



<https://longblueline.muw.edu/alumni-association/agendas>

**2023-2024 MUWAA BOARD OF DIRECTORS - FALL MEETING**

October 20-21, 2023

Hybrid | Zoom Credentials for All Meetings

Zoom Link: <https://muw.zoom.us/j/2348964236>

Meeting ID: 234 896 4236 Password: MUW

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**Friday, October 20**

**Welty Gala Friends Reception** | Open to all ticket holders | 6 p.m. CST  
Trotter Convention Center | Upstairs Lobby

**Welty Gala** | 7 p.m. CST  
Trotter Convention Center | Ballroom  
Full details, [here](#)

**Saturday, October 21**

**WELTY SYMPOSIUM** | 9:30 – 12:30 p.m. CST  
Poindexter Hall | Kossen Auditorium  
Hybrid, Program details and live-streaming at [muw.edu/welty](http://muw.edu/welty)

**LUNCH** | 1:00 p.m. CST  
In-person at Fant Memorial Library, Gail Gunter Room (First Floor)

**UNIVERSITY PRESIDENT'S UPDATE** | 1:45 p.m. CST  
MUW President Nora Miller, '83  
In-person at Fant Memorial Library, Tiered Classroom (First Floor) or via Zoom

**BUSINESS SESSION** | Following President Miller Update  
In-person at Fant Memorial Library, Tiered Classroom (First Floor) or via Zoom  
*See Agenda below*

**EXCLUSIVE CAMPUS EXPERIENCE** | 3:30 p.m. CST  
In-person at [Culinary Arts Institute](#), Private Tour | Dr. Tracee Watkins, Director of the CAI

# Mississippi University for Women Alumni Association

Board of Directors | Order of Business

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- I. **Call to Order & Roll Call**
- II. **Adoption of the Agenda**
- III. **President's Welcome**
- IV. **Ratify Votes**
- V. **Alumni Office Report**
- VI. **Foundation Report**
- 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**
  - Membership Recruitment
  - Mentoring
  - Strategy & Support
  - Diversity, Equity & Inclusion
  - Digital Marketing
- X. **Unfinished Business**
- XI. **New Business**
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjourn**



**Committee Name:** Nominations & Elections Committee

**Committee Type:** Special

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** October 12, 2023

**Submitted by:** Symone Bounds, Chair

**Mississippi University for Women Alumni Association**

**COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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.

### Committee Members

- Symone Bounds, Chair
- Lyndsay Cumberland
- Bridget Pieschel
- Edmond McDavis III
- Kendashia Smith
- Lesley Davis - Alternate

### Committee Activities

- Board Elected New Committee Members at Summer 2023 Meeting
- Newly Elected Committee Members were notified of their new positions and told that the Nomination and Election Process will start for New Board Members in Late Fall/Early Winter.
- Campaign/Ad submitted for Visions to promote for the upcoming elections in 2024

### 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 candidates 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 to start preparation for the 2024 Elections)
- 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

### Celebrations or Accolades

None at this time

### Concerns or Motions for Action

None at this time



**Committee Name:** Bylaws & P&P

**Committee Type:** Standing

**Meeting:** 2023 Welty Weekend Board Meeting

**Date Submitted:** 10/10/2023

**Submitted by:** Terry Gargano Coffey, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

This Committee shall review the Bylaws/Policies and Procedures and recommend changes to the Board of Directors when necessary.

## Committee Members

Terry Ann Gargano Coffey, Chair

Monique Jenkins

Lydia Quarles

Clare Haefner

Del Ohms Hamilton

Amy J. Lewis

Audra Odom

## Committee Activities

Bylaws & P&P have zoomed and communicated through emails and texts; we have examined the current descriptions of our special committees and propose that these revised descriptions be included in the Policies and Procedures document.

## Goals and Progress to Date

- Goal 1: Goals for the 22-23 Board Year:
  - A. Complete review and make final recommendations regarding tabled updates to P&P language from 2020-2021 Board Year.**
    1. Progress: each committee member has been assigned a current special committee description to analyze and improve.
    2. We have compiled a document including the current and proposed descriptions of the five special committees. If approved by the board, we propose to bring our descriptions to the board at the October meeting for placing into the Policies and Procedures document as an appendix.
- Goal 2:–
  - B. Review Bylaws + P&P to identify all areas that would require updates as needed and approved by the MUWAA Board.**
    1. No progress as yet
    2. We are waiting until after January 1, 2024, to propose updates to the Bylaws and compile all the updates needed to present to the MUWAA Board and general membership to be voted upon. The proposal for Bylaws will include a reference to the new appendix so that we will have written documentation of all the special committees that former MUWAA Board Presidents have created.

## Next Steps

- A. Meet with Heather and Symone during Welty Weekend and access the “to-do” list they have compiled from the past for Bylaws/Policies and Procedures.
- B. Prioritize Items
- C. Devise a timeline for accomplishing tasks before the legislature votes on a name change.
- D. Virtual Meetings will be scheduled as needed for group interaction to accomplish the tasks that can be done before the name change tasks are due.
- E. Have the preparations completed for a By-laws vote by the General Membership, which will happen immediately upon the approval by the Legislature of the name change.

## Celebrations or Accolades

- A. **Thanks to the entire committee:** Monique Jenkins, Lydia Quarles, Clare Haefner, Del Ohms Hamilton, Amy J. Lewis, Audra Odom for their willingness to give their time and, talent, and experience to Bylaws and Policies/Procedures.

## Concerns or Motions for Action

- A. See Handout on Proposed **Revision of Special Committee Descriptions**
- B. Bylaws and Policies and Procedures will move to place these descriptions of the special committees into a **new appendix in the Policies and Procedures** document.



**Committee Name:** Recruitment and Retention

**Committee Type:** Standing

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** 10-3-2023.

**Submitted by:** Ashley Dean, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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 and grants, as well as the student scholarships awarded by the Association.

## Committee Members

LeAnn Aleander, Ashley Dean, Anghaarad Teague Dees, Trey Harper, Carrie Niemet, Nicole Rensink, Ariel Seawell

## Committee Activities

**Meetings:** Zoom meeting Thursday, August 3

**Emails:** Committee "welcome" email sent 7-20, Alumni Awards nominations timeline sent 10-2, multiple emails to Alumni office (timeline approvals, social media post, ect.)

## Goals and Progress to Date

1. Research & consider recommendation to MUWAA board regarding committee name change that aligns better with committee description + mission.  
**Progress:** Google doc has been created and ideas are being added
2. Identify and adhere to Policies & Procedures pertaining to Alumni Awards process with goal of opening nominations to Association no later than the first week of November.  
**Progress:** Updated timeline to start nomination process second week of October
3. Partner with MUW Enrollment Team to fine-tune new process utilizing the new electronic application to increase student scholarship applicants by April 1, 2024, deadline.  
**Progress:** Not started
4. Collaborate with both MUWAA Public Relations & Digital Marketing Committees to promote recognition of the Faculty, Student & Alumni award recipients.  
**Progress:** on going

## Next Steps

**Events:** Alumni Awards nomination period Monday, October 9-Sunday, October 29

**Meetings:** Zoom meeting Thursday, November 2, and Thursday, December 7

**Celebrations or Accolades:** None at this time

**Concerns or Motions for Action:** None at this time



**Committee Name:** Chapters/Constituency Groups

**Committee Type:** Standing

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** October 4, 2023

**Submitted by:** Cynthia Kittrell, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

To increase active participation in the Association and develop chapters and constituency groups in coordination with the University's Director of Alumni Relations.

## Committee Members

Cynthia Williams Kittrell, Denise Gonsoulin Geter, Melissa Braden Roberts, Amelia Murphree Smith, Michelle R. Westovich

## Committee Activities

- Meetings – one Zoom meeting on September 9, 2023
- Emails - several

## Goals

- Goal 1: Partner with Membership Recruitment committee to coordinate 1-2 pop-up gatherings in areas with no association presence.
- Goal 2: Build upon and leverage learnings from new Math & Science Constituency Group and promote/develop minimum of two (2) colleges/departments constituencies like Paralegal or Communications.
- Goal 3: Reignite interest in and provide support by contacting existing C&CGs post-pandemic, consider holding a virtual workshop sharing best practices.
- Goal 4: Build strategy to support further communication via C&CG Facebook Group.

## Progress to Date

- Houston -area interest meeting scheduled for February 3, 2024. Working on "Save the Date" postcards to almost a thousand Texas alums.
- Providing information and support to alum (Ariel Seawell) interested in developing a Central Florida chapter.
- Provided support for the new Math & Science Constituency Group (Shannon James). They already have a Facebook group.
- Possible interest by Paralegal alums to organize.
- Reviewed the Chapter & Constituency Guidelines with special attention to the types of groups (pages 1-2).

- Reviewed the MUW webpage for Chapters and Constituency Groups and discussed the current listings both there and in the EXCEL spreadsheet prepared by Cynthia.

## Next Steps

1. Cynthia will compare the chapters & constituency groups lists on the MUW webpage and the EXCEL spreadsheet and update the spreadsheet.
2. Cynthia will assign each committee member ~15 groups to contact for update and support. This will involve contacting the lead person for each and verifying they are still leading and that their contact information is correct.
3. Cynthia will send out the assignments list along with a form email to send.
4. Committee members will review the video and toolkit links on the MUWAA webpage [Chapters - Mississippi University for Women Foundation \(muw.edu\)](#)
5. Committee members will review the Facebook Chapter & Constituency Groups page (we didn't really discuss this but if you're Facebook savvy, maybe we could post some to get some hits on it). <https://www.facebook.com/groups/MUWAACCG>

## Celebrations or Accolades

None at this time

## Concerns or Motions for Action

None at this time





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ALUMNI  
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**Committee Name:** Special Events  
**Committee Type:** Standing  
**Meeting:** 2023 Fall Board Meeting  
**Date Submitted:** October 4, 2023  
**Submitted by:** Katy Canion Pacelli, Chair

Mississippi University for Women Alumni Association  
COMMITTEE REPORT

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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

Bayleigh Vick (co-chair)  
Greg Clayton  
J'Markus DuBose  
Katleyn DuBose  
Kristi Hipp Mosley  
Leta Palmiter  
Bridget Smith Pieschel  
Abi Wiggins

### Committee Activities

- Held Committee meetings to make plans for Long Blue Line Auction
- Held the 11<sup>th</sup> Annual Long Blue Line Auction

### Goals and Progress to Date

- Hold a successful Long Blue Line Auction (done)

### Next Steps

- Finish shipping all items and finalize revenue report
- Official hand off of Special Events Committee to Bayleigh

### Celebrations or Accolades

Thank you to Bayleigh Vick for flying into Jackson and helping with all the lives and getting all the items sorted. Thank you to Symone Bounds for all the picture taking and organization skills. Thank you to Heather Stone for all the support from Texas. And finally, thank you to everyone on the Board and Special Events Committee for donating items and dollars, sharing on socials, bidding on items and of course hyping items on Facebook (looking at you, Bridget Smith Pieschel).

### Concerns or Motions for Action

None at this time.



**Committee Name:** Finance Committee  
**Committee Type:** Standing  
**Meeting:** 2023 Fall Board Meeting  
**Date Submitted:** Oct. 8, 2023  
**Submitted by:** Anne Swearingen, Chair

Mississippi University for Women Alumni Association  
**COMMITTEE REPORT**  
[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

This Committee develops and manages a budget for the Association and ensures the Association is in compliance with the provisions in the Affiliation Agreement related to finance.

## Committee Members

Debra Stockman Hodges, Symone Bounds, Monique Jenkins

## Committee Activities

- Three check requests were approved for payment:

Fund Number & Name	Date	Description	Amount
26062	6/27	MUWAA new graduate gifts	\$985.22
26062	8/4	Blues Week T-shirts	800.00
26062	8/17	New Faculty Luncheon	887.78
		TOTAL	\$2,673.00

## Goals and Progress to Date

- Goal 1: Provide quarterly updates to the Board regarding Association funds and finances.
  - See Restricted Funds Activity Report on following page.
- Goal 2: Partner with digital marketing team to coordinate three social media posts detailing list of accounts and being a donor, First Generation Scholarship highlight and Shattuck Renovation Campaign.
  - Have reached out to Bridget and will prepare posts as recommended.
- Goal 3: Create one-sheeter about role for future use, with best practices, deliverable timeline with Foundation/Board and check requests process to be adopted for future use.

## Next Steps

- Goal 2: Prepare and submit posts and create plan for the following quarter.
- Goal 3: Compile notes into reasonable format for outline of one-sheeter.

## Celebrations or Accolades

None

## Concerns or Motions for Action

None

NOTE: Reports are not ready yet, according to Katie Tait, office of development and alumni.



**Committee Name:** Public Relations

**Committee Type:** Standing

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** Oct. 3, 2023

**Submitted by:** Annie Robinson Oeth, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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. Key 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.

## Committee Members

Annie Oeth (chair)

Hallie Chastain

Kim Jobe

Margaret Ann Gibson Niven

Amanda Blackard-Scott

Dawn Casaus

Troy Lewis

Mandy Bowers

Mary-Madeleine (Maddy) Norgard

Brandi Pannell Pillow

## Committee Activities

- The committee met via Zoom with President Heather Fasciocco Stone Aug. 17 to discuss goals for the year. Committee member Mandy Bowers agreed to write a news release for the Long Blue Line Auction, helping the auction draw more bidders and supporters. Content creation for Visions is underway.

## Goals and Progress to Date

- Goal 1: Magnolia Mingle story for Long Blue Line
  - Completed
- Goal 2: Long Blue Line Auction news release
  - Completed, shared by MUW with media and online and with The Spectator
- Goal 3: Long Blue Line Auction story for Visions
  - Underway

## Next Steps

- Committee members will be asked to write stories on winners of MUWAA scholarships that will be shared with their hometown news media, The Spectator and Columbus area media.

## Celebrations or Accolades

Mandy Bowers did an outstanding job writing the Long Blue Line Auction news release and is thanked for volunteering for the assignment.

## Concerns or Motions for Action

None at this time



ALUMNI  
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**Committee Name:** Past Presidents Committee

**Committee Type:** Standing

**Meeting:** 2023 Fall Board meeting

**Date Submitted:** October 4, 2023

**Submitted by:** Katherine Shell Benson, Chair

Mississippi University for Women Alumni Association  
COMMITTEE REPORT

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

This Committee serves as a support and advisory group for the current President and Board of Directors.

## 2023-2024 Committee Members:

Rebecca Rogers

Deborah Hodges

Katherine Shell Benson, Chair

Symone Bounds, Immediate Past President

## Committee Activities:

- Committee supported the 2023 Long Blue Line Auction through \$250 sponsorship in September
- Two Events are planned for Past Presidents with the University
- October Welty Weekend “Drop In” Breakfast
- December Foundation Holiday Party Weekend Luncheon & Tour

## Goals and Progress for 2023-2024

- Engage Past Presidents and Board in a service project to benefit University efforts
- Hold a Past President brunch – *planned for Welty Weekend*
- Encourage Past President giving
- Support Magnolia Mingle event
- Homecoming Ribbon Refresh & Restock

## Next Steps:

- Finalize Events for 2023
- Organize Homecoming Ribbon Refresh
- Encouragement of Past President Giving

## Celebrations or Accolades:

None at this time

## Concerns or Motions for Action:

None at this time



**Committee Name:** Membership Recruitment

**Committee Type:** Special

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** 10/9/2023

**Submitted by:** Monique Jenkins, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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.

## Committee Members

Monique Jenkins (chair), Clemmie Phillips Everett, Phillip “Flapp” Cockrell, Tina Morgan, Melissa Gilmore, Carrie Niemet, Debra Sturgis Stamps

## Committee Activities

- Event: Friday, July 30, Summer Commencement graduation gift hand out pre-ceremony to graduating seniors with mugs. Mugs were well-received and committee members manned tables and handed out during graduate ceremony ticket pick-up time.
- Meetings (Zoom Calls):
  - o 7/31/23 | First call to discuss Membership Campaign dates, campaign outline, giveaways, communication plan, and next steps. Team also discussed December graduation gift options to purchase through Alumni Office.
  - o 9/14/23 | Second call to announce the transition of committee chair Clemmie Everett to committee member. Incoming chair to be announced later. MUWAA President Heather Stone led call to announce the transition and remainder of meeting. Team finalized theme, dates, campaign outlines, next steps, potential alumni participants and giveaway, communication plan next steps.
- Emails: Handful of Q3 emails pre-planning/scheduling for two zoom meetings and follow-up notes from July & September meetings. New committee chair announced on 10/4. Held one call and follow-up email for new committee chair transition/ramp-up with outgoing chair & MUWAA President. Various emails around securing July/December Graduation gift with Alumni Office.

## Goals and Progress to Date

- Goal 1: During Fall 2023, execute Membership Drive with focus on meeting 3,000 active members in fiscal year 2024.
  - Membership Campaign scheduled for October 30-November 3
- Goal 2: Partner with Chapters & Constituency Groups Committee to support 1-2 alumni gatherings with no active alum presence.
  - Complete
- Goal 3: Continue sponsorship of Homecoming event encouraging engagement of both alumni and students like the 2023 inaugural kickball game.
  - In Process > Considering an indoor (rain plan) and more accessible option like cornhole competition.
- Goal 4: Research and present a new graduate gift for the July/December & May ceremonies.
  - July 2023 > Complete; December 1 > In Process

## Next Steps

- Events: Membership Campaign October 30-November 3, 2023

## Celebrations or Accolades

Thanks to committee members and alums who participated in the July Grad gift handout

## Concerns or Motions for Action

None at this time





**Committee Name:** Mentoring Committee

**Committee Type:** Special

**Meeting:** October 21, 2023

**Date Submitted:** October 3, 2023

**Submitted by:** Andrea Germany, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

This committee will work to strengthen the relationship with current students, cultivating them for active membership in the MUWAA upon their graduation.

## Committee Members

Phillip “Flapp” Cockrell

Elizabeth Yoste

Trey Harper

Jenny Katool

Shelly Davis

## Committee Activities

- Email
- Google Form Survey
- Zoom Meetings

## Goals and Progress to Date

1. Plan & execute the annual BLUE networking event focused on professional development of students featuring alum panel speakers and non-alum keynote speaker.
  - a. The committee has selected the theme for the 2024 event: “Making Connections that Matter.”
  - b. The committee has selected the date for the BLUE Event: February 8, 2024
  - c. The committee has a list of potential speakers and alumni panelists assembled and will be moving forward with selecting speakers at upcoming committee meetings.
  - d. The committee has decided to make the 2024 BLUE event hybrid; the committee is evaluating available online platforms to accommodate online participation.
2. Research and begin building Student + Alum Mentorship Program in coordination with MUW Career Services.
  - a. The committee is examining other universities’ mentoring programs for ideas for mentoring programs that are opportunities for participation both in-person and on-line to accommodate online students as well as to include alumni who live outside of the W’s area.
  - b. The committee has also been in contact with the new director of Career Services, Elise Wilson, to discuss ways that alumni mentoring can augment existing career services; for example: during spring fling offer a student and alumni mixer based on area of study (healthcare, education, etc.) or specific need (job hunting, resume skills, etc.)
3. Plan & lead Spring Fling event during Homecoming for all Seniors focusing on Resume review,

new headshot, etc.

- a. The committee has discussed incorporating a student/alumni mixer to encourage networking.
- b. The committee is planning to offer headshots again this year.

## Next Steps

- Selecting a location for the February 8<sup>th</sup> BLUE event
- Selecting and confirming a keynote speaker and alumni panelists for the event
- Selecting the most appropriate online platform for online participants.
- Creating sub-committees for
  - o Speakers
  - o Panelist
  - o Speaker/panelist gifts
  - o Food
  - o PR

## Celebrations or Accolades

- Elizabeth Yoste has been an exceptionally phenomenal committee member and has created a goal tracking document and budget for the committee.
- John Jacob Miller, chair of the MUWAA Diversity Equity and Inclusion committee, has joined our meetings to see how our two committees can complement one another in activity planning and outreach.

## Concerns or Motions for Action

None at this time



**Committee Name:** Strategy & Support Committee

**Committee Type:** Special

**Meeting:** 2023 Fall Board Meeting

**Date Submitted:** October 4, 2023

**Submitted by:** Jermarra Jones-Price, Chair

**Mississippi University for Women Alumni Association**

## **COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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.

### **Committee Members**

Bridget Smith Ellis, Nicolas Wright, Annie Oeth, and Ashley Dean

### **Committee Activities**

We have had three (3) meetings via Zoom since the start of the board year.

### **Goals and Progress to Date**

1. Research/edit and send 2023 Board Member End-of-the-Year Survey + Letter to outgoing members from previous board year, share results and implement in current year.
  - a) Upon speaking with President Stone, the survey was renamed to Year End Board Service Survey.
  - b) In a team effort, the survey was revised, restructured, and approved for distribution.
  - c) The survey window launched on September 13<sup>th</sup> for two weeks for Board Directors and Committee Chairs. There were 13 responses collected.
2. Collaborate with all committee chairs to create both an alum-facing (external) and internal one-sheeter about each committee's function, responsibilities, and impact to MUWAA to increase committee member participation.
3. Source and collaborate with third-party to create a beta test of Homecoming smartphone App featuring schedule, campus map, daily itinerary.
  - a) A list of five (5) potential apps were collected from committee members that had prior experience with them and deemed them user-friendly.

### **Next Steps**

1. A Doodle Poll will go out to determine the October meeting.
2. We will begin work on the internal and external one-sheeters for each committee.

### **Celebrations or Accolades**

None at this time

### **Concerns or Motions for Action**

None at this time



**Committee Name:** Diversity, Equity, and Inclusion Committee  
**Committee Type:** Special  
**Meeting:** 2023 Fall Board Meeting  
**Date Submitted:** October 4, 2023  
**Submitted by:** John Jacob Miller, Chair

**Mississippi University for Women Alumni Association  
COMMITTEE REPORT**  
[longblueline.muw.edu/alumni/alumni-association-agendas](https://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 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

Tekita Bankhead    April Clayton    Greg Clayton    JMarkus Dubose  
Audra Odom    Mackenzie Pearce    Janet Watson    Nicolas Wright

### Committee Activities

- The committee has had one general committee meetings via Zoom.
- The committee's ongoing communications are via Zoom, text/GroupMe and email.
- The committee has partnered with the Mentorship Committee to assist with the development of inclusive programming.

### Goals and Progress to Date

- Continue develop/host Speaker Series for MUWAA Board of Directors, alumni, and students about diversity, equity, and inclusion.
  - 1 The committee has begun identifying potential dates and speakers for the sessions with the goal of having a tentative schedule by December 1<sup>st</sup>.
- Engage at campus level to identify MUW Staff/Faculty leading DEI efforts and look for future partnership opportunities between on-campus events and DEI committee.
  - 1 The committee has reached out to the new Director of Career Services to explore opportunities for collaboration.
- Partnership with the Mentorship Committee to create an identity-conscious mentorship program.
  - 1 The committee has joined a meeting of the Mentorship Committee to collaborate on BLUE and networking events.
- Facilitate a career readiness program focused on identity and degree program.
  - 1 The committee has begun selecting topics that could benefit minority & first-generation students like the graduate school application process and early career financial health/literacy.

### **Next Steps**

- Scheduling the Spring 2024 DEI Committee programs.
- Recruitment of series speakers.

### **Celebrations or Accolades**

- None currently.

### **Concerns or Motions for Action**

- None currently.



ALUMNI  
ASSOCIATION

**Committee Name:** Digital Marketing Committee

**Committee Type:** Special

**Meeting:** 2023 Fall

**Date Submitted:** 10/3/23

**Submitted by:** Bridget Smith Ellis, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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

Dawn Casaus

Kelsey Cockrell

Shelly Davis

Shasta Nance Dodd

Ashley Elkins

### Committee Activities

The committee met on Aug. 13 to review goals and plan digital campaigns for FY24

### Goals and Progress for FY2023

- Goal 1: Create and maintain MUWAA Board and Committee sponsored events publicity (Homecoming included)
- Goal 2: Create organic content
  - Content that entertains (favorite season at the W, sports posts)
  - Content that inspires (Black and Women's History Month posts)
  - Content that educates (sharing the good work of the W)
- Goal 3: Content with Calls to Action (CTAs)
  - Chapter events
  - Welty Gala
  - B.L.U.E.
  - Nominations & Elections and Alumni Award nominations
- Goal 4: Stories of our alums/university
  - #WayBackWednesday
  - Important W dates/anniversary
  - #ShareTheWStory
  - Facilitate resharing of Social Impact Challenge
- Goal 5: Responsible for creating, maintaining, and reporting the analytics of social media posts across MUWAA Social Media Channels
  - Social Media Analytics Highlights

- ▶ The DMC has created social content to support the LBL Auction in conjunction with the Special Events committee
- ▶ The DMC has created updated social media content for the Alumni Awards nominations campaign that is currently in progress
- ▶ The DMC committee is working on a PSA Campaign on what a MUWAA active membership
- ▶ The DMC committee is collaborates with alumni office to share chapter events/activities via social media

Facebook	Page Growth	Posts	Page Engagement	Post Engagement	Reach	
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</i>	<i>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</i>	<i>The total number of times any of your content reached a user's feed.</i>	
	15	34	7.64	11.74%	42.7K	
	-16.67% loss	-17.07% loss	2.46% growth	7.12% growth	-16.44% loss	
Top Engagement Posts			Most Impressions			
6-16: Mid-South Chapter Event: 40.65%			9-8: Jackson Metro Welty Preview-3224 [Impressions] 504 [Total Engagement]			
7-23: LOCO Mtg: 23.7%			9-19: 2026 MUWAA Board Intro-3105 [Impressions] 324[Total Engagement]			
7-23: Jackson Metro Chapter: 20.73%			9-11:Mid-South Meeting Inivte -2059 [Impressions] 68[Total Engagement]			
Instagram	Account Reach	Account Engaged	Total Followers			
	792	160	802			
	23.4% growth	64.4% growth	3.7% growth			
	*292 are non-followers vs 500 followers *914 posts *455 Reels *2 Videos *Stories 208	*12 are non-followers vs 148 followers *216 posts *25 Reels *1 Story	*Overall 29 *Follows: 44 *Unfollows: 15			
	Impressions: 7,962	Content Interactions: 310	Story Interactions: 5			
	79% growth					
* data: Jul. 5-Oct. 2						
Twitter	Page Growth	Posts	Followers	Reach		
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The total number of followers your account has.</i>	<i>The total number of times any of your content reached a user's feed.</i>		
	-1	23	955	1K		
	-92.31 % loss	-30.30% loss		97.66% growth		
	Top Engagement Posts			Most Impressions		
	9-28: WMUW Annv:4.62%			9-1 OWLS-NCAA Div 3 Announce - 125 [Impressions] & 4 [Engagement]		
9-8: Jackson Metro Welty Preview 4.49%			9-23: Fall Season - 109 [Impressions] 2 [Total Engagement]			
9-27: MUWAA Officers: 3.92%			9-9: OWLS Cross Country - 91 [Impressions] 2 [Total Engagement]			

### Next Steps

- Continue promoting MUWAA events/activities/organic content
- Start planning social media for spring campaigns/homecoming

### Celebrations or Accolades

- Shelly Davis for help publicizing LBL Auction content

### Concerns or Motions for Action

None at this time