



MUWAA 2022-2023 BOARD OF DIRECTORS SPRING 2023 BOARD MEETING

MARCH 30, 2023 | 4:00 – 5:30 PM

HYBRID

ZOOM LINK: <https://muw.zoom.us/j/2348964236>

THURSDAY, MARCH 30TH

BOARD MEETING, 4:00 PM CST (See Agenda Below)

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

Meeting ID: 234 896 4236 Passcode: MUW

**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. **Foundation 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
- IX. **Special Committee Reports**
 - Diversity, Equity, & Inclusion
 - Membership Recruitment
 - Mentoring
 - Digital Marketing
 - Strategy & Support
- X. **Unfinished Business**
- XI. **New Business**
 - Shattuck Support
 - Update of Policies and Procedures
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjournment**

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

Virtual Meeting, Zoom, 11:00 am CST.

Saturday, January 21, 2023

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 10:52 am CST.

The roll was called. MUWAA Board Members present via Teleconference were:

Symone Bounds, MUWAA President

Katherine Shell Benson, Immediate Past President

Phillip "Flapp" Cockrell

Terry Gargano Coffey

Bridget Smith Ellis

Ashley Dean

Robbie Foxx

Kym Golden Gore

Wesley House Garrett, Board Parliamentarian

Jermarra Jones-Price

Jenny Katool, MUW Foundation Representative

Kacey Keeton

Cynthia W. Kittrell

LuAnne Farrar McGuirk, Board Treasurer

Lydia Coffey Pierce

Heather Fasciocco Stone, President-Elect

Anne Swearingen

Bayleigh Vick, Board Secretary

Nicolas T. Wright

MUWAA Board Members Absent:

Rebecca Rogers, Past President

Michelle R. Wescovich

Guests:

Katy Canion Pacelli

Annie Oeth

A quorum was established.

Ex-Officio Members present:

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

II. Adoption of the Agenda

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

III. President's Welcome

President Bounds welcomed everyone to the meeting and thanked everyone for their support and hard work. While our last few months have been quiet, so many things are still going on behind the scenes. She encouraged everyone "to be the light" and remember our Why as we move through the second half of our Board year.

IV. Ratify Votes

The Fall Board Meeting minutes were approved by 14/19 members via email on December 22, 2022.

V. Alumni Office Report

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

- The number of donors from July 1, 2021 – June 30, 2022: 2,632 including 1,979 alumni donors
- Current number of active members of MUWAA: 2,058 (to include lifetime members)
- Past Events
 - o DEI Development Session: November 3
 - o Lowndes County Chapter: December 4
 - o Mobile Chapter: January 12
- Upcoming University/Alumni Events
 - o Augusta, GA Alumni Gathering: Mid-February
 - o B.L.U.E: February 23rd
 - o Scholarship Donor Event: March 3
 - o SpringFest: March 23
 - o Homecoming 2023: March 30-April 2nd
 - o Spring Graduation: May
 - o Homecoming 2024: April 4th-7th, 2024
- Anna thanked Carolyn Byrd and Deborah Hodges for their help on the Mobile chapter MUWAA event. She also thanked Audrey Littlejohn for all her help in the

office as the new executive administrative assistant for the MUW Office of Development and Alumni.

VI. Foundation Update

MUW Foundation Chair: Jenny Katool

- Shattuck naming opportunities have been established, but are awaiting approval before official announcements.
- Number of donors: has been lower due to the pandemic, but now we are back to 2632 for FY22, which is an increase from FY2021.
- New donors for FY22: 418
- Welty Gala: Money raised bottom line: \$26,685, 76% of this went to scholarships. 24% went to other funds including expenses and athletics.
- Career services is under a reorganization and is looking to ramp up.

VII. MUWAA Offers Report

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary, had nothing to report.

Treasurer

LuAnne Farrar McGuirk went over the financial report provided in the Board packets.

Restricted Accounts:

Fund Number	Fund Name	10/1/22 Balance	Revenue	Expenses	11/30/22 Balance
26062	Alumni Association Activities Fund	\$29,296.97	\$165.00	\$0.00	\$29,461.97
26108	Long Blue Line Auction Fund	\$28,194.41	\$31,590.78	\$19,892.59	\$39,892.60
28107	Mortar Board Faculty of the Year Award Fund	\$2,000.00	\$0.00	\$0.00	\$2,000.00
28108	MUW Faculty Enhancement Grants Fund	\$518.34	\$0.00	\$0.00	\$518.34
28109	MUW New Faculty of the Year Award Fund	\$2,651.00	\$0.00	\$0.00	\$2,651.00
28119	BLUE Event Fund	\$4,844.99	\$0.00	\$0.00	\$4,844.99
28224	LBL Undergraduate Research Scholarship Fund	\$193.44	\$0.00	\$0.00	\$193.44
28238	Magnolia Mingle Event	\$12,754.04	\$0.00	\$0.00	\$12,754.04

Total MUWAA Restricted Funds held at the MUW Foundation	\$80,453.19	\$31,755.78	\$19,892.59	\$92,316.38
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*Totals are draft balances as of 11/30/2022

Endowed Accounts:

Fund Number	Fund Name	6/30/21 Audited Historical Gift Value	Transfers In 7/1/21-5/31/22	5/31/22 Unaudited Historical Gift Value	6/30/21 Audited Market Value
35287	Culinary Arts Advisory Board Scholarship	\$21,022.11	\$0.00	\$21,022.11	\$31,465.49
36062	Southern Grace Scholarship	\$46,311.87	\$0.00	\$46,311.87	\$60,460.55
36109	MUWAA Faculty Enhancement Grants	\$24,757.53	\$242.47	\$25,000.00	\$29,858.28
36110	MUWAA Mortar Board Faculty of the Year Award	\$14,757.51	\$10,242.49	\$25,000.00	\$17,955.58
36111	MUWAA New Faculty of the Year Award	\$24,757.48	\$242.52	\$25,000.00	\$29,940.51
38051	MUW Legacy Scholarship	\$60,090.79	\$0.00	\$60,090.79	\$81,294.60
38116	LBL Undergraduate Research Scholarship Endowment	\$0.00	\$16,000.00	\$16,000.00	\$0.00
Total MUWAA Endowed Funds held at the MUW Foundation				\$218,424.77	\$250,975.01

*Totals are Audited Market Value as of 6/30/2021, there was no change to these accounts in October and November 2022

VIII. Standing Committee Reports

– **Nominations/Elections**

- Chair: Katherine Shell Benson, Immediate Past President
- This committee is working to solicit for the Director positions and the MUWAA President-Elect for the 2023-2024 Nominations & Elections Committee for the 2023-2024 MUWAA Board of Elections to elect for the upcoming year, the slate will be coming soon.

– **Bylaws**

- Chair: Michelle R. Wescovich, President Bounds gave the report on her behalf.
- This committee is reviewing the MUWAA conflict-of-interest policy, Section II (B) of MUWAA bylaws, and adding the Undergraduate Research Scholarship to the scholarship section of the MUWAA Policies and Procedures

– **Recruitment & Retention**

- Chair: Lydia Coffey Pierce
- This committee has updated and released award nomination form to MUW Alumni for the 2023 Alumni Awards. The previous two years of alumni award nominees will be included with this year’s award nominee pool.
- This committee is continuing to work with the University on moving student scholarship applications to an electronic format to increase the number of applicants.

– **Chapters & Constituency Groups**

- Chair: Kasey Keeton
- This committee met with alumni regarding a Math and Science alumni constituency group. Initial outreach has begun to gather information to organize and launch this group.

– **Special Events**

- Chair: Katy Canion Pacelli
- Long Blue Line Auction final numbers are below, including shipping and finances:

Income	
Donations	\$725.00
Sponsorships	\$7,600.00
Champions	\$4,634.00
Auction Items	\$20,778.00
Transaction Fees	\$1,003.47
Shipping	\$304.00

Total:	\$35,044.47
Expenses	
Transaction Fees	\$1,003.47
Shipping	\$359
Other	\$135.03
Total:	\$1,497.27
Net Revenue:	\$35,044.47

- This committee is finalizing membership and details on Magnolia Mingle Event and Draw Down.
- Magnolia Mingle tickets go live on February 1st.
- A comprehensive list of all LBL item donors is in the works.
- Katy asked the Board for help with spreading the word on LBL Auction forms so all LBL donors will get credit for their donations.

– **Finance**

- Chair: LuAnne Farrar McGuirk
- This committee will be sending out an email to active MUWAA members with more information about the 2021-2022 education tool and giving categories.
- This committee is also working with DMC on a social media push for donor participation process FAQ in January and February.

– **Public Relations**

- Chair: Annie Oeth
- This committee is working on biographies for the MUWAA Board. Phillip Cockrell, Anne Swearingen, Bayleigh Vick and Cynthia Kittrell's biographies have been updated. Other board members and officers will be contacted by email for information for their biographies.
- Anne Swearingen wrote a story for Visions about MUWAA scholarship recipients that was then used for news releases about the recipients for their hometown media.
- Work will begin on news releases for BLUE and LBLA soon!
- We will continue working with Bridget Smith Ellis to assist in digital public relations efforts as needed.

– **Past Presidents**

- Chair: Rebecca Rogers
- There was no report for this committee.

IX. Special Committee Reports

– **Diversity & Inclusion**

- Chair: Jermarra Jones-Price
- Tekita Bankhead, alum and DEI committee member, gave a successful presentation during the November 3rd event. This event had 43 participants.
- The annual DEI survey will open January 9th-23rd, 2023, for participation, results will be announced soon!
- The committee's name was officially changed to the Diversity, Equity, and Inclusion Committee.
- The committee will continue to collect suggestions and recommendations for the alumni office for future engagement opportunities.
- JJ gave a special thanks to Dr. Ogburn and her team, and Bridget Smith Ellis for all their hard work and publicity for these events.

– **Mentoring**

- Chair: Kym Golden Gore
- Spring Fling Homecoming Event update: March 30
 - Professional development and headshot session for students
- B.L.U.E: February 23
 - Judge Inger Hampton Chandler, class of 1995, will be keynote speaker
 - Full list of panelists will be announced soon
 - Ticket pricing: free for students; \$15 for alums/friends of the W
- B.L.U.E Sponsorship levels have been adjusted:
 - Freshman Sponsor: \$50
 - Sophomore Sponsor: \$100
 - Junior Sponsor: \$150
 - Senior Sponsor: \$200

– **Membership Recruitment**

- Chair: Nicolas Wright
- Why You W campaign is scheduled for a mid-February launch
- Nick is working with Glen from Campus Recreation to finalize the Student vs Alumni Kickball Game Homecoming event

– **Digital Marketing**

- Chair: Bridget Smith Ellis
- DMC is working to promote N&E for nominations, DEI survey, B.L.U.E., and publicizing Homecoming
- DMC will be promoting Black History Month, and Women’s History Month in February/March
- Support Special Events committee for publicity of Magnolia Mingle and LBLA announcement
- Twitter and Facebook social media impressions have increased
- Bridget asked all to “like” and “share” the B.L.U.E. Facebook page to get the word out

– **Strategy & Support**

- Chair: Heather F. Stone
- Heather met with previous MUW Director of Alumni Relations, Lyndsay Cumberland, on how a large university engages with their alumni on their websites to get insight on how we can improve our alumni website.
- This committee is working to set up one-on-one meetings with MUW Webmaster, MUW Public Affairs & MUW Alumni & Development all via assistance from the MUW Alumni Relations Office
- This committee is working to create infographics on each MUWAA committee for the alumni website

X. Unfinished Business

- There was no unfinished business.

XI. New Business

- First Generation College Student Scholarship Opportunity
- President Bounds presented to the Board that the MUWAA 1st Generation College Student Scholarship to be awarded at the \$1000 level each year to one student that is enrolled as a full-time student, is a 1st generation student, and has a GPA of 2.5 or above based on high school, transfer, or MUW Grades (if applicable) to the floor.
 - Heather F. Stone made the official motion to create the MUWAA 1st Generation College Student Scholarship to be awarded at the \$1000 level each year to one student that is enrolled as a full-time student, is a 1st gen student, and has a GPA of 2.5 or above based on high school, transfer, or MUW Grades (if applicable), the motion was carried unanimously.
- Establish New Fund for First Generation Scholarship

- In order to remain in compliance with the MUW Foundation, a new Restricted fund must have at least a \$100 donation to open the fund.
- President Bounds suggested that we move \$1,100 from the LBL Auction fund so the scholarship can be awarded in the next scholarship cycle.
- Heather F. Stone made the official motion that we allocate \$1,100 from LBL Auction Fund (Fund# 26108) to open the MUWAA First Generation College Student Scholarship Fund in order to award this scholarship fund for Fall 2023. The motion was carried unanimously.

XII. Open Forum

- None at this time.

XIII. President's Closing Comments/Adjourn

- President Bounds wished all a happy birthday to those who celebrated since our last meeting. She also sent congratulations to Katherine Shell Benson and family on their newest addition, Jenny Katool on retirement, Lydia Coffey Pierce on her last, first day of Graduate school, and Michelle Wescovich' s marriage.
- She also highlighted some Gold Star Busy Bees:
 - Annie Oeth and Anne Swearingen on PR releases
 - Kym Golden Gore, Jermarra Jones-Price, and Nick Wright for going above and beyond for their events
 - LuAnne Farrar McGuirk for her hard work on the financial committee.
- President Bounds thanked everyone for their attendance and reminded everyone about the DEI Survey, B.L.U.E, and Spring Homecoming.

The meeting was adjourned at 12:32 pm CST.

Mississippi University for Women Alumni Association
Treasurer's Report
As Of 02/28/23

Restricted Accounts:

Fund Number	Fund Name	11/30/22 Balance	Revenue	Expenses	02/28/23 Balance
26062	Alumni Association Activities Fund	\$29,461.97	\$8,157.00	\$0.00	\$37,618.97
26108	Long Blue Line Auction Fund	\$39,892.60	\$57.00	\$14,395.00	\$25,554.60
28107	Mortar Board Faculty of the Year Award Fund	\$2,000.00	\$0.00	\$0.00	\$2,000.00
28108	MUW Faculty Enhancement Grants Fund	\$518.34	\$1,000.00	\$0.00	\$1,518.34
28109	MUW New Faculty of the Year Award Fund	\$2,651.00	\$1,000.00	\$0.00	\$3,651.00
28119	BLUE Event Fund	\$4,844.99	\$3,010.00	\$2,588.76	\$5,266.23
28224	LBL Undergraduate Research Scholarship Fund	\$193.44	\$1,000.00	\$490.00	\$703.44
28238	Magnolia Mingle Event	\$12,754.04	\$4,060.77	\$0.00	\$16,814.81
28523	MUWAA First Generation College Student Scholarship	\$0.00	\$475.00	\$0.00	\$475.00
Total MUWAA Restricted Funds held at the MUW Foundation		\$92,316.38	\$18,759.77	\$17,473.76	\$93,602.39

Endowed Accounts:

Fund Number	Fund Name	6/30/22 Audited Historical Gift Value	Transfers In 7/1/22-2/28/23	2/28/23 Unaudited Historical Gift Value	6/30/22 Audited Market Value
35287	Culinary Arts Advisory Board Scholarship	\$21,022.11	\$0.00	\$21,022.11	\$27,210.46
36062	Southern Grace Scholarship	\$46,311.87	\$0.00	\$46,311.87	\$52,475.52
36109	MUWAA Faculty Enhancement Grants	\$25,000.00	\$0.00	\$25,000.00	\$26,974.53
36110	MUWAA Mortar Board Faculty of the Year Award	\$25,000.00	\$0.00	\$25,000.00	\$25,269.50
36111	MUWAA New Faculty of the Year Award	\$25,000.00	\$0.00	\$25,000.00	\$27,048.36
38051	MUW Legacy Scholarship	\$60,090.79	\$0.00	\$60,090.79	\$70,686.88
38116	LBL Undergraduate Research Scholarship Endowment	\$16,000.00	\$9,000.00	\$25,000.00	\$14,294.62
Total MUWAA Endowed Funds held at the MUW Foundation				\$227,424.77	\$229,665.25



Committee Name: Nominations & Elections

Committee Type: Standing

Meeting: 2023 Spring Board Meeting

Date Submitted: March 20, 2023

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. 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.

Committee Members

Katherine Shell Benson, Chair
Greg Clayton
Inger Chandler
Austin Rayford
Jianwen Jackson
Leslie Norwood, Alternate

Committee Activities

- 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.

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
 - o 1 alumni was recommended for President-elect

The total number of ballots cast was 127. (None of these were paper ballots) Of that total, the following breakdown is detailed:

127 eligible members voted for President-elect (1) and Board Directors (5) and one Board Director Vacancy (1). The following individuals were elected to MUWAA Leadership via a ¾ majority vote:

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

Goals and Progress to Date

- Solicit Nominations for all positions (4) on the 2023-2024 Nominations & Elections Committee and provide a ballot of no more than 10 candidates for the 2023-2024 MUWAA Board of Directors to elect for the upcoming year (slated for May/June 2023)
- Solicit nominations and facilitate elections for all positions for the 2023 class of MUWAA Board of Directors and 2023-2024 President Elect (COMPLETED)

Next Steps

- Solicit Nominations for the Nominations & Committee Members for 2023-2024 from current Board Leadership and prepare ballots (slated for May / June 2023)

Celebrations or Accolades

None at this time

Concerns or Motions for Action

- Concerns: There were a very LOW number of official nominations for this year. This is a cause for concern and consideration from the Board.
- Concerns: There were also a very LOW number of votes for this year.

Proposed changes to the MUWAA Policies & Procedures:

II. **Policies, E. Scholarships/Grants. Change “five” to “six.” Add “Long Blue Line Undergraduate Research Scholarship” to the list.**

IV. **Summary of Changes – In Section II. Policies, E. Scholarships/Grants changed number of scholarships from five to six. Added Long Blue Line Undergraduate Research Scholarship to the list, approved DATE.**

IV. **Summary of Changes – Appendix D, Long Blue Line Undergraduate Research Scholarship added, approved DATE.**

Add the following scholarship information to Policies & Procedures, Appendix D:

LONG BLUE LINE UNDERGRADUATE RESEARCH SCHOLARSHIP

Purpose: The Mississippi University for Women Alumni Association’s Long Blue Line OUR (Office of Undergraduate Research) Scholarship is established to support a student or students’ research needs. This support can be utilized for presenting research or conducting research with the intent to present. Research support for student presenters could fund expenses such as travel, lodging, meals, and/or conference registration. Research support for students in an ongoing project could fund such expenses as supplies, housing, and/or travel.

Amount: The amount of the Long Blue Line OUR Scholarship is up to \$1,000.

Criteria: To be considered for this scholarship, a student must be an undergraduate in the process or beginning the process of conducting research and must have a MUW GPA of 3.0 or higher. Depending on requests presented, this scholarship could apply to more than one student.

Application Process: For consideration, applicants should submit the following. The priority deadline is April 1 of each year.

1. MUWAA Scholarship Application
2. Student issued transcript
3. Description of research project
4. Details of specific funding request(s), including type of request and amount needed.

MUWAA Recruitment and Retention Committee Chair’s Responsibilities and Selection Process: The MUWAA President notifies the MUW Coordinator of Undergraduate Research of scholarship availability and its criteria in a letter or email

accompanied by the association minutes approving dispersal of funds. The MUW Coordinator of Undergraduate Research will notify eligible students and direct them to the on-line application form. Applications are mailed to the Office of Development and Alumni, where they are checked for compliance. The MUWAA Recruitment and Retention Committee Chair selects a faculty member to lead a campus committee of four (4) faculty and/or staff members (with preference given to alumni) in the selection process. The MUW Director of Alumni Relations will serve as an ex-officio member of the committee. The committee reviews applications, ranks eligible applicants, and sends the list to the MUWAA Recruitment and Retention Committee Chair through the MUW Director of Alumni Relations. If the first student on the list declines the scholarship for any reason, the scholarship will be awarded to the next name on the list. It is possible for more than one recipient to be awarded funds. If feasible, a representative from the MUWAA will make the presentation at the recipient's awards day. Appropriate publicity should be arranged through the Public Affairs office. The MUW Alumni Association President will send a letter to the applicants that did not receive the scholarship. The current year recipient(s) will be announced each year at Homecoming.



Committee Name: Finance
Committee Type: Standing
Meeting: 2023 Winter Board Meeting
Date Submitted: January 4, 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.

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 are working with the Digital Marketing Committee to accomplish throughout January and February.

Next Steps


We will have a Zoom meeting in the coming month if needed.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time

 <p>The W ALUMNI ASSOCIATION</p>	<p>Committee Name: Public Relations/Print Committee Type: Standing Meeting: 2023 Spring Board Meeting Date Submitted: March 13, 2023 Submitted by: Annie Oeth, Chair</p>
	<p>Mississippi University for Women Alumni Association COMMITTEE REPORT longblue.muw.edu/alumni/alumni-association-agendas</p>

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

Committee Type: Special

Meeting: 2023 Spring Board Meeting

Date Submitted: March 21, 2023

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 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	Turquoise Holmes	April Clayton
Rebecca Rogers	Nicolas Wright	Kristie Metcalfe	Greg Clayton
LeAnn Alexander	Tekita Bankhead	Austin Rayford	

Committee Activities

- The committee has had three general committee meetings via Zoom.
- The committee has had four goal planning calls to discuss the survey and altering committee goals for the year.
- The committee's ongoing communications are via Zoom and email.

Goals and Progress to Date

- The committee's name was officially changed to the Diversity, Equity, and Inclusion Committee.
- Host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion:
 - a) Alum and DEI Committee Member Tekita Bankhead presented as our session speaker on Thursday, November 3rd on the topic of "Burnout: Transforming Stressors into Strategies".
 - b) There were 43 participants to register for the event.
- Conduct the Annual Diversity and Inclusion Survey of the general association members:
 - a) The annual DEI survey was open January 9th-23rd, 2023 for participation.
 - b) The committee chose to reintroduce incentives this year to capture attention on socials.
 - c) The survey was restructured to a 5-question format with an optional short-answer field this year to encourage but not demand participation.
 - d) There were 201 alumni participants this year.

- Develop and host monthly personal and professional development sessions for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion:
 - a) The committee decided to tailor our last major goal to the wants of the alumni and encouragement for graduating seniors by offering a speaker series that would aide in personal development that all could learn from.
 - b) The sessions started in March and will feature speakers for May and June.
 - c) Alum and DEI Committee Member Dr. Phillip “Flapp” Cockrell presented as our first series session speaker on Wednesday, March 8th on the topic of terminal degrees titled, “A Doctor: It Is More Than a Title”.
 - d) There were 31 participants to register for the event.

Next Steps

- We will soon finalize our list of insights and recommendations to provide to the Alumni and Development Office for more inclusive campus events for alumni and students.
- Alum Danielle Badgett will join us as May’s series speaker- more details to come.
- We are working to confirm a meeting date for April to discuss the survey results for this year and what suggestions to leave in preparation for next year’s committee.

Celebrations or Accolades

- Congratulations to **Rebecca Rogers** on becoming a mommy to baby girl Eleanor Maeve Carter Rogers.
- Congratulations to **LeAnn Alexander** for celebrating 3 years hosting her podcast- The Vessel.
- Congratulations to **Austin Rayford** on his promotion to Executive Director of Campus Life & Compliance at Rust College.
- Congratulations to **Greg Clayton** on his career advance to Financial Advisor for Modern Woodmen of America.
- Congratulations to **Dr. Phillip “Flapp” Cockrell** for his upcoming April feature in Code M Magazine of one of 10 Black Male Achievers. He also recently co-authored a book chapter with colleagues titled The Role of Anti-Racism in Student Affairs Leadership. The book, releasing later this year, is called Moving Towards Action.
- Congratulations to **Ashley Dean** as her office won the Hanger Clinic Sustained Excellence Award for 2022- 2nd year in a row for her team (only 8 clinics out of 800 are honored with this award).
- Congratulations to **Jermarra Jones-Price** for her recent induction into Iota Phi Lambda Sorority, Incorporated. It is the first African American Women’s Professional Business Sorority.

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2022 Fall Board Meeting

Date Submitted: 3/25/2023

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: 1/16/22: brainstorming session for social media content for Black History month
- Committee Meeting: 2/24/22: brainstorming session for social media content for Women’s History month

Goals and Progress for FY2023

- Goal 1: Create and maintain a promotional calendar in tandem with the PR committee for the 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 the previous year ✓
 - Communicate regularly with committee chairs/liaisons 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 with various posts throughout the year ✓
 - MUW Archives
 - Highlighting special/historical events using archival photos/content
 - Creating content to highlight Black History Month and Women’s History month ✓
- Goal 5: Responsible for creating, maintaining, and reporting the analytics of social media posts across MUWAA Social Media Channels ✓
 -

- Social Media Analytics Highlights
- Beginning in February, we started using Social Bee to schedule and analyze our social media reach and impressions, etc. Here's a brief snapshot of content from Jan 3 through March 24

A	B	C	D	E	F
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>
	9	67	6.85%	10.27%	83.8K
	50% growth	204.55% growth	-3.09% loss	-7.51% loss	231.59% growth
	Top Engagement Posts		Most Impressions		
	2-14: MUWAA Nominations Slates: 24.24%		2-8: BHM: Shirley W. James - 16487 [Impressions] 942 [Total Engagement]		
	1-16: Mobile Chapter Meeting: 23.07%		3-22: WHM: Coach Rita - 14764 [Impressions] 1248 [Total Engagement]		
2-28: BHM Ending Video: 14.35%		2-26: BHM: Symone Bound - 4987 [Impressions] 483 [Total Engagement]			
Instagram	Account Reach	Account Engaged	Reels Interactions	Profile Visits	Posts Interactions*
	917	252	38	Activity: 288	949
	116% growth	260% growth	850% growth	Visits: 265 (+409%)	430% growth
	*443 are non-followers vs 474 followers *1095 posts *408 Reels *1 Videos	*88 are non-followers vs 164 followers *1095 posts *408 Reels *1 Videos	*Likes: 23 *Comments: 5 *Saves: 2 *Shares: 8	External link taps: 23 (+228%)	*Likes: 761 *Comments: 34 *Saves: 18 *Shares: 80
	Impressions: 11597	Content Interactions: 992	Story Interactions: 5	Total Followers: 748 (+2.6%)	
	357% growth	442% growth			
* versus data from Oct. 16-Jan. 3					
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>	
	0	58	969	5.2K	
		1350% growth		1549.37% growth	
	Top Engagement Posts		Most Impressions		
	3-9: First-Gen Fund: 15.56%		1-21 BLUE Registration - 328 [Impressions] 14 [Total Engagement]		
1-20: DEI Survey closes in 3 days: 8.22%		2-18: BHM: Miss W - 292 [Impressions] 15 [Total Engagement]			
2-8: BHM Shirley W. James: 6.44%		3-19: WHM: K. Metcalfe - 253 [Impressions] 5 [Total Engagement]			

Next Steps

- Support Special Events committee for publicity of Magnolia Mingle and LBLA announcement - Publicize Homecoming

Celebrations or Accolades

- Kudos to Shasta Nance Dodds and Clare Haefner for collaboration on Black and Women History months content

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support
Committee Type: Special
Meeting: 2023 Spring Board Meeting
Date Submitted: March 20, 2023
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.

Committee Members

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

Committee Activities

- Call with Digital Marketing: 1/6 | S&S Committee Chair Heather Stone & DM Committee Chair Bridget Smith discuss, plan and execute infographic of President-Elect & Board of Directors positions supporting the Nominations & Elections Committee and process
- Research Meeting: 1/11 | 1:1 S&S Committee Chair Heather Stone & The University of Alabama Associate Director of Development Lyndsay Cumberland discussed Alumni website best practices
- Committee Chair Calls: 1/30 & 3/13 | Recurring call with MUWAA President and MUWAA Committee Chairs providing committee update and brainstorming around MUWAA initiatives
- Updates to MUWAA Webpages: February 2023 | Various enhancements to support President vision, end user including President's Message, board photo, added 3 new sections and videos, and more
- Committee Email: March 2023 | Follow-up thank you, reminder of remaining goals and deliverables

Goals and Progress to Date

- Goal 1: Re-design the MUW Alumni Association webpages | Complete
- Goal 2: Committee Expectations Documents (One-Pagers/External & Internal) | In Process
- Goal 3: Board Member End-of-Year Survey | May 2024
- Goal 4: Strategic Plan | Complete

Next Steps

- Meet & Greet MUWAA Alumni & Development Office WebMaster Mary Margaret
- Provide one-sheeter (external) proof to each MUWAA Committee Chairs supporting upcoming alumni association committee interest survey, social posts, and to be added within new webpage section
- Create one-sheeter (internal) for committee members detailing MUWAA expectations and opportunities
- Review, refresh and send Board Member End-of-Year Survey

Celebrations or Accolades

- Update to MUWAA Webpages! YAY!