



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

2023-2024 MUWAA BOARD OF DIRECTORS - SUMMER MEETING

July 14 – 15, 2023

Hybrid Meetings | Zoom Credentials for All Meetings

Zoom Link: <https://muw.zoom.us/j/2348964236?pwd=SVVXOVJJS2JPZysvSkloR25QZUJ0UT09>

Meeting ID: 234 896 4236 Password: MUW

Friday, July 14

NEW BOARD ORIENTATION | 6 p.m. CST

In-person at Welty Hall, Welty Conference Room (3rd Floor) or via Zoom

See separate agenda

FULL BOARD SOCIAL HOUR AND DINNER | 7:30 p.m. CST

In-person at Welty Hall, Atrium

Saturday, July 15

GROUP PHOTO & BOARD HEADSHOTS | 10 a.m. CST

In-person at Welty Hall, First Floor

DEVELOPMENT WORKSHOP | 10:45 a.m. CST

Jess Harpole | Owls Food Pantry

In-person at Welty Hall, Welty Conference Room (3rd Floor) or via Zoom

LUNCH | 12 p.m. CST

In-person at Welty Hall, Atrium

UNIVERSITY PRESIDENT UPDATE | 1 p.m. CST

MUW President Nora Miller, '83

In-person at Welty Hall, Welty Conference Room (3rd Floor) or via Zoom

BUSINESS SESSION | 1:30 p.m. CST

In-person at Welty Hall, Welty Conference Room (3rd Floor) or via Zoom

See separate agenda

EXCLUSIVE CAMPUS EXPERIENCE | 4 p.m. CST

The Phil Harden Innovative Learning Labs (PHILL) | Dr. Marty Hatton & Penny Sansing Mansell

1100 College Street, MUW-10

Columbus MS 39701-5800

(662) 329-7295 | MUW.EDU



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

MUWAA NEW BOARD MEMBER ORIENTATION

Friday, July 14, 2023 | 6 p.m. CST

Hybrid Meeting

Zoom Link: <https://muw.zoom.us/j/2348964236?pwd=SVVXOVJJS2JPZysvSkloR25QZUJOUT09>

Meeting ID: 234 896 4236 Password: MUW

- I. **Symone Bounds – MUWAA Immediate Past President**
 - Welcome and Introductions
- II. **President Nora R. Miller**
 - Review of the Affiliation Agreement
- III. **Andrea N. Stevens — Executive Director, Development and Alumni**
 - Office Overview
 - Review Fund Descriptions: Restricted vs. Endowed
- IV. **Heather F. Stone — MUWAA President**
 - Review Board Goals for the Year & Digital Engagement Session
- V. **Jenny Katool – MUW Foundation Chair**
- VI. **Wesley Garrett – MUWAA Parliamentarian**
 - Review Parliamentary Procedure
- VII. **Symone Bounds — MUWAA Immediate Past President**
 - Board Responsibilities
 - Review of MUWAA Bylaws
 - Review Policies and Procedures
 - Review Strategic Plan & Process for Brand Guidelines
 - Review Chapter & Constituency Group Guidelines
- VIII. **Questions**
- IX. **Adjourn**

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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. Approval of Parliamentary
- V. Election of Officers
 - Secretary
 - Treasurer
- VI. Ratify Votes
- VII. Alumni Office Report
- VIII. Foundation Report
- IX. MUWAA Officers Reports
 - Parliamentary
 - Secretary
 - Treasurer
- X. Standing Committee Reports
 - Nominations & Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- XI. Special Committee Reports
 - Membership Recruitment
 - Mentoring
 - Strategy & Support
 - Diversity, Equality & Inclusion
 - Digital Marketing
- XII. Unfinished Business
- XIII. New Business
 - Election of Nominations & Elections Committee
 - Board Approval of Committee Appointments
 - Approval of 2023-2024 MUWAA Budget
 - Strategic Plan
- XIV. Open Forum
- XV. President's Closing Comments & Announcements
- XVI. Adjournment

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MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Spring Board Meeting

Hybrid Meeting: In-Person at Cochran Rose Room
and Zoom Call, 4:00 pm CST
Thursday, March 30th

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:00 pm CST

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

Katherine Shell Benson
Symone Bounds
Phillip Cockrell
Terry Gargano Coffey
Ashley Dean
Robbie Foxx
Wesley House Garrett - (Non-Voting)
Jermarra Jones-Price
Jenny Katool
LuAnne McGuirk
Annie Oeth (Non - Voting)
Heather Stone
Anne Swearingen
Bayleigh Vick
Michelle R. Wescovich

MUWAA Board Members present via Teleconference were:

Bridget Smith Ellis
Cynthia W. Kittrell
Lydia Coffey Pierce

MUWAA Board Members Absent:

Kacey Keeton
Kym Gore
Lydia Coffey Pierce
Nicolas T. Wright (absent)

Guests:

Katy Canion Pacelli, Class of 2000; Brandon, MS
Carrie Niemet, Class of 2006
Audrey Littlejohn, Executive Administrative Assistant

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement
Andrea Stevens, Executive Director
Nora Miller, University President

II. Adoption of the Agenda

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

III. President's Welcome

Symone welcomed everyone to homecoming and thanked everyone for a great year.

IV. Ratify Votes

The MUWAA Board's stance on the Name Change Process was declared Undecided via an electronic vote on October 29, 2022.

The Winter Board Meeting minutes were approved by 14/19 members via email on February 25, 2023.

The appointment of Clare Haefner to fill the vacancy for the 2023-2024 Board year was approved by 14/19 members via email on February 20, 2023.

The MUWAA 2023 Alumni Awards Recipients were approved unanimously via email on March 20, 2023.

V. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. She mentioned that there was no official report, but gave a brief overview of upcoming events. At the time of this meeting, a total of 363 alumni, students, and friends of The W registered through the Alumni office. A total of 274 are registered for the Magnolia Mingle event, and a total of 211 registered for The W Family Picnic!

MUWAA Recent Events:

- Mobile alumni event- January 12th
- BLUE was also a success! (130 registered, there was great turnout!)

Upcoming events:

- Mississippi on the Mall in DC- June 10th

VI. Foundation Update

MUW Foundation Representative, Jennifer Katool gave the following report:

The MUW Foundation Board voted to start the Be The Light campaign in 2017 with a goal of 15 Million. Before The W went public with the campaign, a total of 17 Million was raised. The Foundation Board voted to increase the goal to 25 Million. As of last month, we surpassed that goal. There was a total of 25.5 million raised during the campaign. As of January 31st, over 19 Million dollars were raised for scholarships and 4.6 Million for facilities and programs.

Jenny wanted to thank Andrea, her team, and the campaign committee lead by James Threadgill for their hard work throughout the campaign

During the last academic year, the foundation provided over 1.9 Million in scholarships to 476 MUW students from 338 funds. As we end the FY, we are focusing more on the number of donors, we're anticipating an increased number of donors from the previous fiscal year.

Shattuck funds will be raised soon.

VII. MUWAA Offers Report

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary had nothing to report.

Treasurer

LuAnne McGuirk gave the following report:

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$37,618.97	
Long Blue Line Auction Fund (26108)	\$25,554.60	
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	
MUW Faculty Enhancements Grants Fund (28108)	\$1,518.34	
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00	
BLUE Event Fund	\$5,266.23	
LBL Undergraduate Research Scholarship Fund (28224)	\$703.44	
Magnolia Mingle Event Fund (28238)	\$16,814.81	
MUWAA First Generation College Student Scholarship (28523)	\$475.00	
Total MUWAA Restricted Funds held at MUW Foundation:	\$93,602.39	*Totals are draft

balances as of 02/28/2023

Endowed Accounts:

Culinary Arts Advisory Board Scholarship (35287)	\$21,022.11	
Southern Grace Scholarship (36062)	\$46,311.87	
MUWAA Faculty Enhancement Grants (36109)	\$25,000.00	
MUWAA Mortar Board Faculty of the Year Award (36110)	\$25,000.00	
MUWAA New Faculty of the Year Award	\$25,000.00	
MUW Legacy Scholarship Endowed	\$60,090.79	
LBL Undergraduate Research Scholarship Endowment:	\$25,000.00	
Total MUWAA Endowed Funds held at MUW Foundation:	\$227,424.77	

*Totals are as of 2/28/23

VIII. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson

There were a total of 127 votes cast. Katherine stated that we have a great class this year. She called the entire board to action on nominating eligible alumni for the next Board Class because the total number of nominations and votes were low this year.

The following individuals were elected to MUWAA Leadership via a $\frac{3}{4}$ majority vote:

President-Elect:

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

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

Board Director Vacancy:

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

Bylaws

Chair: Michelle R. Wescovich

This committee is still working with President Bounds on finalizing changes to the MUWAA Policies & Procedures.

Recruitment & Retention

Chair: Lydia Coffey Pierce, President Bounds gave the report in her absence.

This committee notified 2023 award winners.

2023 MUWAA Award Recipients

- Distinguished Alumni Achievement Award
 - Edmond McDavis III, 2003
- Alumni Service Award
 - Lesley Norwood Davis, 2006
- Distinguished Achievement Award
 - Dr. Kendall Dunkelberg, MUW Faculty Member
- Outstanding Recent Graduate Award
 - Alex Torres, 2014
- 2023 New Faculty Award
 - Dr. Davida Crossley, Assistant Professor of Microbiology
- 2023 Faculty Enhancement Grants:
 - Dr. Cecilia Brooks, Assistant Professor of Family Science
 - Wesley Garrett, Esq., Professor and Director of Legal Studies

Chapters & Constituency Groups

Chair: Kasey Keeton, President Bounds gave the report in her absence

- There was no report at the time of this meeting.

Special Events

Chair: Katy Canion Pacelli

As of this report, we have sold 188 drawdown tickets and 101 cup/koozies. There was a total of 100% special events committee event registration, and 100% MUWAA Board participation for MM registration. Katy thanked everyone for their hard work for MM and encouraged all to spread the word about MM.

There will be a drop off for LBLA auction items in Welty during Homecoming. LBLA Auction deadline has not been announced, but tentative deadline Sept 1st

Finance

Chair: LuAnne McGuirk

LuAnne thanked her committee for their hard work this year. Symone thanked LuAnne and her committee for their emails/social media posts answering frequently asked questions about donating and giving back to The W.

Public Relations

Chair: Annie Oeth

- This committee has written news releases for MUW's 2023 Homecoming, BLUE, and the new MUWAA scholarship for first-generation college students.
- This committee is 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 the committee is available to write about MUWAA awards for news releases as well as for *Visions*.
- This committee has updated media contact lists as well to make sending news releases easier and more effective.

Past Presidents

Chair: Rebecca Rogers, President Bounds gave the report in her absence

- At the time of this meeting, there was no report.

IX. Special Committee Reports

Diversity, Equity, & Inclusion

Chair: Jermarra Jones-Price

This committee is working to finalize a 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.

This committee will be meeting on April 11th to discuss the survey results for this year and what suggestions to leave in preparation for next year's committee.

Mentoring

Chair: Kym Golden Gore

There was no official report, but President Bounds gave a brief overview of both B.L.U.E. and Spring Fling. Both events were a success.

Membership Recruitment

Chair: Nick Wright, President Bounds presented the report in his absence.

This committee is planning to launch the Why You W campaign after Homecoming.

The new graduation gift will be a key chain.

This committee partnered with the Rec Center for the Homecoming event, Alumni vs Student Kickball game on Friday. All are encouraged to come watch!

Digital Marketing

Chair: Bridget Smith Ellis

DMC worked on social media content for Black History Month in February and alumni spotlight for female alumni during Women’s History Month in March.

In February, DMC started using Social Bee to schedule and analyze social media reach and impressions.

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]			

Strategy & Support

Chair: Heather F. Stone

The MUWAA Website has received a facelift. Heather encouraged everyone to check out the website and encouraged board members to give feedback since next year's committee will be working to improve what we currently have.

One sheeter/infographics will be done for each committee based on what's in the bylaws and will be sent to the respective committee for approval before posting on the website.

Heather informed everyone that annual surveys will be going out to all board members, not just exiting board classes.

X. Unfinished Business

None at this time.

XI. New Business

Shattuck Support

- President Bounds presented a report on the MUWAA Board's annual financial obligations. According to the MUWAA's average income from our fundraising initiatives, after operating costs, the MUWAA profits around \$37,000.00 annually.
- President Bounds presented that the Board pledge a total of \$80,000 to support the Shattuck Renovation Initiatives to sponsor a reception area with the following breakdown:
 - Board Year 2022-2023: \$20,000
 - Board Year 2023-2024: \$20,000
 - Board Year 2025-2026: \$20,000
- Heather moved that we support the Shattuck Renovation Initiatives by donating a minimum of \$20,000 per year for a total of \$80,000 for the Shattuck Hall reception area with funding starting in the current Fiscal Year 2022-2023 Board Year. There was no discussion, motion carried unanimously.

XII. Open Forum

Symone wanted to recognize the oncoming Board Member class and thanked them for attending.

Carrie O. Niemet, Class of 2006, introduced herself and wanted to propose something that came to her this past year to see if we could do crowdsourcing/fundraising to support our Athletics team.

- She currently works with Proof in the Pudding (concession workers to fundraise for athletic expenses), she also mentioned that she was interested in helping with the initiatives of the Alumni Associations.

Flapp asked if we were doing marketing for the First Generation College Student Scholarship and to get the total numbers of contributions.

- At the time of this meeting, DMC is currently posting, but Bridget said they can do more push outs online since there is an official holiday for First Generation College Students (November 8th).

XIII. Adjourn

President Bounds gave her closing remarks. She thanked everyone for coming and for such a great year.

Announcements:

- President Bounds went over all the alumni events and encouraged Board participation at all events! Kickball at 3:00 pm at Pohl Gym, and mentioned that there's still time to purchase MM tickets and Drawdown tickets.
- The MUWAA Annual meeting will be at 4:00 in Cochran assembly room on Friday, March 31st.

The meeting was adjourned at 5:31 pm CST

Parliamentary Procedure for Small Boards
According to
Robert's Rules of Order Newly Revised, 12th Edition [RONR]
MUWAA New Board Member Orientation July 2023

1) What does the Parliamentarian do?

-The parliamentarian is a consultant who advises the president on matters of parliamentary procedures. The role is purely an advisory one. The power to rule on questions of order or to answer parliamentary inquiries fall *solely to the chair*.

2) How do I make a motion? Is there a proper form to use in wording a motion?

-Because the MUWAA Board has adopted RONR for small boards, any board member may make a motion simply by being recognized to speak by the chairman (Board President). You may remain seated when stating the resolution and begin with "I move that." This year, we will use a motion card template.

Keep in mind that the motion must be germane to the current agenda topic. If it is not, the chairman will state that the motion is out of order and no vote will be held.

3) How do I second a motion?

-Under small board rules, **it is not proper** to second a motion. After a motion is made, the chairman will repeat the motion, and discussion will begin. A vote will be held after all members that wish to speak have spoken.

4) When do I get to discuss a motion and ask questions about a motion?

-Discussion will open once a motion has been made. There is no limit on the number of times that a person may speak, however, it is not proper for a member to speak if a person who has not spoken wishes to be recognized. It is never proper to interrupt. Please note that in the RONR small board rules, the chairman is allowed to make motions and participate in discussion.

*Members must not attack or question the motives of other members. Customarily, all remarks are addressed to the chairman (Board President). In voting, members have the right to know at all times what motion is before the assembly and what affirmative and negative votes mean.

5) How many votes are needed to pass a motion at an MUWAA Board Meeting?

-Unless stated otherwise in the MUWAA bylaws, majority vote is normally required to adopt a motion. Majority is defined as more than half of the votes cast by persons legally entitled to vote excluding abstentions at a properly called meeting at which a quorum is present.

*A **quorum** is a minimum number of members who must be present before a meeting can conduct substantive business. The MUWAA bylaws require 2/3 attendance either physically, telephonically or digitally for a quorum. Even when a meeting begins with a quorum present, it loses its right to conduct substantive business if members leave. Please keep that in mind before you excuse yourself during a meeting. If appearing electronically or telephonically, disconnecting will be viewed as leaving, even if the disconnect is not the fault or the intent of the member.*

**Please note that currently, quorum for the board is 13.

***A note about abstaining: The chairman will only ask for positive (aye) and negative (nay) votes. No votes of abstention shall be called. In a small board, a vote of abstention works as a negative vote. ***

6) What does *stand at ease* mean?

-The chair may call the meeting to stand at ease, which simply permits a brief pause without declaration of recess. In such a case there is technically no interruption of the meeting, and members remain in their places.

7) What do I do if I see something I think needs to be corrected in the minutes?

- *The minutes are distributed and posted on the MUW Alumni website prior to meetings, and therefore, reading of the minutes will be waived during board meetings. It is your responsibility to read the draft of the minutes prior to the meeting. Whenever a motion to approve the minutes is presented (either via email or at the next scheduled meeting), request to be recognized and make the motion to correct as needed. The minutes are the only official record of what happened at the board meeting.*

8) How are motions made and voted on via email?

-*The By-Laws allow for electronic meetings which can be used to present motions to the board for a vote due to time constraints or for “management and effectiveness.” At least thirteen members must respond to make quorum. These matters will be read into the minutes of the next scheduled business meeting, but because these matters are finished business, no further debate or vote will be had.*

9) What are the governing documents of MUWAA?

-*The MUWAA is governed by the Affiliation Agreement, By-Laws, Board Policies & Procedures, and RONR, in that order. The Affiliation Agreement, By-Laws, and Board Policies are readily available to you on the MUW Alumni website.*

10) What if I can't attend a meeting but I want to vote on a particular motion? Can I send my vote with another board member?

-*NO. The By-Laws do not allow voting by proxy.*



ALUMNI
ASSOCIATION

Meeting:
Date:
Submitted by:

Mississippi University for Women Alumni Association
MOTION CARD

1. To ensure an accurate record of board decisions, please fill out this sheet and turn it in to the Board Secretary at the end of the meeting. When applicable, please be sure to include WHO should take action, WHAT the action is to be, and WHEN the action is to be completed.
2. Include the full motion below:

I [insert Board Member Name] move that the MUWAA Board of Directors approve the [insert action item].

Be it noted:

[Insert brief background information/reason about the proposed motion]

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)



ALUMNI
ASSOCIATION

Meeting: MUWAA Spring Board Meeting 2022
Date: Thursday, April 7, 2022
Submitted by: Symone Bounds, Chair of Strategy & Support Committee

Mississippi University for Women Alumni Association
MOTION CARD

1. To ensure an accurate record of board decisions, please fill out this sheet and turn it in to the Board Secretary at the end of the meeting. When applicable, please be sure to include WHO should take action, WHAT the action is to be, and WHEN the action is to be completed.
2. Include full motion below:

The Strategy and Support Committee moves that the MUWAA Board of Directors approve the MUWAA Board of Directors Year-End Survey as presented in their Spring 2022 Board Report.

Be it noted:

The committee recommends the survey to be distributed to all Board Members by the Board President in the last six weeks of the service year. Results should be utilized by the President and President-elect to guide planning and improvements for the upcoming board service year.

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

Mississippi University for Women Alumni Association
Treasurer's Report
As of 06/28/23

Restricted Accounts:

Fund Number	Fund Name	04/01/23 Beginning Balance	5/31/23 Revenue	6/28/23 Expenses	6/28/23 Balance
26062	Alumni Association Activities Fund	\$29,070.51	\$40.00	\$1,375.98	\$27,734.53
26108	Long Blue Line Auction Fund	\$24,994.68	\$10.00	\$10,000.00	\$15,004.68
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*	\$1,518.34	\$0.00	\$250.00	\$1,268.34
28109	MUW New Faculty of the Year Award Fund	\$3,651.00	\$0.00	\$0.00	\$3,651.00
28119	BLUE Event Fund	\$4,910.14	\$0.00	\$0.00	\$4,910.14
28224	LBL Undergraduate Research Scholarship Fund	\$703.44	\$0.00	\$343.53	\$359.91
28238	Magnolia Mingle Event	\$26,930.26	\$1,724.28	\$12,827.24	\$15,827.30
28523	MUWAA First Generation College Student Scholarship	\$525.00	\$200.00	\$0.00	\$725.00
Total MUWAA Restricted Funds held at the MUW Foundation		\$94,303.37	\$1,974.28	\$24,796.75	\$71,480.90

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	\$243,959.87

* denotes Fund No. 28108. MUW Faculty Enhancement Grants Fund shows expenses Quarter to Date. There are additional expenses pending.



Committee Name: Nominations and Elections

Committee Type: Standing

Meeting: 2023 Summer Board Meeting

Date Submitted: July 15, 2023

Submitted by: Symone Bounds, Chair

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

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

Function of the Committee

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

2022-23 Committee Members

**2023-2024 Committee to be elected at Summer BOD Meeting*

Katherine Shell Benson, Chair

Greg Clayton

Inger Chandler

Austin Rayford

Jianwen Jackson

Leslie Norwood, Alternate

Committee Activities

- Opened nomination period for 2023-24 Nominations & Election Committee in June –
- Biography packet assembled in advance of the 2023 Summer Board Meeting to assist Board with making informed decision electing future N&E Committee

Goals and Progress to Date

- Solicit nominations for all positions (4) on the 2023-24 Nominations & Elections Committee and provide a ballot of no more than 10 candidate for the 2023-24 MUWAA Board of Directors to elect for the upcoming year.
- 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. (completed Spring 2023 for Board of Director Positions, Summer 2023 for Nominations & Elections Committee)

Next Steps

- Vote on 2023-2024 Nominations & Elections Committee at July Board of Directors Meeting
- Continued utilization of newly developed tools for building a balanced board by new Nominations & Elections Committee Chair and soon-to-be-elected Committee

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Bylaws

Committee Type: Standing

Meeting: 2023 Summer Board Meeting

Date Submitted: 7/11/2023

Submitted by: Terry Coffey

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

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

Function of the Committee

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

Committee Members

- Clare Haefner
- J'Markus Dubose
- Lydia Quarles
- Audra Odom
- Del Oehms Hamilton
- Amy J. Lewis
- Monique Jenkins

Committee Activities

- Continued engagement with the Office of Undergraduate Research to ensure that the Scholarship language and funds are reflective of what will be best for the students that receive the scholarship
- Started work on language for the MUWAA First Generation College Student Scholarship Language to add to the Policies and Procedures

Goals and Progress to Date

- Submitted proposed language to include the Undergraduate Research Scholarship to Section II. E. of the Policies & Procedures;
- Reviewing our conflict-of-interest policy and make suggestions to reflect more inclusive language;
- Reviewing Section II (B) of our Bylaws (to update active membership and recent graduate timelines; and,
- Review the Bylaws and P&P in its entirety for additional updates.

Next Steps

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

Celebrations or Accolades

None at this time.

Concerns or Motions for Action

None at this time.



Committee Name: Recruitment and Retention
Committee Type: Standing
Meeting: 2023 Summer Board Meeting
Date Submitted: 6/27/2023
Submitted by: Lydia Coffey Pierce, Outgoing Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT
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.

Committee Members

- Cynthia Kittrell
- Candace Magan Evans
- Jianwen Jackson Crump
- Clemmie Phillips Everett
- Maeghan Tilley
- Monique Jenkins
- Gary Albright
- Lydia Coffey Pierce

Committee Activities

- Met with Heather Fasciocco Stone via phone and discussed the last two years of the committee's activities and proposal for the future. See attachment.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

Consider attached proposal to improve the committee's functions or to remove it as a standing committee

Proposal for the Recruitment and Retention Committee of the MUW Alumni Association

This committee oversees the alumni award process and the opening of both the faculty grant and undergraduate scholarship applications.

Problem:

-Besides the MUWAA Award process, the committee functions as a middleman between the Alumni Office and the Provost and Admissions offices by notifying them that the grant and scholarship applications are available. The committee has no other contact until the grant winner is chosen and the chair notifies the winner and the provost.

Suggested Improvements:

- As it functions today, the Alumni Office can be tasked with these items since 80% of the work already takes place within the office. The faculty grant and scholarship applications are received, reviewed, and selected through the office.
- The MUWAA award portion of the committee can be moved to a different committee and dissolve Recruitment and Retention.
- New projects and goals added to the committee to round out its overall function within the MUWAA.
- The committee's name needs to reflect its purpose better.



Committee Name: Chapters and Constituency Groups

Committee Type: Standing

Meeting: 2023 Summer Board Meeting

Date Submitted:

Submitted by:

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

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

Function of the Committee

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

Committee Members

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

Committee Activities

- Committee members are currently working to accomplish the goals/assignments outlined below.
- Committee has met with alumni regarding a math and science alumni constituency group and has done some initial outreach to gather information to begin organizing and launch of this group

Goals and Progress to Date

- Facebook page for the MUWAA Math & Science Constituency Group has been created
- Email to membership has been drafted to start promoting the newly created Constituency Group

Next Steps

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

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Special Events
Committee Type: Standing
Meeting: 2023 Summer Board Meeting
Date Submitted: June 28, 2023
Submitted by: Katy Canion Pacelli, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT
longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

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

Committee Members

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

Committee Activities

- Held a VERY successful Magnolia Mingle – congrats again to LuAnne and Flapp for splitting the big prize!

	2022 Number	2022 Amount	2023 Number	2023 Amount
Donations	22	\$814	17	\$713
Cups/Koozie	195	\$3,900	208	\$5,200
Drawdown Tickets	200	\$10,000	200	\$10,000
Totals		\$14,714		\$15,913

- Overall, Magnolia Mingle 23 grossed more than MM22. The one change that we made that we made that made a huge difference was increasing the price of the cup/koozie to \$25. That raised approximately another \$1,000.
- Held Committee meetings to discuss Long Blue Line Auction

Goals and Progress to Date

- Finalized the Donor Letter and Form
- Finalized the Sponsor Form
- Website is up and running – lbla23.givesmart.com
- 62 items are already listed and viewable; will continue to add to this

Next Steps

- Begin soliciting items via email, text, social media
- Begin soliciting sponsors via email, text, social media
- Reach out to past Champions about participating this year

Celebrations or Accolades

Thank you to the Special Events Committee for showing up and pulling off a great Magnolia Mingle. Huge thank you to board members who helped with the event! Thank you also to Sara Byrd McKie for her help with set up!

Concerns or Motions for Action

None at this time.



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 W ALUMNI ASSOCIATION</p>	<p>Committee Name: Public Relations/Print Committee Type: Standing Meeting: 2023 Summer Board Meeting Date Submitted: June 28, 2023 Submitted by: Annie Oeth, Chair</p>
	<p>Mississippi University for Women Alumni Association COMMITTEE REPORT longblueline.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)
- Hallie Chastain
- Kim Jobe
- Margaret Ann Gibson Niven
- Amanda Blackard-Scott
- Dawn Casaus
- Troy Lewis
- Mandy Bowers
- Mary-Madeleine (Maddy) Norgard

Committee Activities

Communications among chair and new Public Relations Committee members and between chair and President Heather Fasciocco Stone, Executive Director of Development and Alumni Andrea Stevens and Executive Administrative Assistant Audrey Littlejohn.

Goals and Progress to Date

A calendar showing upcoming content needed for news releases and Visions is being created, with ideas sought from new board members. This will include content for Long Blue Line and Visions as well as news releases for MUWAA scholarships, awards and events.

Next Steps

A Zoom call for our committee is being planned for later in the summer. The calendar draft will be shared among the team and prior to the meeting, they will be asked to think about changes and additions and stories they would like to write.

Celebrations or Accolades

Thanks go to our committee members for their willingness to serve the Mississippi University for Women Alumni Association.

Concerns or Motions for Action

None at this time



Committee Name: Past Presidents Committee

Committee Type: Standing

Meeting: 2023 Summer Board meeting

Date Submitted: July 12, 2023

Submitted by: Rebecca Rogers, Past Chair
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 serves as a support and advisory group for the current President and Board of Directors.

2022-2023 Committee Members:

Rebecca Rogers, Chair

Alma Ellis

Andy Thaggard

Deborah Hodges

Gail Laws

Jennifer Katool

Katherine Shell Benson, Immediate Past President

Ricki Garrett

Committee Activities:

- Committee supported the 2022 Long Blue Line Auction through sponsorship in September
- Committee communicated to all Past Presidents requesting support of the 2023 Magnolia Mingle event
- No other meetings held past introductions of committee members

Goals and Progress for 2022-2023

- Engage Past Presidents and Board in a service project to benefit University efforts – *engaging in the Shattuck Hall renovation project was proposed and not yet pursued*
- Hold a Past President brunch – *planned for Welty Weekend; canceled due to cancellation of the event*
- Encourage Past President giving – *no donation requests were made other than LBL Auction support*
- Support Magnolia Mingle event – *email sent to all Past Presidents in March requesting support*
- Calendar of University Images – *not pursued but still considered a viable option for targeted fundraiser*

Next Steps

- Meet with in-coming Chair, Katherine Shell Benson to discuss how to best support efforts during her year.

Celebrations or Accolades:

As Outgoing Chair I send my sincerest apologies to Immediate Past President Bounds, to my outstanding committee members, and to the Board of Directors for completely ghosting after October of the 2022-23 board year. Family took priority and I was unable to find a balance in order to maintain leading the committee.

Concerns or Motions for Action:

None at this time



Committee Name: Membership Recruitment

Committee Type: Special Committee

Meeting: 2023 Summer Board Meeting

Date Submitted: 07/11/2023

Submitted by: Clemmie Everett, Chair

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

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

- Debra Sturgis Stamps
- Phillip "Flapp" Cockrell
- Melissa Gilmore
- Kayla Parham
- Tina Morgan

Committee Activities

- The Committee completed the following items:
 - o New graduation gift – after reviewing more vendors, the committee decided to go forward with a ceramic mug for the new grad gift.

Goals and Progress to Date

- Goal 1: Increase Alumni Engagement
 - o The committee partnered with the Rec Center to host the Alumni vs Student Kickball Game during homecoming.
- Goal 2: Present new graduate gift options to the board
 - o The committee selected MUWAA branded ceramic mug as a graduation gift.



Next Steps

- The committee will work with PR and digital marketing to develop the Why You W series targeting commonly shared W experiences.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Mentoring Committee

Committee Type: Special

Meeting: 2023 Summer Board Meeting

Date Submitted: June 28, 2023

Submitted by: Andrea Germany

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

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

Michelle Wescovich

Lestonio Yarbrough

Kimberly Griffin

Shannon Ivey

Audra Odom

SGA President Mackenzie Pearce

Committee Activities

Goal 1: B.L.U.E. Event (February 2023)

Goal 2: Spring Fling

Goals and Progress to Date

GOAL 1: B.L.U.E. – February 23, 2023 6-8:30

- Theme: PIVOT: How to Keep Moving When the Unexpected Happens
 - Keynote and panelists talked about their experiences with professional and personal changes, how they adapted to those changes, and how progress is not always linear.
- Panelists and Keynote speaker:
 - Inger Hampton Chandler '95
 - Kristen Barnes '10
 - Christie Collins '07
 - Jeffery Johnson '15
- 130 people registered for the event
 - 40 Students registered
 - 20 Virtual attendees registered
- Sponsorships
 - Diamond Sponsor – 1 Group
 - Platinum Sponsor – 5
 - Gold Sponsor – 1
 - Silver – 7
 - Bronze Sponsor – 7

- Event Raised \$3000

GOAL 2: Spring Fling

- Event occurred during Homecoming on March 30, 2023 from 1:00-3:00 in the W Room
- Students were met by members of the MUWAA Board of Directors
- Each student was given a thank you swag bag from the MUWAA that included:
 - String Backpack
 - MUWAA Branded Promotional Items
 - \$10 Food Gift Card
- Chris Jenkins was also present to take headshots for students

Next Steps

- None at this time

Celebrations or Accolades

- None at this time

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support
Committee Type: Special
Meeting: 2023 Summer Board Meeting
Date Submitted: June 26, 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

- Committee Chair Calls: 4/24 | 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
- Audited, enhanced and distributed the 2023 MUWAA Committee Interest Survey & letter to Association: May 2023 | This source's new volunteers and future leaders for MUWAA.
- Reviewing and Updating End-of-Year Board Member Survey to all BoDs | July 2023
- Committee Emails: June 26, 2023 | Follow-up thank you, Wrap-up goals and deliverables

Goals and Progress to Date

- Goal 1: Re-design the MUW Alumni Association webpages | Complete
- Goal 2: Committee Expectations (One-Pagers/External & Internal) | Fulfilled differently to support Nominations & Elections Committee with Spring election of President-Elect & Board of Directors | This specific goal will transition to next S&S committee
- Goal 3: Board Member End-of-Year Survey | July 2023
- Goal 4: Strategic Plan | Complete

Next Steps

- Incoming S&S Committee will create one-sheeter (external) proof to each MUWAA Committee Chair supporting upcoming alumni association committee interest survey, social posts, and to be added within new webpage section
- Incoming S&S Committee will create one-sheeter (internal) for committee members detailing MUWAA expectations and opportunities
- Send updated Board Member End-of-Year Survey by next S&S Committee based on

Celebrations or Accolades

- 2023 Committee Interest Survey yielded positive increase in year-over-year respondents



Committee Name: Diversity, Equity, and Inclusion Committee

Committee Type: Special

Meeting: 2023 Summer Board Meeting

Date Submitted: June 25, 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 four 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, text/GroupMe 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 registered 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 offer incentives this year to capture attention on socials.
 - c) The survey was structured into a 5-question with optional short-answer format.
 - d) There were 201 alumni participants this year.
 - e) The committee discussed the survey from this year and used it to produce a list of recommendations for next year's committee as well as future programming for the alumni office.

- 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 its last major goal to the wants of the alumni and encouragement for graduating seniors by offering a speaker series that would aid in personal and professional development beneficial to all.
 - b) The sessions were held in March, May and June and all featured speakers were MUW alumni and two were DEI Committee members.
 - c) Dr. Phillip “Flapp” Cockrell presented on Wednesday, March 8th on the topic of terminal degrees titled, “A Doctor: It Is More Than a Title”. 31 participants were registered.
 - d) Danielle “Dani” Badgett presented on Thursday, May 11th on how one shows up in the workplace titled, “Who We Are: Identity and How We Show Up”. 41 participants were registered.
 - e) Leann Alexander presented on Thursday, June 8th on leadership titled “Leading Beyond Comfort”. 30 participants were registered.

- 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:
 - a) The committee met to discuss this year’s engagement efforts with alumni and students and compiled a list of future engagement opportunities being missed.
 - b) The alumni office has been emailed a list of possible future events that can be introduced throughout the year that can tie into student programming as well as Homecoming.

Next Steps

- Completing the transition from the current committee chair to the incoming chair.

Celebrations or Accolades

- None currently.

Concerns or Motions for Action

- None currently.



ALUMNI
ASSOCIATION

Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2023 Summer

Date Submitted: 7/3/23

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

- No committee meetings

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/liasons on upcoming publicity needs ✓
- Goal 3: MUWAA Special Events/Activities digital promotion ✓
- Goal 4: Create promotional/organic social media content for use throughout the year ✓
 - Creating partnerships with MUW Archives and The W social media channels for collaboration 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
 - Since February, we have started using Social Bee to schedule and analyze our social media reach,

impressions, etc. Here's a brief snapshot of content from Mar. 25 through June 30

	Page Growth	Posts	Page Engagement	Post Engagement	Reach	
Facebook	<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>	
	18	41	7.38	10.85%	53.6K	
	200% growth	-43.94% loss	10.31% growth	8.55% growth	-39.30% loss	
	Top Engagement Posts			Most Impressions		
	4-29: Mid-South Chapter Eent: 28.15%			5-5: May Graduation- 3326 [Impressions] 197 [Total Engagement]		
	6-11: MS on the Mall: 236.24%			6-5: MS on the Mall Publicity-3271 [Impressions] 87 [Total Engagement]		
3-29: MUWAA Alumni Award Winners: 24.79%			3-29: MUWAA Alumni Award Winners -3025 [Impressions] 750 [Total Engagement]			
Instagram	Account Reach	Account Engaged	Reels Interactions	Profile Visits		
	710	102	29	Activity: 144		
				Visits: 138		
	*329 are non-followers vs 381 followers *718 posts *459 Reels *2 Videos	*13 are non-followers vs 89 followers *131 posts *21 Reels	*Likes: 22 *Comments: 1 *Shares: 6	External link taps: 6		
	Impressions: 4389	Content Interactions: 310	Story Interactions: 5	Total Followers: 772 (+2.1%)		
	* data: Apr. 4-Jul. 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>		
	0	33	956	510		
		-43.10% loss		-90.50% loss		
	Top Engagement Posts			Most Impressions		
	5-21: LOCO Chapter Event: 600%			3-28: WHM: C. Collins - 81 [Impressions]		
3-30: WHM: Ashely Dean: 5.33%			3-30: WHM: A. Dean - 75 [Impressions] 4 [Total Engagement]			
3-30: WHM Mary Libby Payne: 4.55%			3-31: WHM: N. Miller- 66 Impressions] 2 [Total Engagement]			

Next Steps




- Set up FY 24 committee and begin brainstorming content for the year




Celebrations or Accolades




- N/A


Concerns or Motions for Action

None at this time

Name	Class Year	Reason for Nomination by Board Member	Nominated By	Note from the Nominee	Photo	Quick! Background Notes
Barbara Jones Nelson	1986	left blank	Terry Coffey	I fell in love with the W when I first visited campus on W day in 1980. My love for the W has only grown over the years. I am grateful for the friendships and connections I have from the Long Blue Line and look forward to serving the MUWAA.		President of Great Chicago Chapter of MUWAAA, Annual contributor to LBLA (Last year's made/donated the t-shirt quilt)
Bridget Smith Pieschel	1979	Retired faculty/alum who has a clear understanding of both student and life on campus afterwards. Deeply connected to alums across generations, actively involved in MUW history and its preservation, desires to stay connected to younger/future generations of alumni.	Heather Stone			Author Loyal Daughters, Retired MUW Prof English and Women's Studies
Karla Williamson Ayers	1986	She's very active with the happenings of the alumni board	J'markus Dubose	My love for The W extends throughout my family. My mom is a 1959 graduate, myself 1986, daughter 2016 and son in law 2014! My other daughter is also an alum. I have worked to give back as I am able.		Works at Cobb & Douglas Public Health

Name	Class Year	Reason for Nomination by Board Member	Nominated By	Note from the Nominee	Photo	Quick! Background Notes
Lydia Coffey Pierce	2009	Lydia has a master's degree in Human Capital Development and has experience training college students and adults. She understands what it takes to be a leader and a team player and would be an asset to Nominations and Elections.	Terry Coffey	I adore The W and am so grateful I didn't listen to myself as a young teenager claiming I would NEVER attend The W. Never say never! I want to serve on this committee as I have spent the last 3 years as a board director, thus giving me a unique perspective in knowing the most current leadership and what the MUWAA needs in future leadership.		Former Board Director MUWAA, Works for the University of Southern Mississippi
Lyndsay Cumberland	2007	Lyndsay has a unique advantage as she is intimately familiar with the broader alumni base, has a deep regard for the well-being and preservation of alumni association and understand the importance of the committee's work. A great candidate for the N&E committee and future MUWAA active member.	Heather Stone			Former Director of Alumni at MUW, Current Assistant Director of Corporate and Foundation Relations University of Alabama
Patty Outlaw	1967	left blank	Ashley Dean	I will always try to help the W as I have loved it since first sight in the 60's!		Featured in Art Alum Exhibit, former MUWAA Board of Director

Name	Class Year	Reason for Nomination by Board Member	Nominated By	Note from the Nominee	Photo	Quick! Background Notes
Edmond McDavis	2003	Ed's background in communications and collaboration with different teams would benefit the nominations team. He understands the value of teamwork and accessing the best group for leading the MUWAA board of directors.	Bridget Ellis	MUW has served as the baseline of my professional and adult development. I met lifetime friends there whom I love dearly, and I've benefited as well from continued education from mentors whom I still look upon for guidance to in my life. It's a place that will forever live in my heart and guide my daily activities.		Tennessee Delta Alliance Director - University of Memphis, Past President of MUWAA MidSouth
Kendashia Smith	2022	New graduate well-versed in current campus life, deeply connected with current and upcoming graduates as well as recent graduates with a reach in diverse social groups. Was a campus leader with wide reach and strong reputation	Heather Stone			Theatre Education, Armstrong Jr High School Reveler /Blacklist
Lynne Schneider	1991	left blank	Terry Coffey			silhouette, jester, high school teacher in ridgeland, ms jackson chapter

Name	Class Year	Reason for Nomination by Board Member	Nominated By	Note from the Nominee	Photo	Quick! Background Notes
Lesley Norwood Davis	2006	<p>Lesley is a dedicated supporter of MUW and the MUWAA. She has served in multiple committees over the last decade. She has experience in multiple volunteer capacities, and she is an ideal candidate for the nominations committee. Lesley has the ability to see the 'bigger' picture and would be an asset for providing insight to continuing ideal candidates for MUWAA leadership.</p>	Ashley Dean	<p>I am so appreciative of what MUW gave to me, and I'd like to pay it back to her. I've served as a nominations "standby" member and am familiar with the process. I hope to help MUWAA by slating a group of leaders who will continue to grow the alum association, the university, and the goals of each.</p>		<p>BlackList, reveler, winner of muwaa alumni award</p>



**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2023-2024 PROPOSED STANDING AND SPECIAL COMMITTEES**

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Nominations and Elections Committee Chair: Symone Bounds</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> Partner & secure nominations for all open MUWAA positions with a focus on aligning with our alumni population. Provide a slate of no more than 10 nominees to University Director of Alumni Relations and MUWAA President according to Policy & Procedure recommended timeline. 	<p>This Committee shall be chaired by the Immediate Past President of the Association. The Board of Directors will elect four voting members of the Association to serve on this Committee, with input from the University's Director of Alumni Relations. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association.</p>	<ol style="list-style-type: none"> Alternate:
<p>Bylaws Committee Chair: Terry Gargano Coffey</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> Review and consider amending MUWAA Bylaws to include a list and description of current Special Committees no later than Winter Board Meeting for board approval. Support and address all tabled items requiring Bylaws + P&P action from '22-'23 Board Year. Audit and prepare motion for Name Change of MUWAA Bylaws + P&P after Legislation motion. 	<p>This Committee shall review the Bylaws, and the Policies and Procedures and recommend changes when necessary to the Board of Directors.</p>	<ol style="list-style-type: none"> Clare Haefner (Board) J'Markus Dubose (Board) Lydia Quarles Audra Odom Del Oehms Hamilton Amy J. Lewis Monique Jenkins Terry Gargano Coffey (Chair)

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Recruitment and Retention Committee Chair: Ashley Dean</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Research & consider recommendation to MUWAA board regarding committee name change that aligns better with committee description + mission. 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. 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. 4. Collaborate with both MUWAA Public Relations & Digital Marketing Committees to promote recognition of the Faculty, Student & Alumni award recipients. 	<p>This Committee shall support the University in coordination with the Vice President for Student Services in the University's recruitment and retention of students and faculty. This committee will be responsible for identifying and recognizing the various faculty awards and grants, as well as the student scholarships awarded by the Association.</p>	<ol style="list-style-type: none"> 1. Trey Harper (Board) 2. Ariel Seawell 3. LeAnn Alexander 4. Carrie Niemet 5. Nicole Rensink 6. Anghaard Teague Dees 7. 8. Ashley Dean (Chair)
<p>Chapter & Constituency Groups Committee Chair: Cynthia Kittrell</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Partner with Membership Recruitment committee to coordinate 1-2 pop-up gatherings in areas with no association presence. 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. 3. Reignite interest in and provide support by contacting existing C&CGs post-pandemic, consider holding a virtual workshop sharing best practices. 4. Build strategy to support further communication via C&CG Facebook Group. 	<p>This Committee shall work to increase active participation in the Association and shall develop chapters and constituent groups in coordination with the University's Director of Alumni Relations.</p>	<ol style="list-style-type: none"> 1. Michelle Wescovich (Board) 2. Melissa Braden Roberts 3. Denise Geter 4. 5. 6. 7. 8. Cynthia Kittrell (Chair)

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Special Events Committee 2023 LBLA Chair Lead: Katy Canon Pacelli 2024 Magnolia Mingle Chair Lead: Bayleigh Vick</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Plan and execute the 2023 Long Blue Line Auction and the 2024 Magnolia Mingle during the 2024 Homecoming. 2. Lead Special Events promotional efforts in collaboration with MUWAA Digital Marketing and Public Relations Committees ensuring consistent media presence. 3. Develop future LBLA auction and MM leaders and outline/timeline of auction processes to help ensure consistency for future auctions. 	<p>This Committee shall assist in coordinating the participation of Association members in support of formal programs and special activities planned by the Association President or the University. The committee will consult with the University's Director of Alumni Relations regarding these events.</p>	<p>Long Blue Line Auction Subcommittee:</p> <ol style="list-style-type: none"> 1. J'Markus DuBose (Board) 2. Bridget Smith Pleschel 3. Katelyn DuBose 4. Kristi Mosely 5. Greg Clayton 6. Abi Wiggins 7. Leta Palmiter 8. Katy Canon Pacelli <p>Magnolia Mingle Subcommittee:</p> <ol style="list-style-type: none"> 1. J'Markus DuBose (Board) 2. 3. 4. 5. 6. 7. 8. Bayleigh Vick (Co-Chair/Board)
<p>Finance Committee Chair: Anne Swearingen Officer: MUWAA Treasurer</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Provide quarterly updates to the Board regarding Association funds and finances. 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. 3. Create one-sheeter about role with best practices, deliverable timeline with Foundation/Board and check requests process to be adopted for future use. 	<p>This Committee develops and manages a budget for the Association and ensures that the Association complies with the provisions in the Affiliation Agreement related to finance.</p>	<ol style="list-style-type: none"> 1. Symone Bounds (IPP/Board) 2. Monique Jenkins 3. Deborah Stockman Hodges 4. Anne Swearingen (Chair)

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Public Relations Committee (Print) Chair: Annie Oeth</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Share news and promote MUWAA Annual, Special & Committee events and/or awarded persons through press release and/or print advertising especially Long Blue Line Magazine. 2. Research and consider both advertising and guest authorship with The Spectator featuring Welty Weekend and Homecoming articles. 3. Brainstorm with Digital Marketing and other teams to develop social media series' like "Meet the Board" targeting 2x/semester social content submissions via content platform, etc. 	<p>This Committee shall, in coordination with the University's Director of Alumni Relations, create, produce and disseminate information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.</p> <p>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.</p>	<ol style="list-style-type: none"> 1. Clare Haefner (Board) 2. Troy Lewis 3. Hallie Chastain 4. Kim Jobe 5. Margaret Ann Gibson Niven 6. Brandi Pannell Pillow 7. 8. Annie Oeth (Chair)
<p>Past Presidents Committee Chair: Katherine Shell Benson</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. In partnership with Strategy & Support team, Source and collaborate with third-party to create a beta test of Homecoming smartphone App featuring schedule, campus map, daily itinerary. 2. Build upon Homecoming Ribbon portfolio by restocking existing and/or identifying unsponsored groups especially academic, sports and retired clubs, and seek new sponsors/ribbon. 3. Consider hosting in coordination with Alumni Office a Past President Luncheon during Welty Weekend 2023. 	<p>This Committee serves as a support and advisory group for the current President and Board of Directors.</p>	<ol style="list-style-type: none"> 1. Rebecca Rogers 2. Symone Bounds 3. Deborah Stockman Hodges 4. 5. 6. 7. 8. Katherine Shell Benson (Chair)

SPECIAL COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Membership Recruitment Chair: Clemmie Phillips Everett</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> During Fall Semester 2023, execute a Membership Drive focused on alum re-engagement and new graduates with secondary goal around first-time contributors, and key success measurement 3,000 active members by FY. Partner with Chapters & Constituency Groups team to research and develop ideas for 1-2 pop-up gatherings in areas with no association presence. Continue sponsorship of inaugural kick-ball game or plan new event promoting alum vs student during Homecoming. Research and present a new graduate gift option to the MUWAA BoDs by October 1, 2023 December/May/July ceremonies. 	<p>This committee will focus on growing our membership and its participation in Association and University activities. This committee will also seek to actively engage our most recent graduates in Association and University activities.</p>	<ol style="list-style-type: none"> Debra Sturgis Stamps (Board) Phillip "Flapp" Cockrell (Board) Melissa Gilmore Kayla Parham Tina Morgan Clemmie Phillips Everett (Chair)
<p>Mentoring Committee Chair: Andrea Germany</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> Plan & execute the annual BLUE networking event focused on professional development of students featuring alum panel speakers and non-alum keynote speaker. Research and begin building Student + Alum Mentorship Program in coordination with MUW Career Services. Plan & lead Spring Fling event during Homecoming for all Seniors focusing on Resume review, new headshot, etc. 	<p>This committee will work to strengthen the relationship with current students, cultivating them for active membership in the MUWAA upon their graduation.</p>	<ol style="list-style-type: none"> Phillip "Flapp" Cockrell (Board) Andrea Germany (Chair)

SPECIAL COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Strategy and Support Committee Chair: Jermarra Jones-Price Officer: President-Elect</p> <p>Goals for the <u>2023-2024 Board Year</u>:</p> <ol style="list-style-type: none"> 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. 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. In partnership with Past Presidents team, source and collaborate with third-party to create a beta test of Homecoming smartphone App featuring schedule, campus map, daily itinerary. 	<p>This committee represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision, and strategic initiatives of the university. It is chaired by the MUWAA President-Elect and is composed of 4-5 members of the MUWAA Board of Directors who are appointed by the President and approved by the Board of Directors.</p>	<ol style="list-style-type: none"> 1. Bridget Smith Ellis (Board) 2. Annie Oeth (Board) 3. Nick Wright (Board) 4. Ashley Dean (Board) 5. Jermarra Jones-Price (Chair)

SPECIAL COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Diversity, Equity & Inclusion Committee Chair: John Jacob Miller</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Continue develop/host Speaker Series for MUWAA Board of Directors, alumni, and students about diversity, equity, and inclusion. 2. Consider creating a new Homecoming event like Alum & Student DEI roundtable. 3. 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. 	<p>This committee will work to cultivate stronger relationships with alumni of minority groups with a particular emphasis on creating a culture of diversity, equity, and inclusion to encourage interest in active participation.</p> <p>Goal: Develop ways to engage young minority alumni groups and existing minority alumni groups, including building alumni-to-student connections and alumni-to-alumni connections.</p>	<ol style="list-style-type: none"> 1. J'Markus DuBose (Board) 2. Nick Wright (Board) 3. April Clayton 4. Tekita Bankhead 5. Greg Clayton 6. Janet Watson 7. Audra Odom 8. Mackenzie Pearce 9. 10. John Jacob Miller (Chair)
<p>Digital Marketing Committee Chair: Bridget Smith Ellis</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Engage monthly with Board of Directors gathering organic and event-driven content that entertains, inspires, educates, and call-to-action telling the MUWAA story. 2. Brainstorm with Public Relations and other teams to develop social media series' like "Meet the Board" targeting 2x/semester social content submissions via content platform. 3. Review/Approval on MUWAA Branding Guidelines, make future motion to accept into Policies & Procedures including social media content submission form. 	<p>This Committee shall, in coordination with the University's Director of Alumni Relations and in alignment with the MUWAA Public Relations Committee, create, produce and disseminate digital and social media information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.</p> <p>Goal: To focus on digital and social media aspects of marketing for the MUWAA and work in tandem with the Public Relations Committee.</p>	<ol style="list-style-type: none"> 1. Shasta Nance Dodd 2. Amanda Blackard Scott 3. Ashley Elkins 4. Dawn Casaus 5. Kelsey Cockrell 6. 7. 8. Bridget Smith Ellis (Chair) 9.

NOTE:

- Each board member must serve on at least one (1) committee; with no more than two (2) board members on each standing committee.
- Except for the Nominations & Elections, and Finance Committees: Standing Committees must have a minimum of five (5) and maximum of eight (8) committee members, and all committee members must be active members of the Association.
- Special Committee members must be in active MUWAA member status with no limitation on number of members per committee.
- The MUWAA Board should lead by example through continued and concerted efforts to promote the Association and The W.

Advertising, Signage, Transaction, & Shipping Fees																				\$837.61	\$1,000.00	\$1,000.00	\$0.00
Money Awarded to Drawdown Prize Winner																				\$2,500.00	\$2,500.00	\$2,500.00	\$0.00
Partial Shattuck Payment (See Note 10)																				\$10,000.00	\$10,000.00	\$10,000.00	\$0.00
28523 - MUWAA First Generation College Student Scholarship (Restricted):																							
First Generation College Student Scholarship (See Note 13)																				\$0.00	\$0.00	\$1,000.00	\$0.00
28224 - LBL UR Scholarship Fund (Restricted):																							
UR Scholarships (See Note 14)																					\$1,000.00	\$1,000.00	\$0.00
Total Budgeted Expenses																					\$25,895.00	\$26,093.69	46,345.00

Notes: (1) Insurance policy (\$916) was paid by the University and therefore was not taken from our budgeted funds during the years noted as \$0.

(2) The board member recognition gifts purchased in 2021-2022 also included gifts to be given in 2022-2023; Gifts purchased in 2023 - 2024 included also gifts to be given in 2024 - 2025. Note: Includes outgoing board members and Immediate Past President.

(3) Past Presidents pins were last purchased during 2023-2024 BY to cover next few following BYs.

(4) BLUE Event generated enough funds during 2019-2020 to be self supporting, so no funds were needed from the Activities Fund budget.

(5) Long Blue Line Auction is now self supporting, so it has been excluded from the MUWAA Activities Fund budget since 2018.

(6) Funds requested to support Digital Media scheduling platform (Social Bee) to assist with social media posting, scheduling, and analytics. As of May 2023, \$43/month.

(7) Funds requested to support the Diversity, Equity & Inclusion Committee with its DEI Workshops & events.

(8) Actual Expenses exceeded budget for the LBLA Greater Giving Annual Fee by 7% due to taxes being charged on the stated fees. Higher budget in 2021-22 due to possible Greater Giving Contract renewal. Vendor change in 2021-2022 to Give Smart.

(9) Give Smart replaced Greater Giving. Three-year contract thru 2024.

(10) Shattuck Support approved by the Board in the 2022 - 2023 Board Year. Board will donate a total of \$80K at the rate of \$20K starting from the 2022 - 2023 BY until the 2025-2026 BY for the naming of the Reception Area in the MUWAA's honor.

(11) Moritar Board Faculty Member of the Year Award (\$1,000) was paid by the University during the years noted as \$0. \$1,000 to be added in the budget to fund the scholarship until the 2025 - 2026 BY. It will pay out on its own for the full amount during that BY.

(12) \$1,000 to be added in the budget to fund the scholarship until the 2025 - 2026 BY. It will pay out on its own for the full amount during that BY.

(13) \$1,000 to be added in the budget to fund the scholarship annually until endowed. Note: Fully endowed means \$25,000 level for 3 years to pay out the full amount.

(14) \$1,000 to be in budget to fund scholarship until the 2026 - 2027 BY. It will pay out on its own for the full amount during that BY.

MUWAA Strategic Plan DRAFT

Mission

The Alumni Association exists to promote the mission of the University by:

1. Establishing and maintaining a mutually supportive relationship between the University and its alumni, former students, and friends;
2. Serving the University through awards and other appropriate recognitions to students, alumni, and faculty for their contributions to the University and community; and
3. Promoting the general welfare and interests of the University by alumni service to the University.

Vision

To continually improve the Alumni Association by effectively advocating and communicating the great value of the W's academic programs in service to our University, our communities, and to the world, through the talents and contributions of well-informed and loyal alumni.

Strategic Goals

1. Scholarship

- a) Work with the University and the Foundation to ascertain ever-changing student scholarship needs on a yearly basis and engage with the University and Foundation in fundraising efforts to help fulfill those needs.
- b) Endeavor to create and fund new student scholarships on an active basis
- c) Continue to grow our relationship with our student body to increase awareness and accessibility of our scholarships.

2. Planning for the Future

- a) Work with the University and Foundation to realize the full development and completion of an Alumni House on Campus before the University's 150th Anniversary.
- b) Work with the University and Foundation to plan for a fully developed and meaningful 150th Anniversary Celebration.

3. Community Connections

- a) Provide resources to our Membership to create, foster, encourage, and enrich new and existing relationships between Membership, the Association, Foundation, and the University
- b) Strive for increased Association Membership Growth on a Yearly basis
- c) Celebrate the achievements of our Alumni while embracing their diverse backgrounds and amplifying their voices.

4. Diversity, Equity, and Inclusion (DEI)

- a) Increase diversity, equity, and inclusion efforts within the Association, its initiatives, efforts, and events while also encouraging Alumni engagement.

- b) Encourage the Alumni Association's Board of Directors, committee chairs, and representatives of our membership, to listen, learn, and grow in the DEI field by identifying and addressing structures, policies, and practices that can be utilized to increase Alumni engagement.
- c) Continue to grow the Association's commitment to DEI initiatives to create a sense of safety, deep connection, and belonging for all Alumni.

5. Association Financial Stability

- a) Progress Association Financial Stability by maintaining enough funds in the Activities Fund Foundation Account to cover the running costs of at least three future years of MUWAA Budgets
- b) Encourage Fiscal Responsibility, Fundraising, and Board & Membership Financial Participation in Association Foundation Funds



Event Title

Event Date, Year

OVERVIEW

Synopsis of workshop/event.

GOALS FOR DIGITAL/PRINT MARKETING

1. Print Needs
 - a. *Visions* ad
 - b.
2. Digital needs
 - a. Social Media
3. Email needs
 - a. Reminder Emails

PRINT TIMELINE

PRESS RELEASE

MM.DD.YY: specific text

DIGITAL TIMELINE

EMAILS

MM.DD.YY: specific text

FACEBOOK

MM.DD.YY: specific text

INSTAGRAM

MM.DD.YY: specific text

TWITTER

MM.DD.YY: specific text

Initial meeting date:

Approval date:

Finished promotion date:

Committee Chair: