



MUWAA 2022-2023 BOARD OF DIRECTORS WINTER 2023 BOARD MEETING

JANUARY 21, 2023

ZOOM

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

Saturday, January 21st

UNIVERSITY PRESIDENT'S UPDATE, 10:00 AM CST

President Nora Miller, University President

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

Meeting ID: 234 896 4236 Passcode: MUW

STUDENT ENROLLMENT MANAGEMENT, 10:30 AM CST

David Brooking, Ed.D., Executive Director of Enrollment Management

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

Meeting ID: 234 896 4236 Passcode: MUW

BUSINESS SESSION, 11:00 AM 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**
 - First Generation College Student Scholarship Opportunity
 - Establish New Fund for First Generation Scholarship
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjournment**

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

Hybrid Meeting: In-Person at Fant Memorial Library Tiered Classroom
and Zoom Call, 2:00 p.m.
Saturday, October 29, 2022

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 2:00 pm

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

Symone Bounds, President
Terry Gargano Coffey
Bridget Smith Ellis
Robbie Foxx
Wesley House Garrett, Board Parliamentarian
Michelle R. Wescovich

MUWAA Board Members present via Teleconference were:

Phillip Cockrell
Ashley Dean
Kym Golden Gore
Jermarra Jones-Price
Jenny Katool, MUW Foundation Representative
Cynthia W. Kittrell
Annie Oeth
Lydia Coffey Pierce
Heather Fasciocco Stone, President-Elect
Anne Swearingen
Bayleigh Vick, Secretary
Nicholas T. Wright

MUWAA Board Members Absent:

Katherine Shell Benson, Immediate Past President
Kacey Keeton
LuAnne Farrar McGuirk, Board Treasurer

Guests:

Katy Canion Pacelli, Class of 2000; Brandon, MS
Nora R. Miller, University President

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement
Andrea Stevens, MUW Executive Director of Development and Alumni

A quorum was established.

II. Adoption of the Agenda

The motion to adopt the agenda as written was presented by Dr. Robbie Foxx. Quorum was met via affirmative vote unanimously.

III. President's Welcome

President Bounds welcomed everyone to our second meeting of the fiscal year. President Bounds encouraged the Board members to remember their "Why": Why do you W? Why do you serve?

IV. Ratify Votes

The Summer Board meeting Minutes were approved via email on 14 out of 19 members approved via email on August 30, 2022.

V. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. Summer and Fall MUAA events were successful!

- Final Numbers for fiscal year 22 (July 1, 2021-June 30, 2022): 2,632 including 1,979 alumni donors
- Current number of active MUWAA members: 2,059 (including lifetime members)
- New Alumni magazine called Long Blue Line Magazine, this is separate from *Visions*, and has been sent out to active MUWAA members!
- Summer/Fall previous Events:
- July 30th-Gulf Coast Alumni Gathering
- August 6th-Lowndes County Chapter Annual Meeting
- August 27th- Mid-South Alumni Gathering
- September 17th- Middle Tennessee Alumni Gathering
- October 2nd- Birmingham Alumni Gathering
- October 13th- Welty Preview in Shattuck Hall

- Upcoming Events:
- November 3rd- Virtual Diversity and Inclusion development session
- December 3rd- Foundation Holiday Party at President Miller's home
- December 4th- Lowndes County Holiday reception at President Miller's home
- January 12th- Mobile Area MUWAA Gathering
- Mid-February- Augusta, GA Alumni Gathering
- Tentative February 23rd-B.L.U.E
- March 30-April 2nd-Homecoming 2023
- Homecoming 2024: April 4th-7th, 2024

VI. Shattuck Update

MUW Foundation Board Representative Jenny Katool gave the report the process of getting logistics and layout together with the architect. Jenny went through the current plan of the lobby, career services, front porch, meeting rooms, demonstration kitchen, and event spaces. The walk in refrigerator and freezer will stay. The upstairs will be guest rooms (should be 14 guest bedrooms). Jenny reported that they are looking to keep as many original features from Shattuck as possible. More information for final numbers and naming opportunities will be coming soon!

VII. MUWAA Offers Report

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary had nothing to report.

Treasurer

Symone Bounds, Board President, shared the report in LuAnne's absence provided in our Board packets.

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$29,296.97
Long Blue Line Auction Fund (26108)	\$28,194.41
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$518.34
MUW New Faculty of the Year Award Fund (28109)	\$2,651.00
BLUE Event Fund	\$4,844.99
LBL Undergraduate Research Scholarship Fund (28224)	\$193.44
Magnolia Mingle Event Fund (28238)	\$12,754.04
Total MUWAA Restricted Funds held at MUW Foundation:	\$80,453.19

*Totals are draft balances as of 9/30/2022

Endowed Accounts:

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

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

VIII. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson, President Bounds presented the report on her behalf.

- Since the newly elected committee was voted on during the last meeting, the Nomination and Election process would start during the late fall/early winter of this year.
- Katherine Shell Benson was assigned as the new Social Media contact for this committee. Social media timelines for this committee were shared on the Nominations and Elections committee calendar.

Bylaws

Chair: Michelle R. Wescovich

- This committee is reviewing the conflict of interest policy to include more inclusive language.
- They are also updating the following:
- Active membership and recent graduate timelines (Section II, B)
- The scholarship section of the Policies and Procedures to reflect the Undergraduate Research Scholarship
- Any additional updates for more inclusive language on Bylaws and Policies and Procedures sections

Recruitment & Retention

Chair: Lydia Coffey Pierce

- Lydia met with current president Symone Bounds, past presidents Katherine Shell Benson and Katy Canion Pacelli, and MUWAA Director Anna Ogburn to discuss a timeline for the 2022-23 Board year as well as gain insight into the recent history of this committee.
- This committee will update timeline, including dates for media promotions of awards and scholarships and work with the PR and Digital Marketing Committees to publicize/enhance recognition of the MUWAA Scholarship Winners.

- They will continue work on the process for non-selected award nominees to be re-entered into the pool to be considered for subsequent year awards, and keep working with Dr. Anna Ogburn to move student scholarship applications to an electronic format to increase the number of applicants.

Chapters & Constituency Groups

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

- This committee is working to find new ways to actively engage and reconnect the C&CG groups back to the University and each other.
- Their goal for this year is to develop C&CG Digital Media campaigns to highlight current C&CGs and to gain interest for future C&CGs.

Special Events

Chair: Katy Canion Pacelli

- The first standalone LBL Auction was a success, with MUWAA Board 85% participation, 100% goal for 2023 Auction
- Katy thanked everyone on the Special Events committee for all their hard work to make LBL such a successful event
- This committee's current goal is to grow our social media presence, but everything is currently trending upwards.
- Final numbers for the LBL were not announced at this meeting, but Katy is hoping to have them soon
- 2023 items are already being collected

Finance

Chair: LuAnne McGuirk, President Bounds gave report in her absence

- This committee is working with the Publicity Committee on an email to the Alumni Association utilizing the 21-22 Educational Tool, this email should be sent this quarter.
- This committee plans to create 3-4 social media posts from 2021-2022 Education Tool for other quick reference and giving information

Public Relations

Chair: Annie Oeth

- This committee wrote a news release for Long Blue Line Auction 2022, and Katy's article about the LBLA was in the fall issue of *Visions*.

- Anne Swearingen wrote news releases for the scholarship winners' hometown media (will be completed by 10/31)
- This committee is also working on biographies for board members for social media (and will check with Bridget Smith Ellis to make sure she has what she needs for social media), and will write a news release about alumni award winners once announced.

Past Presidents

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

- The overall goal for this committee is to engage Past Presidents and Board in a service project to benefit University efforts, hold a Past Presidents' brunch to encourage involvement and giving to the university, support the upcoming Magnolia Mingle event at spring Homecoming, and work on a calendar of University images.

IX. Special Committee Reports

Diversity & Inclusion

Chair: Jermarra Jones-Price

- This committee's main goal for this quarter is to host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion (Alum Tekita Bankhead will be presenting). Promotional items will be posted and sent out and the event date will be announced soon!
- They plan to conduct the Annual Diversity and Inclusion Survey of the general association members in January.
- They are also planning to develop and host a professional development weekend event covering a range of topics open to MUW alumni, staff, and current students for Mid-February/March
- The committee is looking to update the committee name from Diversity and Inclusion to Diversity, Equity, and Inclusion Committee this year.

Mentoring

Chair: Kym Golden Gore

- B.L.U.E. Event will occur on February 2, 2023. The committee will meet in November to set the details and theme of the event.
- The committee is working with the current SGA president to develop more ways of engaging students and promoting events for students on campus
- The Committee has also started working on the details of the Spring Fling event. More details will be available after the committee's call in November.

Membership Recruitment

Chair: Nick Wright, President Bounds presented the report on his behalf.

- The committee has met and discussed a new graduation gift for the upcoming year, how to engage with current students (especially athletics), and hosted a table at Oktoberfest to give out W swag to alums and current seniors.
- Their goal for this year is to increase alumni engagement and foster relationships for future alumni (seniors), and they want to expand the “Why Do You W” campaign to reach a wider audience.
- They will work with PR and digital marketing to develop the “Why Do You W” series targeting commonly shared W experiences.

Digital Marketing

Chair: Bridget Smith Ellis

- Overall social media engagement is up!
- Chapter Events & the MUWAA Long Blue Line Auction were the majority of the posts
- DMC is updating the Alumni Awards graphics to meet The W/MUWAA branding guidelines, posts should be up soon

Strategy & Support

Chair: Heather F. Stone

- This committee’s main goal this quarter is to re-design the MUW Alumni Association webpages to make things easier for alumni to get connected
- This committee is working on a Team Research & Development exercise for ideas on how to improve the MUWAA webpage (looking at 6 websites and taking notes on likes/dislikes, etc.)
- They are also working on Committee Expectations Documents One-Pagers for clarification on Board Member expectations.
- External (features on each committee on how alumni can see if they’re a good fit on committee)
- Internal- for nominations and elections committee, once a candidate is nominated, committee would send them the one pager with responsibilities of expectations, etc.)
- They will be working on Board Member Surveys (exit survey on what works/what doesn’t, big ideas they didn’t get to fulfill, etc.)

X. Unfinished Business

Allocation of 2022 Magnolia Mingle Proceeds

Heather Stone made the motion to remove the previous motion from the table, Motion carried unanimously.

Heather Stone made a motion to place the raised Magnolia Mingle funds into the Shattuck Hall Renovation Foundation Account. The vote was tied.

Due to the event of the tie, President Bounds suggested that the Board approve an emergency stay of the small board rules as outlined in Robert's Rules of Order and table the motion for a second time to consult with the Board Parliamentarian on the next steps of the Allocation of the 2022 Magnolia Mingle Proceeds. The Motion was presented by Michelle Wescovich. The motion carried.

After President Bounds consulted with the Board Parliamentarian, Wesley H. Garrett, Bridget Smith Ellis made the motion to bring the tabled motion back on the floor. The motion carried unanimously.

President Bounds informed the Board that the outcome of the previous vote of the motion on the floor was a tie and she could not vote to break the tie because she participated in the previous vote and the motion to allocate died.

XI. New Business

- **Board Approval of Renaming Diversity and Inclusion Committee**

Jermarra Jones-Price made a motion that the name for the current MUWAA Diversity and Inclusion Committee be renamed to read as the Diversity, Equity, and Inclusion Committee. The motion carried unanimously.

- **Board Approval of Committees and Committee Member Appointments**

Michelle Wescovich made a motion to approve the Committees and Committee Member Appointments, the motion was carried unanimously.

- **Allocation of 2022 Long Blue Line Auction Proceeds**

Dr. Robbie Foxx made the motion to allocate \$11,000 of the 2022 Long Blue Line Auction proceeds as follows:

\$ 9,000 to Fund # 38116 to fully endow the LBL Undergraduate Research Scholarship

\$1,000 to Fund # 28108 – MUWAA Faculty Enhancement Grants

\$1,000 to Fund # 28109 MUW AA New Faculty of the Year Award

The motion carried unanimously.

- **University Name Change**

President Bounds encouraged all to complete the survey on the university name change process. President Bounds is the MUWAA representative on the University Name Change Task Force committee and reminded all to complete the survey on the MUWAA Board's stance on the university name change. President Bounds would like to poll the Board for its stance on the University name change process and write a letter to President Miller stating such a stance.

Bridget Smith Ellis made the motion that President Bounds utilize the information gathered from the Board Survey to submit a letter to President Miller stating the Board's stance on the name change process.

The Board was no longer at Quorum and voting could not occur.

XII. Open Forum

None at this time.

XIII. President's Closing Comments/Adjourn

President Bounds wished happy birthday to Bridget, Andrea, Michelle, President Miller, and Terry.

She congratulated Nick and Kym for their new positions and Past President Katherine Benson on the birth of her child.

She encouraged all to participate in upcoming university and alumni events.

The meeting was adjourned at 4:54 pm



Committee Name: Nominations & Elections Committee

Committee Type: Standing

Meeting: 2023 Winter Board Meeting

Date Submitted: January 21, 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. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association. This Committee will also carry out the process for Nominations for the following year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

2022-2023 Committee Members

Katherine Shell Benson, Chair

Greg Clayton

Inger Chandler

Austin Rayford

Jianwen Jackson

Leslie Norwood, Alternate

Committee Activities

- Set Nomination & Election Period Timeline based on Policies & Procedures with Alumni Office (Schedule Below)
- Set Social Media Schedule for Announcements with Social Media Chair
- Opened nomination period for 2023-2024 MUWAA Board of Directors & President Elect
- Email Sent out General Membership on 12/29/22 with Nominations Link
- Email Sent to out to Committee to Set Slate Discussion Meeting

Nominations & Elections Schedule for 2023

Nominations - January 2-16

Nominations Committee Gets Info from Nominees Jan 17-29

Nominations Committee Meets February 3-6

Slate Packet Made & Sent to Appropriate Channels for Approval 7-11th

General Elections February 13-27

Results given to committee Feb 28, Results given by Chair to Symone Feb 29, Nominees told if they are elected or not February 29-March 6th

Results announced to Membership March 7th

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 candidate for the 2023-2024 MUWAA Board of Directors to elect for the upcoming year. (slated for later in year)
- Solicit nominations & facilitate elections for all positions for 2023 class of Board of Directors & 2023 - 2024 President Elect (in progress)

Next Steps

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

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Bylaws

Committee Type: Standing

Meeting: 2023 Winter Board Meeting

Date Submitted: 1/9/2023

Submitted by: Michelle R. Wescovich

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

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

Function of the Committee

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

Committee Members

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

Committee Activities

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

Goals and Progress to Date

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

Next Steps

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

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: 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



Committee Name: Public Relations
Committee Type: Standing
Meeting: 2023 Winter Board Meeting
Date Submitted: Jan. 4, 2023
Submitted by: Annie Oeth, Chair

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

Function of the Committee

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

Committee Members

Annie Oeth (chair)
Allison Carol Chestnut
Anne White Foster
Cynthia Kittrell
Anne Swearingen
Barbara Black Travis

Committee Activities

- Emails among committee members, Symone Bounds, Bridget Smith Ellis and Anna Ogburn

Goals and Progress to Date

- Board bios for social media use
- Stories on Homecoming and Magnolia Mingle for use as news releases before Homecoming
- Upcoming stories about scholarship recipients for Visions.
- Long Blue Line news release about the amount raised.

Next Steps

Biographies of Phillip Cockrell, Anne Swearingen, Bayleigh Vick and Cynthia Kittrell have been updated. Other board members and officers will be contacted by email for information for their biographies in the new year.

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 in January. A news release draft about Homecoming 2023 will be emailed to Symone Bounds and Anna Ogburn by Jan. 6.

We will continue working with Bridget Smith Ellis to assist in digital public relations efforts as needed.

Celebrations or Accolades

Thanks to Anne Swearingen for her excellent writing to spotlight our scholarship recipients.

Concerns or Motions for Action

None at this time



Committee Name: Diversity and Inclusion
Committee Type: Special
Meeting: 2023 Winter Board Meeting
Date Submitted: January 7, 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 so far.
- The committee has had three goal planning calls to discuss the survey and altering committee goals for the year.
- The committee's ongoing communications are via Zoom, email and GroupMe.

Goals and Progress to Date

- Host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion:
 - ✓ 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".
 - ✓ There were 43 participants to register for the event.
- Conduct the Annual Diversity and Inclusion Survey of the general association members:
 - ✓ The annual DEI survey will open January 9th-23rd, 2023 for participation.
 - ✓ The committee chose to reintroduce incentives this year to capture attention on socials.
 - ✓ The survey was restructured to a 5-question format with an optional short-answer field this year to encourage but not demand participation.
- Develop and host monthly personal development sessions for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion:

- ✓ The committee decided to tailor our last major goal to the wants of the alumni and offer speaker sessions that would aide in personal development that all could learn from.
 - ✓ The sessions will start in February and run through June.
 - ✓ Discussions will continue within the committee as we build out session topics, speakers, and times.
- 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:
 - ✓ 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.

Next Steps

- Promoting the DEI alumni survey on all social media platforms.
- Finalizing the DEI speaker series.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Membership Recruitment

Committee Type: Special Committee

Meeting: 2022 Committee Meeting

Date Submitted: 1/9/2023

Submitted by: Nick Wright, Chair

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

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

Function of the Committee

This is a copy / past from the Master committee document. This description is pulled from the MUWAA Standard Operating Procedures.

Committee Members

Greg Clayton, Robbie Fox, Terry Coffey, Jmarkus Dubose

Committee Activities

- Meetings – The committee is working on scheduling a February meeting to review events for homecoming.
- Why You W – is scheduled for a mid-February launch
- Working with Glen from campus recreation to finalize the Student vs Alumni Kickball Game

Goals and Progress to Date

- Goal 1: Increase Alumni Engagement
 - The committee is expanding Why You W to reach a wider range of alumni and to capture more experiences.
- Goal 2: Present new graduate gift options to the board
 - The committee had narrowed down the gift options to MUWAA branded key chains or mugs.

Next Steps

- The committee will work with PR and digital marketing to launch the Why You W series in mid-February.
- Work on the logistics for the Student vs Alumni Kickball Game during Homecoming.

Celebrations or Accolades

None at this time

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: 1/4/2023

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: 11/30/22: brainstorming session for social media content for Black History month and Women's History month

Goals and Progress for FY2023

- Goal 1: Create and maintain promotional calendar in tandem with PR committee for submission and promotion of PR and DM events.
 - Discuss and create a promotional calendar with the PR Chair for use across the board ✓
 - Send monthly emails to committee chairs requesting PR/DM needs one month before events
- Goal 2: Update and coordinate MUWAA committee publicity for specific events.
 - Communicate with committee chairs/committee liaison publicity timeline from previous year ✓
 - Communicate regularly with committee chairs/liasons on upcoming publicity needs
- Goal 3: MUWAA Special Events/Activities digital promotion
- Goal 4: Create promotional/organic social media content for use throughout the year
 - Creating partnerships with MUW Archives and The W social media channels for collaboration various post throughout the year
 - MUW Archives
 - Highlighting special/historical events using archival photos/content
 - 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
 - Facebook: (Last 28 days > Dec. 6, 2022 - Jan. 3, 2023)
 - Post Reach 2,494

- Engagements 222
- Page Likes (new) 0
- Followers (new) 0
- Twitter (Last 28 days > Dec. 6, 2022 - Jan. 3, 2023)
 - 376 impressions (+ 224.1%)
 - 970 followers (- 2)
- IG (Last 30 days > Dec. 4-Jan. 3)
 - Accounts reach is 280 (+ 33.9%)
 - 11 are non-followers
 - Accounts engaged are 34
 - Total followers 729 (+ 0.1%)
- All numbers are down, but positive since we had less to publicize in December due to the holidays.

Next Steps

- DMC is working to promote N&E for nominations
- DMC is promoting DEI Survey
- DMC will work with Mentoring to put together a publicity plan for BLUE
- DMC is working on social media posts for Black History and Women's History month in February and March, respectively
- Support Special Events committee for publicity of Magnolia Mingle and LBLA announcement
- Publicize Homecoming

Celebrations or Accolades

- Kudos to Bayleigh Vick for taking the lead on the Alumni Awards publicity redesign

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support
Committee Type: Special
Meeting: 2023 Winter Board Meeting
Date Submitted: January 4, 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.

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

Committee Members

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

Committee Activities

- Meetings: Upcoming January Zoom Meeting + guest speaker
- Research Meeting: Chair Heather connect with MUW Webmaster in January 2023 & Former MUW Alumni Director Lyndsay Cumberland
- Emails: Several pre-meeting agenda, reminder and follow-up notes to support calls and deliverables

Goals and Progress to Date

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

Next Steps

- Setup one-on-one meeting with MUW Webmaster, MUW Public Affairs & MUW Alumni & Development all via assistance from the MUW Alumni Relations Office
- Gather feedback from current MUWAA Committee Chairs/Committee Descriptions to support Expectations Document (draft)
- Next call outline next steps on remaining goals: Board Member Survey & Strategic Plan

Celebrations or Accolades

Concerns or Motions for Action