 1,535, 35 reactions).

Strategy & Support

Chair: Heather F. Stone

Heather Stone reported that the committee hit all three of their goals last year. The overall goals for this year will be to go through the MUWAA Board of Directors Volunteer Experience Survey results from last year, continuing to develop the MUWAA Branding Guide, and creating the MUWAA Board of Directors Committee Snapshot and Expectations document from data sent by each Committee Director to this committee.

XII. Unfinished Business

None at this time.

XIII. New Business

Election of Nominations & Elections Committee

Symone stated that Amy Johnson Lewis will no longer be on the ballot because she has declined her nomination. The Board voted on this committee virtually via Survey Monkey.

The following alums have been elected as the 2023-2023 Nominations & Elections Committee:

- Inger Chandler
- Greg Clayton
- Jianwen Jackson Crump
- Austin Rayford
- Lesley Davis- Alternate

Appointments

President Bounds reported that there were errors in the committee listing is not correct; this will be resubmitted and voted upon at a later date.

Terry Gargano Coffey made the motion to accept the committee chairs as assigned to the committees as listed, motion carried.

Approval of 2022-2023 Budget

Katherine Shell Benson made the motion to approve the 2022-2023 budget, motion carried.

Allocation of 2022 Magnolia Mingle Proceeds

Past Presidents Committee made the recommendation to allocate Magnolia Mingle to support future renovations of Shattuck Hall.

Katherine Shell Benson made the motion that the allocation of the 2022 Magnolia Mingle proceeds be tabled until the time that naming opportunities for the new Shattuck Hall renovation. Motion carried.

XIV. Open Forum

None at this time.

XV. President's Closing Comments/Adjourn

President Bounds closed by thanking everyone for attending and sending her encouragement; she is excited to get the year started and to see what all is accomplished on the Board for the 2022-2023 year.

She reminded everyone about upcoming events including Summer Graduation, the Long Blue Line Auction, and asked that anyone who is interested in volunteering for Move In Day or any other Blues Week even to let her know

The meeting was adjourned at 3:17 pm.

DRAFT



ALUMNI
ASSOCIATION

Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2022 Fall Board Meeting

Date Submitted: 10/11/2022

Submitted by: Bridget Smith Ellis, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

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

Committee Members

Bridget Smith Ellis, chair

Shasta Dodd

Clare Haefner

Luis Leal

Bayleigh Vick, board member

Committee Activities

- Committee Meeting: 9/7/22: introduction and brainstorming session for social media/Long Blue Line web content

Goals and Progress for FY2023

- Goal 1: Create and maintain promotional calendar in tandem with PR committee for submission and promotion of PR and DM events.
 - Discuss and create a promotional calendar with the PR Chair for use across the board
 - Send monthly emails to committee chairs requesting PR/DM needs one month before events
- Goal 2: Update and coordinate MUWAA committee publicity for specific events.
 - Communicate with committee chairs/committee liaison publicity timeline from previous year ✓
 - Communicate regularly with committee chairs/liasons on upcoming publicity needs
- Goal 3: MUWAA Special Events/Activities digital promotion
- Goal 4: Create promotional/organic social media content for use throughout the year
 - Creating partnerships with MUW Archives and The W social media channels for collaboration various post throughout the year
 - MUW Archives
 - Highlighting special/historical events using archival photos/content
- Goal 5: Responsible for creating, maintaining, and reporting the analytics of social media posts across MUWAA Social Media Channels
 - Social Media Analytics Highlights
 - Facebook: (Last 28 days > Sept. 11-Oct. 8)
 - Post Reach 7209
 - Engagements 2882

- Page Likes (new) 14
- Followers (new) 28
- Twitter (Last 28 days > Sept. 11-Oct. 8)
 - 902 impressions (+ 91.1%)
 - 982 followers (- 2)
- IG (Last 30 days > Sept. 9-Oct. 8)
 - Accounts reach is 411
 - 135 are non-followers
 - Accounts engaged are 42
 - Total followers 729 (+ 0.8%)
- Chapter Events & the MUWAA Long Blue Line Auction were the majority of the post

Next Steps

- DMC is updating the Alumni Awards graphics to meet The W/MUWAA branding guidelines

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support

Committee Type: Special

Meeting: 2022 Fall Board Meeting

Date Submitted: October 11, 2022

Submitted by: Heather Fasciocco Stone, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

This committee represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision and strategic initiatives of the university. It is chaired by the MUWAA President-Elect and is composed of 4-5 members of the MUWAA Board of Directors who are appointed by the President and approved by the Board of Directors.

Goal: To work with the MUWAA President to develop 1-3 Strategic recommendations for the Board and/or Association to pursue and Participate in University Strategic Planning as directed by President Miller.

Committee Members

Symone Bounds, Ashley Dean, Jenny Katool, Ashley Nichols Elkins, Rebecca Rogers, Katherine Shell Benson

Committee Activities

- Meetings: First Zoom meeting held Tuesday, September 27 at 7 pm CST included guest speaker Digital Marketing Committee Chair Bridget Ellis discussing website best practices
- Emails: Several pre-meeting agenda, reminder and follow-up notes to support calls and deliverables.
- Calls: Follow-up Zoom meetings scheduled for November 15 and December 13 + guest speakers

Goals and Progress to Date

- Goal 1: Re-design the MUW Alumni Association webpages
 - Team Research & Development exercise due October 18
- Goal 2: Committee Expectations Documents (One-Pagers/External & Internal)
 - Team assignment to Committee chairs due November 1
- Goal 3: Board Member Surveys
- Goal 4: Strategic Plan

Next Steps

- Setup one-on-one meeting with MUW Webmaster, MUW Public Affairs & MUW Alumni & Development all via assistance from the MUW Alumni Relations Office
- Gather previous Strategy & Support committee's efforts to support Expectations Document
- Next call outline next steps on remaining goals: Board Member Survey & Strategic Plan

Celebrations or Accolades

Thanks to all team members for participating on this committee. A special shout-out to MUW Alum and Digital Marketing Committee Chair Bridget Smith Ellis on a special presentation during Sept. call.

Concerns or Motions for Action

None at this time



Committee Name: Nominations & Elections Committee

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: October 29, 2022

Submitted by: Katherine Shell Benson, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

This Committee shall be chaired by the Immediate Past President of the Association. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association. This Committee will also carry out the process for Nominations for the following year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

2022-2023 Committee Members

Katherine Shell Benson, Chair

Greg Clayton

Inger Chandler

Austin Rayford

Jianwen Jackson

Leslie Norwood, Alternate

Committee Activities

- Board Elected New Committee Members at Summer 2022 Meeting
- Newly Elected Committee Members were reached out to and notified of their new positions and told that the Nomination and Election Process would start for New Board Members in the Late Fall/Early Winter.
- Social Media Committee was contacted, Katherine Shell Benson was assigned as the Social Media Contact for Nominations and Elections. Social Media Committee shared their timeline for all Nominations and Elections Social Media pushes and they were melded with the 2022-2023 N & E Calendar.

Goals and Progress to Date

- Solicit nominations for all positions (4) on the 2023-24 Nominations & Elections Committee and provide a ballot of no more than 10 candidate for the 2023-24 MUWAA Board of Directors to elect for the upcoming year. (set for late Fall/Winter for BOD and Summer 2023 for Committee)
- Secure nominations for all open positions and focus on reflecting the diversity of our alumni population and provide a slate of nominees to MUW Alumni Office and MUWAA President according to Policy & Procedure recommended timelines.

Next Steps

- Continued utilization of newly developed tools for building a balanced board by new Nominations & Elections Committee Chair and soon-to-be-elected Committee

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Special Events

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: October 11, 2022

Submitted by: Katy Canion Pacelli, Chair

**Mississippi University for Women Alumni Association
COMMITTEE REPORT**

longblueline.muw.edu/alumni/alumni-association-agendas

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 Director of Alumni Relations regarding these events.

Committee Members

Lesley Norwood Davis
Angh Teague Dees
Bridget Smith Ellis
Dana Jackson
Monique Jenkins
Cynthia Kittrell
Kristi Hipp Mosley

Committee Activities

- Held a meeting in August and September to discuss all aspects of the auction.
- Many an email was sent between committee members.

Goals and Progress to Date

- Hold a successful stand-alone auction – check!!!!
- Have 100% participation from the MUWAA Board – 85%
- Continue to grow our social media presence
 - Page Views: 639 > up 92%
 - Page Likes (new): 16 > up 167%
 - Post Reach: 4,203 > up 38%
 - Post Engagement 1535 > up 5%
 - Video views: 1005 > up 41%
 - Followers: 18 > up 157%

Next Steps

- Finalize and Announce amount raised from 2022 LBLA.
- Finish filling Special Events Committee for this year
- Begin planning for Magnolia Mingle 23 and LBLA 23!

Celebrations or Accolades

A huge team effort from everyone on the committee to pull off the auction. Special thanks to Symone Bounds, Jenny Katool, and Kristi Mosley for their assistance in Jackson during and after the event.

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Finance

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: October 18, 2022

Submitted by: LuAnne Farrar McGuirk, Chair

Function of the Committee

This Committee shall develop and manage a budget for the Association and ensure that the Association is in compliance with the provisions in the Affiliation Agreement related to finance.

Committee Members

Gary Albright, Debra Stamps, Deidra Gore Fitzpatrick, Ashley Dean,

Committee Activities

- We have communicated through email at this point.

Goals and Progress to Date

- Goal 1: Send out an email to the general membership about giving categories utilizing the 21-22 educational tool.
 - Progress- We are working with the Publicity Committee to get this out in the next month.
- Goal 2: Create 3-4 social media posts from that tool to help facilitate the donation process and other quick reference-giving information
 - Progress- We have not started this process yet, but we hope to soon.

Next Steps

We will have a Zoom meeting in the coming month.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Bylaws

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: 10/18/2022

Submitted by: Michelle R. Wescovich

**Mississippi University for Women Alumni Association
COMMITTEE REPORT**

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

This Committee reviews the Bylaws and Policies and Procedures and recommends changes when necessary to the Board of Directors

Committee Members

- Cheryl Jackson Cooper
- Elaine Evans
- Amy J. Lewis
- Kim Jobe
- Linsey Boatner
- LuAnne McGuirk

Committee Activities

- Committee members are currently working to accomplish the goals/assignments outlined below.

Goals and Progress to Date

- Reviewing our conflict-of-interest policy and make suggestions to reflect more inclusive language;
- Reviewing Section II (B) of our Bylaws (to update active membership and recent graduate timelines;
- Reviewing the scholarship section of the P&P's and adding language to reflect the Undergraduate Research Scholarship; and,
- Review the Bylaws and P&P in its entirety for additional updates.

Next Steps

- Continue to work towards accomplishing the goals set for the year and assist the MUWAA Board as needed.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Public Relations - Writing

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: Oct. 10, 2022

Submitted by: Annie Oeth, Chair

Mississippi University for Women Alumni
Association

COMMITTEE REPORT

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

This Committee shall, in coordination with the University's 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.

Committee Members

Annie Oeth (chair)

Allison Carol Chestnut

Anne White Foster

Cynthia Kittrell

Anne Swearingen

Barbara Black Travis

Committee Activities

- Email discussion over writing content for the fall 2022 issue of Visions

Goals and Progress to Date

- News release for Long Blue Line Auction 2022
- Anne Swearingen did a wonderful job writing about our scholarship winners. We will turn her work into news releases for their hometown media.
- Katy Canion Pacelli, who worked so hard to make the LBLA a huge success, wrote about the event for the fall issue of Visions.
- Writing about alumni award winners once announced.
- Biographies of board members for social media.

Next Steps

- News release drafts about scholarship winners to be completed by Oct. 31.
- Checking with Bridget Smith Ellis on needs for board member biographies.

Celebrations or Accolades

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Chapters and Constituency Groups

Committee Type: Standing

Meeting: 2022 Fall Board Meeting

Date Submitted: 10/19/2022

Submitted by: Kacey Keeton, Chair

**Mississippi University for Women Alumni Association
COMMITTEE REPORT**

longblueline.muw.edu/alumni/alumni-association-agendas

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 Director of Alumni Relations.

Committee Members

- Kym Gore
- Trey Harper
- Ashley Morgan
- Andrea Germany

Committee Activities

- Committee members are currently working to accomplish the goals/assignments outlined below.

Goals and Progress to Date

- Goal 1: Find new ways to actively engage and reconnect the C&CG groups back to the University and each other.
- Goal 2: Develop C&CG Digital Media campaigns to highlight current C&CGs and to gain interest for future C&CGs.
- Goal 3: Continue the formalization and development of C&CGs.

Next Steps

- Continue to work towards accomplishing the goals set for the year and assist the MUWAA Board as needed via emails and conference calls.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Diversity and Inclusion
Committee Type: Special
Meeting: 2022 Fall Board Meeting
Date Submitted: October 11, 2022
Submitted by: Jermarra Jones-Price, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

This committee will work to cultivate stronger relationships with alumni of minority groups with a particular emphasis on creating a culture of diversity and inclusion in order to encourage interest in active participation.

Goal: Develop ways to engage young minority alumni groups and existing minority alumni groups, including building alumni-to-student connections and alumni-to-alumni connections.

Committee Members

Phillip Cockrell, Ashley Dean, Rebecca Rogers, Nicolas Wright, LeAnn Alexander, Tekita Bankhead, April Clayton, Greg Clayton, Turquoise Holmes, Kristie Metcalfe, Austin Rayford

Committee Activities

- We have had two meetings via Zoom since the start of the board year.
- There is also communication between calls via our group's GroupMe.

Goals and Progress to Date

- Host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion:
 1. A date range has been chosen for November and the committee is now voting.
 2. Alum Tekita Bankhead will be presenting on Mental Health as it relates to DEI.
 3. The letter to alumni is being prepared for email as well as the promotional graphic
- Conduct the Annual Diversity and Inclusion Survey of the general association members:
 1. A launch window has been chosen for January and the committee is now voting.
 2. We have decided to revisit the feel and tone of the survey to make it more neutral for all participants and make the understanding of its positioning to DEI more relevant.
 3. We have decided to reintroduce incentives this year for survey participation.
- Develop and host a professional development weekend event covering a range of topics open to MUW alumni, staff, and current students:
 1. A time frame has been proposed of mid-February or early March.
 2. Discussions will continue within the committee as we build out the contents, speakers, and workshops for the three-day weekend.

- Provide insights and recommendations to Anna Ogburn that would promote inclusive campus events for alumni to help them feel engaged and connected with the University:
 1. A suggestion has come forward to change the committee's name from Diversity and Inclusion to Diversity, Equity, and Inclusion Committee. After speaking with Symone, she has confirmed that change is one she can make during this Board Year.

Next Steps

- The committee will host its professional development session on Mental Health.
- We will hold meetings in November and December to start working on building the alumni survey.
- We will begin conversations on what incentive choices will look like for our two-week survey window.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
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STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Nominations and Elections Committee Chair: Katherine Shell Benson</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Secure nominations for all open positions and focus on reflecting the diversity of our alumni population and provide a slate of nominees to Anna Ogburn and MUWAA President according to Policy & Procedure recommended timelines. 	<p>This Committee shall be chaired by the Immediate Past President of the Association. The Board of Directors will elect four voting members of the Association to serve on this Committee, with input from the University's Director of Alumni Relations. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association.</p>	<ul style="list-style-type: none"> - Inger Chandler - Greg Clayton - Jianwen Jackson Crump - Austin Rayford - Lesley Davis- Alternate
<p>Bylaws Committee Chair: Michelle R. Wescovich</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Review the MUWAA Conflict of Interest Form for inclusive language. 2. Review Bylaws + P&P to identify all areas that would require updates as needed and approved by MUWAA Board. 	<p>This Committee is responsible for reviewing the Bylaws and recommending changes when necessary to the Board of Directors and ensuring Policies & Procedures are in keeping with Bylaws.</p>	<ul style="list-style-type: none"> - Cheryl Jackson Cooper - Elaine Evans - Amy J. Lewis - Kim Jobe - Linsey Boatner - LuAnne McGuirk
<p>Recruitment and Retention Committee Chair: Lydia Coffey Pierce</p> <p><u>Goals for the 22 - 23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Continue work with Anna Ogburn of moving student scholarship applications to an electronic format in order 	<p>This Committee shall support the University in coordination with the Vice President for Student Services in the University's recruitment and retention of students and faculty. This committee will be responsible for identifying and recognizing the various faculty awards</p>	<ul style="list-style-type: none"> - Cynthia Kittrell - Candace Magan Evans - Jianwen Jackson Crump - Clemmie Phillips Everett - Maeghan Tilley - Monique Jenkins - Gary Albright

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<p>to increase the number of applicants.</p> <ol style="list-style-type: none"> 2. Work with the PR and Digital Marketing Committees to publicize/enhance recognition of the MUWAA Scholarship Winners. 3. Continue work on the process for non-selected award nominees to be re-entered into the pool to be considered for subsequent year awards. 	<p>and grants, as well as the scholarships awarded by the Association.</p>	
<p>Chapter & Constituency Groups Committee Chair: Kacey Keeton</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Find new ways to actively engage and reconnect the C&CG groups back to the University and each other. 2. Develop C&CG Digital Media campaign to highlight current C&CGs and to gain interest for future C&CGs. 3. Continue the formalization and development of C&CGs. 	<p>This Committee shall work to increase active participation in the Association and shall develop chapters and constituent groups in coordination with the University’s Director of Alumni Relations.</p>	<ul style="list-style-type: none"> – Kym Gore – Trey Harper – Ashley Morgan – Andrea Germany
<p>Special Events Committee Chair: Katy Canion Pacelli</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Plan and execute the 2022 Long Blue Line Auction and the 2023 Magnolia Mingle during the 2023 Homecoming. 2. Work with the PR and Digital Marketing Committees to ensure a comprehensive media presence is maintained for the auction. 3. Develop future LBLA auction and MM leaders and outline/timeline of auction processes to help ensure consistency for future auctions. 	<p>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 Director of Alumni Relations regarding these events.</p>	<ul style="list-style-type: none"> – Bayleigh Vick (Co-Chair) – Bridget Smith Ellis – Lesley Norwood Davis – Bridget Smith Ellis – Lydia Coffey Pierce – Ann Teague – Dana Jackson – Monique Jenkins – Cynthia Kittrell – Peggy Hampton – Barbara Black Travis

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<p>Finance Committee Chair: LuAnne Farrar McGuirk, MUWAA Treasurer</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Provide quarterly updates to the Board regarding Association funds and finances. 2. Compile quick reference information from social media/email posts outlining Information helpful giving information for donors. 	<p>This 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.</p>	<ul style="list-style-type: none"> - Ashley Dean - Deidra Gore Fitzpatrick - Gary Albright - Debra Stamps
<p>Public Relations Committee – Print Chair: Annie Oeth</p> <p><u>Goals for the 22 -23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Utilize full board by soliciting content and directing promotion of marketing efforts. The MUWAA Board should lead by example through continued and concerted efforts to promote the Association and The W. 2. Work with the Digital Marketing Committee to develop updated communication processes for better connection and engagement with a multi-generational alumni base. 	<p>This Committee shall, in coordination with the University’s 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.</p> <p>Goal: To focus on print and press release aspects of marketing and public relations for the MUWAA and work in tandem with the Digital Marketing Committee.</p>	<ul style="list-style-type: none"> - Barbara Travis - Anne Swearingen - Cynthia Kittrell - Allison Carol Chestnut - Anne White Foster
<p>Past Presidents Committee Chair: Rebecca Rogers</p> <p><u>Goals for the 22 - 23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Encourage all Past Association Presidents to support the University and Association through a financial contribution. 2. Research, Present and engage Past Presidents and Board in a service project to benefit University efforts 	<p>This Committee serves as a support and advisory group for the current President and Board of Directors.</p>	<ul style="list-style-type: none"> - Katherine Shell Benson - Jenny Katool - Gail Laws - Alma Ellis - Andy Thaggard - Deborah Hodges - Ricki Garrett

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SPECIAL COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Membership Recruitment Chair: Nicolas T. Wright</p> <p><u>Goals for the 22 - 23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Propose ideas for new and improved membership drives that focus on reconnection and re-engagement of all alumni, both active and inactive members. 2. Work with the PR and Digital Marketing Committees to ensure a consistent voice and focus on the audience through media. 3. Research and present new graduate gift options to the MUWAA Board of Directors 	<p>This committee will focus on growing our membership and its participation in Association and University activities. This committee will also seek to actively engage our most recent graduates in Association and University activities.</p>	<ul style="list-style-type: none"> – Robbie Foxx – Terry Coffey – Greg Clayton – JMarkus Dubose
<p>Mentoring Committee Chair: Kym Golden Gore</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Plan & execute the annual BLUE networking event building on past success and incorporating recommendations voiced through evaluation surveys incorporating various MUWAA Chapters, Constituency Groups, and current student organizations. 2. Plan & execute Spring Event for all MUW Seniors with a focus on inviting all online students to campus to attend in person. 	<p>This committee will work to strengthen the relationship with current students, cultivating them for active membership in the MUWAA upon their graduation.</p>	<ul style="list-style-type: none"> – Michelle Wescovich – Audra Odom – Lestonio Yarbrough – Shannon Ivey – Catherine Cowart
<p>Strategy and Support Committee Chair: Heather Fasciocco Stone</p> <p><u>Goals for the 22 - 23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Work with the MUWAA President to develop 1-3 Strategic recommendations for the Board and/or 	<p>This committee represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision, and strategic initiatives of the university. It is chaired by the MUWAA President-Elect and is composed of 4-5 active members</p>	<ul style="list-style-type: none"> – Ashley Dean – Symone Bounds – Jenny Katool – Katherine Shell Benson – Rebecca Rogers

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<p>Association to pursue.</p> <p>2. Work with the University to help implement elements of the MUW Strategic Plan.</p>	<p>of the MUWAA with the majority of those members being current members of the MUWAA Board of Directors and are appointed by the President and approved by the Board of Directors.</p>	<ul style="list-style-type: none"> - Ashley Elkins
<p>Diversity, Equity, and Inclusion Committee Chair: Jermarra Jones-Price</p> <p><u>Goals for the 22 -23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Develop/host a professional development workshop for the Board of Directors and MUW Alumni and students on the topic of diversity and inclusion. 2. Conduct Annual Diversity & Inclusion Survey of General Association Members 3. Develop and host a professional development weekend event covering a range of topics open to MUW Alumni, Staff, and Students 4. Provide insights and recommendations to Anna Ogburn would promote inclusive campus events for alumni to help them feel engaged and connected with the University. 	<p>This committee will work to cultivate stronger relationships with alumni of minority groups with a particular emphasis on creating a culture of diversity and inclusion in order to encourage interest in active participation.</p> <p>Goal: Develop ways to engage young minority alumni groups and existing minority alumni groups, including building alumni-to-student connections and alumni-to-alumni connections.</p>	<ul style="list-style-type: none"> - Ashley Dean - Phillip Cockrell - Nick Wright - Rebecca Rogers - Austin Rayford - Turquoise Holmes - Tekita Bankhead - Kristie Metcalfe - Greg Clayton - April Clayton - LeAnn Alexander
<p>Digital Marketing Committee Chair: Bridget Smith Ellis</p> <p><u>Goals for the 22-23 Board Year:</u></p> <ol style="list-style-type: none"> 1. Utilize full board by soliciting content and directing promotion of marketing efforts. The MUWAA Board should lead by example through continued and concerted efforts to promote the Association and The W. 2. Work with the Public Relations Committee to develop updated communication processes for better connection and engagement with a multi-generational alumni base. 	<p>This Committee shall, in coordination with the University’s Director of Alumni Relations and in alignment with MUWAA Public Relations Committee, create, produce and disseminate digital and social media information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.</p> <p>Goal: To focus on digital and social media aspects of marketing for the MUWAA and work in tandem with the PR Committee.</p>	<ul style="list-style-type: none"> - Luis Leal - Bayleigh Vick - Clare Haefner - Shasta Nance

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NOTE: Each board member must serve on at least one committee

With the exception of the Nominations and Finance Committees, Standing Committees can have only 8 members and all committee members must be active members of the Association.

- No less than 5 members on each standing committee
- No more than 8 members on each standing committee

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2022-2023 BOARD OF DIRECTORS
CONTACT INFORMATION**

2023 CLASS

Robbie Foxx, 1973
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2025 CLASS

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NON-CLASS MEMBERS

President
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President-Elect
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Immediate Past-President
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MUW Foundation Rep
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Parliamentarian (Non-Voting)
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Anna Henderson Ogburn, 1995
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OFFICER LISTING

President: Symone Bounds

President-elect: Heather Fasciocco Stone

Secretary: LuAnne Farrar McGuirk

Treasurer: Jane IZard Turner

Immediate Past President: Katherine Shell Benson

Parliamentarian: Wesley House Garrett