

**Mississippi University for Women Alumni Association**  
**2023 MUW Annual Meeting of the Membership**  
**Friday, March 31 | 4:00 PM – 5:30 PM CST**  
**Hybrid**

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**Zoom Information:** <https://muw.zoom.us/j/2348964236>  
**Meeting ID: 234 896 4236**      **Passcode: MUW**

- I. Call to Order**
- II. Association President’s Welcome**
- III. University President’s Remarks**
- IV. Reading and Approval of the Minutes**
- V. MUWAA President’s Report, Officers Reports & Committee Reports**
  - Standing Committee Reports**
    - Nominations/Elections
    - Bylaws
    - Recruitment & Retention
    - Chapters & Constituency Groups
    - Special Events
    - Finance
    - Public Relations
  - Special Committee Reports**
    - Diversity, Equity, & Inclusion
    - Membership Recruitment
    - Mentoring
    - Digital Marketing
    - Strategy & Support
- VI. Recognition of 2019-2020 MUWAA Officers & Board Members**
- VII. Recognition of Departing Board Members**

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

**VIII. Installation of 2020-2021 MUWAA Officers and Board Members**

*MUWAA Board of Directors to Serve the 2020-2023 Term:*

Andrea Fulgham Germany, Collinsville, MS - Class of 2000

Annie Robinson Oeth, Jackson, MS - Class of 1987

J'Markus DuBose, Gulfport, MS - Class of 2014

Rev. Arthur R. Harper, III (Trey), Canton, MS - Class of 1998

Debra Sturgis Stamps, Crystal Springs, MS - Class of 1982

*Remainder of vacated term on the Board of Directors 2023-2024  
(1 year):*

M. Clare Haefner, Round Rock, TX - Class of 2003

*President-Elect for the 2023-2024 Term:*

Jermarra Jones-Price, Southaven, MS - Class of 2008

*President for the 2023-2024 Term:*

Heather Fasciocco Stone, Smithville, Texas – Class of 2002

**IX. Open Forum**

**X. Passing of the Gavel & Incoming President's Remarks**

**XI. Adjournment**

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
ANNUAL MEETING of the MEMBERSHIP**

**Hybrid: In-Person at Nissan Auditorium and Zoom Call, 4 p.m.**

**Friday, April 8, 2022**

**I. CALL TO ORDER**

President Katherine Shell Benson called the annual meeting of the Mississippi University for Women Alumni Association (MUWAA) to order at 4:00 p.m.

**II. ASSOCIATION PRESIDENT'S WELCOME**

President Benson shared she is nervous but excited because this is practice for Convocation. Ms. Benson welcomed everyone Home! She stated it has been so long since we were all on campus together. She encourages everyone to enjoy every minute of the weekend!

**III. READING AND APPROVAL OF THE MINUTES**

LuAnne Farrar McGuirk moved to dispense with the reading of the minutes and approve as presented. Jenny Katool seconded. Motion carried.

**IV. RECOGNITION OF 2021-2022 MUWAA OFFICERS AND BOARD MEMBERS**

President Benson recognized Board Officers and Directors as well as Non-Director Committee Chairs with slide presentations and thanked them for the amazing job done this year. She also recognized Dr. Anna Ogburn and President Miller. She says that she does not know what she would have done without this team.

**V. MUWAA ANNUAL REPORTS**

**A. OFFICER REPORTS**

- **Parliamentarian**  
Wesley Garrett, Board Parliamentarian, had nothing to report at this time.
  
- **Secretary**  
LuAnne Farrar McGuirk, Board Secretary, had nothing to report at this time.

- **Treasurer**

Jane IZard Turner, Board Treasurer, reported there has been some activity in several accounts in the past few months. We adjusted the account balances to be accurate and fully endowed. We are on or under budget in all categories based on “budget to actual.”

## **B. COMMITTEE REPORTS- STANDING**

- **Finance**

Jane IZard Turner, Chair, shared the current report only includes expenses since January. The committee had goals to provide reports and compile recommendations for “suggested giving profiles.”

- **Bylaws**

Kym Golden Gore, Chair, shared that the policy and procedure on the OUR Scholarship has been updated. This will be updated on the website. Ms. Gore made a motion to add “Magnolia Mingle” to the Policies and Procedures Manual, Appendix F: Naming Rights. The motion is as follows (changes redlined with strikethroughs and additions in blue):

“The Mississippi University for Women Alumni Association (MUWAA) shall maintain exclusive ownership of any and all designated naming rights for any and/or all special events for which it proposes, develops, promotes, and maintains on behalf of the benefactor, Mississippi University for Women, including but not limited to the following events: The MUWAA Long Blue Line Auction, ~~and~~ the MUWAA BLUE Event, ~~and~~ [the MUWAA Magnolia Mingle](#).”

Motion passed at the Board meeting on Thursday.

- **Chapters and Constituencies**

Monique Jenkins, Chair, was not in attendance. Michelle Wescovich shared the report in her absence. The committee’s workshop was held on January 22, 2022, with great success. The committee is still working with other groups to add them to our Alumnae Association.

- **Nominations and Elections**

Rebecca Rogers, Chair, was not in attendance. Katherine Shell Benson gave the report. She shared that the committee has been working hard since January. She was excited for all the people who attended the balanced board workshop. They compiled a spreadsheet with each person’s information in specific categories. Ms. Rogers shared that the annual report will be given tomorrow but she won’t be here, so:

34 nominations, 4 not eligible, 3 received multiple nominations  
25 were determined eligible, 18 accepted the nominations  
The committee then deliberated to move forward with balanced  
recommendations.

- **Past Presidents**

Kristi Hipp Mosley, Chair, shared that past presidents were tasked with creating a new fundraiser. They have been busy with the creation and planning for the Magnolia Mingle. The event will be held tonight and will be fun!

- **Public Relations- Print**

Annie Oeth, Chair, shared that she is excited to be here. The committee has worked to publicize Homecoming and BLUE. The committee is also working on media suggestions and any upcoming needs.

- **Recruitment and Retention**

Lydia Coffey Pierce, Chair, shared that they requested Faculty Grant recipient application. They invited those people to Convocation. The committee is also working on transferring scholarship applications to digital formats. The committee is also helping with a better process and workflow for nominees who aren't selected.

- **Special Events**

Katy Canion Pacelli, Chair, stated that her committee has been continuing to work on the Long Blue Line Auction (LBLA). They have designed a new logo. They have also opened a drop off spot during the weekend for donations. As soon as HC is over, they will be hitting it hard with the LBLA. She is hoping we can share more info and such with the GiveSmart platform. The committee has received over 50 items donated already. Please make sure we share all social media posts regarding LBLA.

### **C. COMMITTEE REPORTS- SPECIAL**

- **Digital Marketing**

Bridget Smith Ellis, Chair, shared that the committee has been actively publicizing various events including Spring Fling, Board Elections, the D and I Roundtable, and Magnolia Mingle. The committee will have another push for the "Why do you W?" Facebook analytics for a one month period showed that the page view was 210 with a of 6,129 individuals. Please continue to follow, like, share, and comment with all social media posts.

- **Diversity and Inclusion**

Jermarra Jones-Price, Chair, reported that the committee is working to prepare for our Virtual Roundtable on April 30, 2022. They were successful in getting the alumnae survey out this year. The survey asked some hard questions and not as many people participated. The committee is working to compile the list of inclusive events. JJ also shared that Anghaarad Tees was recently named the first female pastor of Quaker Memorial Presbyterian Church in Virginia.

- **Membership Recruitment**

Ashley Dean, Chair, reported that the committee is currently in the big membership initiative with the “Why do you W?” In May, they will be doing something more detailed with stories and pictures and such. The Board members will not be included in this. Graduation is May 7, 2022, to give out gifts. The committee is also working on getting graduation gifts for the next few years.

- **Mentoring**

Kacey Keeton, Chair, shared that her committee report is not in the packet. She apologized. The committee has had monthly Zoom meetings. The committee hosted the BLUE Event in a hybrid format. Bridget helped with all the publicity and social media engagement. The speakers at the event were amazing and enjoyed the event as well. Shoutout to committee member Yarbrough for encouraging students to be there. The Spring Fling event today was a huge success. Many students participated in getting their headshots and goodie bags.

- **Strategy and Support**

Symone Bounds, Chair, reported that her committee has had several Zoom calls. The committee has continued to work on the MUWAA branding guide. This will include logos, colors, trademarks, etc. Her committee is working with the digital marketing committee to come up with a short description of each committee and the time commitment required. This should aid in recruitment. The committee has suggested a Board survey to be given out at the end of the board year. A motion was presented that read as follows:

“The Strategy and Support Committee moves that the MUWAA Board of Directors approve the BOD Year End Survey as presented (in

our packets) to be utilized at the end of the current and future board service years.”

The motion passed at the Board meeting on Thursday.

#### **D. PRESIDENT’S REPORT**

President Benson recapped this past year. The goals of the MUWAA board have been centered around the goals of enriching our W Communication, Connection, and Community – simple words that seemed so easy to accomplish before 2020. This year has been designed to work to strengthen our community by enriching the ongoing open lines of communication between the MUWAA Membership, Board, and University in order to encourage the creation of even stronger support systems and connections between each other and with our University.

Through better Communication that we make stronger Connections which develop a more successful Community. Ms. Benson stated this year we have made a large dent in these goals. Through the creation of the Digital Media PR Committee – we have streamlined the goals and work loads of both MUWAA Public Relations committees and communication through both Digital and Print Media has been exponentially higher. Through the acquisition of the new GiveSmart digital fundraising platform, we have been able to not only add backend organizational features to help the Long Blue Line Auction committee in their huge paperwork mountain they have for each auction, but added easier user features for all of us who bid. The software is able to be used for ALL MUWAA fundraising events. We have developed a brand new fundraiser, the Magnolia Mingle, to help diversify our fundraising efforts. We have fully endowed a new scholarship in support of the Office of Undergraduate Research. We have had another banner year for both the Blue Leadership Conference for Students, the Chapters and Constituency workshops, and Spring Fling Headshot Program.

To finish up the year, we have some brand new programs that we are super excited about: The Board has developed a new membership program called “WHY do you W?” encouraging alumni to remember their “Why” – why do you comeback, why do you love the W, what makes you give back to our beloved alma mater? We also have developed a brand new Diversity and Inclusion Roundtable that will be taking place virtually on April 30<sup>th</sup> to discuss the wonderful diverse perspectives of our Long Blue Line and student body. And coming from its new forever time spot of the last weekend in September, the Long Blue Line Auction.

That is just a small part of the many wonderful things that the MUWAA has accomplished with the goals of Communication, Connection, and our fantastic W Community in mind during the 2021-2022 Board year.

## VI. RECOGNITION OF ALUMNI AWARD WINNERS

President Benson honored the following Alumni Award winners:

### 2022 Alumni Award Winners

- *Alumni Achievement Award*
  - Erin Rust Munton
- *Alumni Service Award*
  - Virginia Segrest Hughson
- *Outstanding Recent Graduate*
  - Linsey Boatner

## VII. MUWAA PRESIDENTIAL COMMENDATIONS

President Benson recognized the following superlatives for exemplary service to the Association & Board of Directors:

- *Excellence in Board Service*
  - Bridget Smith Ellis
- *Excellence in Committee Leadership*
  - Kacey Keaton, Monique Jenkins, and Rebecca Rogers
- *Board Spirit Award*
  - JJ Price
- *New Ventures Award*
  - Kristi Hipp Mosely and Katy Canon Pacelli

## VIII. INSTALLATION OF 2022-2023 MUWAA OFFICERS AND BOARD MEMBERS

President Benson installed, by oath, the following new Officers and Board Members:

### MUWAA President to Serve for the 2022-2023 Term

- Symone Bounds, Class of 2012

### MUWAA President-Elect to Serve for the 2022-2023 Term

- Heather Fasciocco Stone, Class of 2002

### MUWAA Board of Directors to Serve for the 2022-2025 Term

- Anne Swearingen, Class of 1973
- Bayleigh Vick, Class of 2016
- Phillip Cockrell, Class of 2003



- Terry Gargano Coffey, Class of 1985
- Cynthia Williams Kittrell, Class of 1978

## **IX. RECOGNITION OF DEPARTING MUWAA BOARD MEMBERS**

President Benson thanked the following departing Board members for exemplary service to the Association and Board of Directors:

- Rebecca Rogers, Class of 2000
- Monique Jenkins, Class of 2008
- Troy Lewis, Class of 1991
- Christie Jones Lawrence, Class of 1981
- Barbara Black Travis, Class of 1970
- Jane Izard Turner, Class of 1980

## **X. OPEN FORUM**

President Benson called for any questions or comments. Thanks was said by all.

## **XI. PASSING OF THE GAVEL AND INCOMING PRESIDENT'S REMARKS**

MUWAA President, Katherine Shell Benson, passed the gavel to newly elected MUWAA President, Symone Bounds. In return, President Bounds presented Past President Katherine Shell Benson with a branded MUW lapel pin.

Incoming President Bounds thanked Ms. Benson for all she has done this year. President Bounds stated that Katherine has lead the board to many endeavors over the past year. Symone also thanked Rebecca Rogers as well for her leadership. Symone thanked President Miller for representing the University in the best way possible. She thanked President Miller for helping all students. Symone thanked the development and alumni staff. President Bounds thanked all her fellow alums. She welcomes everyone home. She encouraged all alums to do our best to reach out to others so they can be involved as well. Ms. Bounds encouraged all of us to help in all areas especially with D and I and social media platforms. Symone said she will lead with service.

## **XII. PRESIDENT'S CLOSING AND ADJOURNMENT**

President Benson thanked Symone. We are all looking forward to her leadership officially starting on July 1<sup>st</sup>.

The business meeting was adjourned at 4:59 p.m.



ALUMNI  
ASSOCIATION

**Committee Name:** Nominations & Elections Committee  
**Chair:** Katherine Shell Benson, Immediate Past President  
**Committee Members:** Greg Clayton, Inger Chandler, Austin Rayford, Jianwen Jackson, Alternate: Lesley Norwood Davis

## 2022-2023 Year End Committee Report

### Function of the Committee

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. This Committee will also carry out the Nominations process for the upcoming year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

### Please list the items undertaken by the committee this year:

- Set Nomination & Election Period Timeline based on Policies & Procedures with Alumni Office
- Set Social Media Schedule for Announcements with Social Media Chair
- Opened nomination period for 2023-2024 MUWAA Board of Directors & President Elect - Email Sent out General Membership on 12/29/22 w/ Nominations Link
- Email Sent to out to Committee to Set Slate Discussion Meeting
- Committee worked with the Office of Development & Alumni in accordance with the MUWAA Bylaws & Policies and Procedures to solicit nominations, hold General Elections, and certify election results according to the below schedule for 2023.
- Committee was also tasked with filling a Board Vacancy.
- Nominations were slated in a virtual meeting on February 6, 2023.
- General Elections were held from February 13-28, 2023
- The Office of Development & Alumni processed the Election results and delivered to the committee on March 10, 2023 (extra time was allowed for any paper ballots to arrive).
- The Certified Results were sent to the MUWAA President via email on March 11, 2023.

### Please summarize the committee's accomplishments for the year:

A total number of 25 Nominations were received by the Office of Development & Alumni

- 10 nominees were not eligible to serve
- 2 individuals received more than one nomination
- 13 individuals were determined eligible to serve
- 8 individuals accepted nominations for consideration (6 for Directors, 2 for President Elect)
- Due to the extraordinarily low amount of accepted nominations this year, it was determined that the committee needed to recommend the traditional style of slate with the write in options as stated in the By-Laws as opposed to the contested style of ballot presented in 2021-2022.
  - o 6 alumni were placed on the ballot for Board Director

- 1 alumni was recommended for President-elect

**For President-Elect:**

**Jermarra Jones-Price,**  
Class of 2008, Southaven, MS

**For Board of Directors:**

**Andrea Fulgham Germany,**  
Class of 2000, Collinsville, MS

**J'Markus DuBose,**  
Class of 2014, Gulfport, MS

**Debra Sturgis Stamps**  
Class of 1982, Crystal Springs, MS

**Annie Robinson Oeth,**  
Class of 1987, Jackson, MS

**Rev. Arthur R. Harper, III (Trey)**  
Class of 1998, Canton, MS

**For the Board Director Vacancy:**

**M. Clare Haefner**  
Class of 2003, Round Rock, TX

- Election Results were communicated to the Alumni Membership following their certification on March 11<sup>th</sup>, 2023 following votes cast by 127 active MUWAA members.
- The committee will round out the year soliciting nominations during the Month of May for the 2023-2024 Nominations & Elections Committee members.

**Are there any shining stars on your committee?**

The entire Nominations & Elections Committee served with distinction.

**Recommendations for next year's committee:**

- An extraordinarily low amount of nominations were presented for this year. It is recommended that next year's committee require all MUWAA Board of Directors to nominate candidates instead of assuming that they will.
- An extraordinarily low amount of votes were collected this year. It is recommended that the 2 to 3 emails are sent out as remainders to the General Membership as opposed to just one and reliance on just social media. While the Social Media Committee was amazing at supporting the Nominations & Elections Committee, unfortunately it was just not enough.



**Committee Name:** Finance Committee

**Committee Members:** Gary Albright, Debra Stamps, Deidra Gore Fitzpatrick, Ashley Dean

**Chair:** LuAnne McGuirk

**2022 – 2023 Year End Committee Report**

### 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.

### Please list the items undertaken by the committee this year:

- Goal 1: Send out an email to the general membership about giving categories utilizing the 21-22 educational tool.
- Goal 2: Create 3-4 social media posts from that tool to help facilitate the donation process and other quick reference-giving information.

### Please summarize the committee's accomplishments for the year


- We were able to accomplish both our goals for the year! Thank you so much to the Digital Marketing and Publicity Committees!

### Are there any shining stars on your committee?

- My entire committee are shining stars because they have been super flexible this year!

### Recommendations for next year's committee:

- Possibly develop a document for new board members or committee members that explain the process of requesting funds, keeping receipts, and spending funds.

 <p>The <b>W</b> ALUMNI ASSOCIATION</p>	<p><b>Committee Name:</b> Public Relations/Print  <b>Committee Type:</b> Standing  <b>Meeting:</b> 2023 Spring Board Meeting  <b>Date Submitted:</b> March 13, 2023  <b>Submitted by:</b> Annie Oeth, Chair</p> <hr/> <p>Mississippi University for Women Alumni Association  COMMITTEE REPORT  <a href="http://longblueline.muw.edu/alumni/alumni-association-agendas">longblueline.muw.edu/alumni/alumni-association-agendas</a></p>
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### Function of the Committee

This Committee shall, in coordination with the University’s Director of Alumni Relations, create, produce and disseminate writing 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

Emails among committee members and chair and with Public Relations/Digital Chair Bridget Smith Ellis, Andrea Stevens and Anna Ogburn of MUW and MUWAA President Symone Bounds and emails to board members regarding biographies.

### Goals and Progress to Date

News release for MUW’s 2023 Homecoming, BLUE and the new MUWAA scholarship for first-generation college students. We are five biographies away from having a bio on each member of the MUWAA Board of Directors. A news release about the Long Blue Line Auction boosted participation, and our committee is available to write about MUWAA awards for news releases as well as for Visions. We’ve updated media contact lists as well to make sending news releases easier and more effective.

### Next Steps

Finishing up board member bios and preparing to write about elections as well as the Long Blue Line Auction later this year.

### Celebrations or Accolades

Thanks go to our committee members, especially Anne Swearingen, and Andrea Stevens and Anna Ogburn of MUW for helping tell the MUW story.

### Concerns or Motions for Action

None at this time



ALUMNI  
ASSOCIATION

**Committee Name:** Diversity, Equity, and Inclusion Committee

**Chair:** Jermarra Jones-Price

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

## **2022 – 2023 Year End Committee Report**

### **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 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.

### **Please list the items undertaken by the committee this year:**

- Host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion.
- Conduct the Annual Diversity and Inclusion Survey of the general association members.
- Develop and host monthly personal development sessions for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion.
- Provide insights and recommendations to Alumni and Development office that would promote inclusive campus events for alumni to help them feel engaged and connected with the University.

### **Please summarize the committee's accomplishments for the year**

- The committee's name was changed to Diversity, Equity, and Inclusion.
- The committee hosted a professional development session led by alum Tekita Bankhead on "Burnout" where we had 43 registrants.
- The DEI survey was released for its 3<sup>rd</sup> year in January with 201 participants.
- The DEI survey structure was revised to fit a new 5-question per section format.
- The committee launched a new professional and personal development speaker series this year to promote field awareness and growth for graduating Seniors as well as active alumni.
- The first speaker session, held in March, was led by alum Dr. Phillip Cockrell on the topic of Terminal Degrees where we had 31 registrants. If the schedule remains, both speakers for May and June will be MUW alums as well.

### **Are there any shining stars on your committee?**

- Thank you to Tekita Bankhead and Dr. Phillip Cockrell for kicking off both of the committee's biggest two efforts this year with donated sessions. Their time and experience are both appreciated.
- Thank you to LeAnn Alexander, Ashley Dean and Kristie Metcalfe for their continued readiness in topic evaluation and action-driven dialogue with goal executions this year.

### **Recommendations for next year's committee:**

- Lesson learned this year- it is okay to stop and reevaluate your goals as well as your

course of action.

- Recommendations for next year's committee:
  - a) Refrain from releasing a new survey next Spring and focus on data compilation and more programming to support it.
  - b) Bring back and move further with the Diversity Roundtable in-person as a HC event.



**Committee Name:** Digital Marketing Committee

**Committee Members:**

Shasta Dodd  
Clare Haefner  
Luis Leal  
Bayleigh Vick, board member

**Chair:** Bridget Smith Ellis

**2022 – 2023 Year End Committee Report**

## 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.

## Please list the items undertaken by the committee this year:

- The Digital Marketing Committee focused on creating/maintaining social media calendar.
- Assist in the creation of and publicizing of MUWAA events
- Create and publish organic social media content
- Set up social media scheduling software

## Please summarize the committee’s accomplishments for the year

- The committee created three organic campaigns:
  - o Financial/Giving Options
  - o Black History Month
  - o Women’s History Month
- In February, we started using Social Bee to schedule and analyze our social media content data.

## Are there any shining stars on your committee?

- Shasta Nance Dodd and Clare Haefner took the lead in researching and crafting content for our Black History and Women History months campaigns.

## Recommendations for next year’s committee:

- Curate additional organic content campaigns
- Study analytics from social media and create FY24 goals for social media
- Setup brand/content standards and guidelines for creating/sharing content and share with committee chairs at the Summer meeting





**Committee Name:** Strategy & Support  
**Committee Members:** Symone Bounds, Ashley Dean, Jenny Katool, Ashley Nichols Elkins, Rebecca Rogers, Katherine Shell Benson  
**Chair:** Heather Fasciocco Stone  
**2022 – 2023 Year End Committee Report**

### 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.

### Please list the items undertaken by the committee this year:

- Goal 1: Re-design the MUW Alumni Association webpages
- Goal 2: Committee Expectations Documents (One-Pagers/External & Internal)
- Goal 3: Board Member End-of-Year Survey
- Goal 4: Association Strategic Plan

### Please summarize the committee's accomplishments for the year

- Committee partnered with two non-committee members fluent in digital marketing and advancement to aid committee in understanding how best to implement MUWAA website enhancements. By receiving outside view point we were able to capitalize on a third-party perspective and refresh webpages.
- Committee created infographic for MUWAA communication channels supporting the Nominations & Elections committee and process for President-Elect & BODs. We will finalize an additional 12 infographics to share about and grow MUWAA committee interest in an upcoming committee interest survey in new fiscal year.
- Each Board Member will receive an 'End-of-Year' Survey to gather learnings.

### Are there any shining stars on your committee?

- President Symone Bounds partnered with the Alumni Office to refresh MUWAA webpages! YAY!

### Recommendations for next year's committee:

- Research assignment deliverables, and interviews with two field experts will be shared to the following committee to continue enhancing MUWAA webpages.