



**Mississippi University for Women Alumni Association
2024 MUW Annual Meeting of the Membership**

Friday, April 5 | 4:30 PM – 6 PM CST

Hybrid | Poindexter Hall, Kossen Auditorium & Zoom

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

For Zoom credentials, please reach out to any of the following:
mcborer@muw.edu or anstevens@muw.edu or (662) 275-3154

- I. **Call to Order**
- II. **Association President’s Welcome**
- III. **University President’s Remarks**
- IV. **Reading and Approval of the Minutes**
- V. **Recognition of 2023-2024 MUWAA Officers & Board Members**
- VI. **MUWAA Annual Reports**
- VII. **Presidential Commendations**
- VIII. **Recognition of 2024 Alumni Award Winners**
- IX. **Recognition of Departing Board Members**
- X. **Installation of 2024-2025 MUWAA Officers and Board Members**
- XI. **Open Forum**
- XII. **Passing of the Gavel & Incoming President’s Remarks**
- XIII. **Adjournment**

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

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
ANNUAL BOARD MEETING
Hybrid Meeting: In-Person at Cochran Ballroom
and Zoom Call, 4:06 pm CST
Friday, March 31st

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) annual meeting to order at 4:06 pm

II. Association President's welcome

President Bounds thanked all for coming and asked all to take the time to soak in each memory made this weekend.

III. President's Welcome

President Nora Miller welcomed all in attendance. She briefed us on the university's strategic plan and gave us an overview of where The W stands in the IHL system. As of this meeting, The W has the highest number of degrees for every 100 students (36.8 for every 100 students), our MA in Teaching online program is ranked 3rd in the nation, The W is still ranked 1st in the state for Nursing, with a 96% percent pass rate on Nursing Board exams, and we had the second highest number of degrees in our history in 2022- a total of 927 conferred degrees.

President Miller also went over some exciting renovation projects including a \$625,000 grant for Plymouth Bluff renovations, and she is hoping to hear an answer about a proposed 26 Million dollar expansion for Fant Hall. She also stated that there will be an exciting announcement tonight at Magnolia Mingle.

In May of 2022, The W announced that we were in the beginning stages of a name change based on results from focus groups, surveys, and meetings with legislation. In December 2022, it was announced that the name change process would be postponed for a year. President Miller stated that the name change process will not be going away.

IV. Reading and Approval of the Minutes.

Ashley Dean made the motion to dismiss with the reading of the minutes and to approve the minutes as submitted, motion carried.

V. Recognition of 2022-2023 MUWA Officers and Board Members

President Bounds addressed and recognized and thanked the current Board Members and chairmen.

VI. MUWAA Annual Reports

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

VII. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson, President Bounds presented the report on her behalf. President Bounds stated that the biggest accomplishment is the new officer slate that will be sworn in today during this meeting:

- 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
 - For the Board Director Vacancy:
 - M. Clare Haefner Class of 2003, Round Rock, TX

Bylaws

Chair: Michelle R. Wescovich, President Bounds gave the report in her absence.

President Bounds encouraged all to check out the MUWAA Bylaws

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

Katy thanked everyone for their support for LBLA last year! We raised over 35k for scholarship, went well online and will continue. She announced that if anyone brought LBLA Auction items, they can deliver them to the Alumni and Development office this weekend.

MM is tonight and she is looking forward to seeing everyone!

Finance

Chair: LuAnne McGuirk

This committee's biggest goal for this year was to increase gifts to The W. They did social media posts about why alums should give back, what money goes toward, and they also sent an email to the Association with FAQs on giving back.

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*.

Past Presidents

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

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

VII. 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 were successful events.

Membership Recruitment

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

Graduates in May will receive Tumblers as their welcome gift from the Association. New gift will be decided on soon for future graduations

This committee partnered with the Rec Center for the Homecoming event, Alumni vs Student Kickball game earlier today.

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.

She also encouraged all to like all MUWAA social media pages (LBLA, MM, etc.). We're posting events through HC today and stories

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

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.

VIII. Presidential Commendations

President Symone Bounds, class of 2012, is the youngest and first black president of the Association. She also noted that she is a first generation college student. She gave a full report on everything the MUWAA Board accomplished during the current Board year:

- Fully endowed the Undergraduate Research Scholarship Fund
- Started MUWAA First Generation College Student Scholarship, \$1,000 annually awarded
- Renamed the Diversity and Inclusion Committee to Diversity, Inclusion & Equity (DEI), and this committee created a monthly speaker series
- Digital Marketing Committee implemented Social bee. This platform allowed for our committees to manage time better, allowing scheduling posts and see more analytics
- Magnolia Mingle event sold out two years in a row- this event has the most number of registrants than any other event at Homecoming.
- Long Blue Line Auction will be virtual. The dates are: September 29th-30th.

IX. Recognition of 2023 Alumni 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

X. Recognition of departing members

- Dr. Robbie Foxx, Columbus, MS – Class of 1973
- Jermarra Jones-Price, Southaven, MS - Class of 2008
- Kacey Keeton, Montgomery, AL – Class of 1997
- LuAnne Farrar McGuirk, Potts Camp, MS – Class of 2003
- Lydia Coffey Pierce, Petal, MS – Class of 2009
- Kym Golden Gore, Madison, MS – Class of 1997
- Katherine Shell Benson, Southaven, MS – Class of 2003

XI. Installation of 2023-2024 MUWA Officers and Board Members

- President-Elect for the 2023-2024 Term:
 - 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
- President for the 2023-2024 Term:
 - Heather Fasciocco Stone, Smithville, Texas – Class of 2002

XII. Open Forum

None at this time.

XII. Passing of Gavel and Incoming President's Remarks

President Bounds passed the gavel to newly elected MUWAA President Heather Stone. In return, President Stone presented Past-President Symone Bounds with a branded MUW lapel Pin.

Incoming President Heather Stone thanked President Bounds for all the hard work she did throughout her term, and addressed the Association. She welcomed all to Homecoming and encouraged everyone to make the most of their time reminiscing this weekend.

XIII. Adjournment

Meeting adjourned at 5:26 pm

DRAFT



Committee Name: Bylaws & Policies & Procedures

Committee Members: Audra Odom, Amy J. Lewis, Del Ohms Hamilton, Clare Haefner, Lydia Quarles, Monique Jenkins

Chair: Terry Gargano Coffey

2023-2024 Year-End Committee Report

Function of the Committee

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

Committee Members

Audra Odom

Amy J. Lewis

Del Ohms Hamilton

Clare Haefner

Lydia Quarles

Monique Jenkins

Terry Gargano Coffey, Chair

Please list the items undertaken by the committee this year:

Goals for the 2023-2024 Board Year:

Goal 1: Review and consider amending MUWAA Bylaws to include a list and description of current Special Committees by the Winter Board Meeting for approval.

Goal 2: Address tabled items requiring Bylaws and P&P action from 2022-'23 BoardYear.

Goal 3: Audit and prepare a motion to change the Names associated with MUW in the MUWAA Bylaws + P&P after the Legislative motion.

Please summarize the committee's accomplishments for the year.

Progress in Achieving Goals for 2023-2024 Board Year:

Goal 1: The Bylaws Committee, with input from Committee members and Committee Chairs, revised and re-wrote the descriptions that had been used for the Special Committees. We presented these descriptions to the Board, and after some discussion, the Board approved the descriptions to be placed in the Policies and Procedures document.

- A. Following the approval, we placed the Descriptions in a new Appendix to the Policies and Procedure document, which is attached to this document.

- B. The bylaws now include references to the special descriptions published in the P&P. All changes to the Bylaws must be approved by the General Membership and will be done later, which the General Membership will approve at the appropriate time.

Goal 2: We addressed three tabled items requiring Bylaws and P&P action from '22-'23 Board Year.

- A. The Bylaws Committee was charged with addressing three items to place in the P&P and Bylaws.
- B. First, as a result of past decisions by the Board, we were charged to make sure that all references to time frames in the P&P were fiscal year time frames. All “yearly” or “annual” refer to July 1-June 30.
 - a. We have rewritten the P&P to reflect the Fiscal year time frame. We will do so in the Bylaws as well.
 - b. We have placed the MUWAA First Generation College Student Scholarship information into the P&P document.
 - c. We await information from MUW to complete placing the Undergraduate Research Scholarship Information into the P&P.

Goal 3: We stand ready to audit and prepare a motion for a Name Change of MUWAA Bylaws + P&P if and when this occurs in the future.

Are there any shining stars on your committee?

A Galaxy of Shining Stars inhabits our Bylaws & P&P Committee. We are a diverse bunch, which could be described as Red Giants, Neutron Stars, and Brown & White Dwarfs ranging from newborn stars to Supernovae.

Every member is committed to revising/rewriting/creating and complementing this organization's legal framework.

All members have willingly given their precious personal time to read, re-read, re-word, clarify, and improve these documents.

These alumnae bring a world of legal, literary, and personal experiences to the table, and we have worked well together during challenging circumstances, both individually and on behalf of MUW.

Recommendations for next year's committee:

- List items for the following committee to complete or carry forward. You can also list lessons learned or helpful hints.

Next year, we need to get the Undergraduate Research Scholarship into Policies and Procedures and combine all the Bylaws Updates and Clarifications into one basket for the General Membership to vote on.



Committee Name: Recruitment and Retention

Committee Members: LeAnn Alexander, Ashley Dean, Anghaarad Teague Dees, Trey Harper, Carrie Niemet, Nicole Rensink, Ariel Seawell

Chair: Ashley Dean

2023-2024 Year-End Committee Report

Function of the Committee

This Committee shall support the University in coordination with the Vice President for Student Services in the University's recruitment and retention of students and faculty. This Committee will be responsible for identifying and recognizing the various faculty awards and grants, as well as the student scholarships awarded by the Association.

Please list the items undertaken by the Committee this year:

1. Research & consider recommendations to the MUWAA board regarding committee name change that aligns better with the 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.

Please summarize the Committee's accomplishments for the year.

1. Created a Google doc to input ideas on committee name change, and we had seven proposed ideas. As a committee, we voted on a name to propose to the Alumni Association; however, with the expected implementation of the Alumni Recruitment Team being a dotted line to the Recruitment and Retention Committee, the committee name will remain Recruitment and Retention Committee.
2. Piloted moving the nominations window for Alumni Awards up one month from November to October, and the change was very successful.
3. Proposed that the MUWAA Board of Directors update the MUWAA policies and procedures around the Alumni Awards and nominations timeline.
4. Created separate Alumni Association student scholarship applications to utilize the new electronic application to increase student scholarship applications.
5. Facilitated the process of providing the notification for selecting The Faculty Enhancement Grant and New Faculty Member of the Year awards.
6. Worked with Cathryn Borer on selecting the MUWAA Student Scholarship selection committee.
7. Worked with Bridget Ellis (Digital Marketing Committee Chair) and Annie Oeth (Public Relations Chair) to promote MUWAA Alumni Awards nominations and to announce MUWAA Alumni Award Winners via social media and press release.

Are there any shining stars on your Committee?

Angh Teague Dees had fantastic ideas (listed below) to expand Alumni Awards/Recognition. The entire Recruitment and Retention committee was excellent, and we had a productive and successful year.

Recommendations for next year's Committee:

- Expand MUWAA Alumni Awards (40 under 40, Hall of Fame, Leadership Award, GOLD Award)



Committee Name: Chapters/Constituency Groups

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

Chair: Cynthia Williams Kittrell

2023-2024 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

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

Please summarize the committee's accomplishments for the year

- Reviewed the Chapter & Constituency Guidelines with special attention to the types of groups.
- Reviewed the MUW webpage for Chapters and Constituency Groups and discussed the current listings both there and in the EXCEL spreadsheet prepared by Cynthia.
- The committee split the current listing into five sections with 13-16 groups assigned to each committee member to contact. We received valuable feedback from many; however, no response from several. Continuing to work on this. Sent first update to alumni office. Remainder of contacts are in progress. Will send update to Cathryn for posting on the website for Homecoming flyer.
- Houston -area interest meeting held on Saturday, February 3, 2024. Great interest with 13 in attendance. Chapter is approved and off the ground with email updates. Planning the next get-together for late August.
- Provided information and support to alum (Ariel Seawell) interested in developing a Central Florida chapter. On hold for now but hope to get this going later in 2024 or 2025.
- Provided support for the new Math & Science Constituency Group (Shannon James). They already have a Facebook group.
- Possible interest by Paralegal alums to organize and for the Culinary Arts group to move beyond just a Facebook group.
- The new Math & Science CG is organized (Shannon James) and has a Facebook group. They are partnering with the new College of Education CG (Penny Mansell). They hope to have an informal meet-up Homecoming weekend.

- Interest in re-energizing several inactive groups – Delta, Little Rock, Starkville-area, Dallas. Working with these to determine the best path forward.

Are there any shining stars on your committee?

- We are a small committee but have worked well with only one Zoom meeting. Have accomplished a lot this year but need to organize and delegate better. Kudos to the alumni office for supporting all our activities!!

Recommendations for next year's committee:

- Need more members and more teamwork. Committee chair needs to work on delegation skills!!



Committee Name: Special Events

Committee Members:

Audrey Littlejohn- Co-chair

Katelyn Ayers DuBose

JMarkus Dubose

Kendashia Smith

Bridget Smith Pieschel

Abi Wiggins Walker

Chair: Bayleigh Herron Vick

2023-2024 Year End Committee Report

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.

Please list the items undertaken by the committee this year:

- Wrapped up 2023 LBLA
- Working with the Office of Development and Alumni on Magnolia Mingle

Please summarize the committee's accomplishments for the year

- Created internal and external one-sheeter for simplified changeover
- Had a successful 11th Long Blue Line Auction
- Work with the Office of Development and Alumni on Magnolia Mingle

Are there any shining stars on your committee?

- Our whole committee works hard spreading the word over social media for our events- all of them are shining stars!
- Shout out to Katy Pacelli for all of her hard work as the Special Events Committee Chair lead for LBLA23!
- Bridget Pieschel's Facebook posts during the 2023 LBLA were fantastic and created a ton of buzz throughout the weekend!
- Audrey Littlejohn's photo taking skills are top notch!
- Special shout out to Bridget Smith Ellis for her magic when it comes to social media, content creation, and overall creativity!

Recommendations for next year's committee:

- It's never too early to start preparing for MM and LBLA!



Committee Name: Finance Committee
Committee Members: Deborah Hodges, Symone Bounds, Monique Jenkins
Chair: Anne Swearingen

2023-2024 Year End Committee Report

Function of the Committee

This Committee develops and manages budget for the Association and ensures that the Association complies with the provisions in the Affiliation Agreement related to finance.

Committee Members

Debra Stockman Hodges, Symone Bounds, Monique Jenkins

Please list the items undertaken by the committee this year:

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.

Please summarize the accomplishments for the year

- Provided quarterly updates to the Board regarding Association funds and finances.
- Approved various requests for fund disbursements supporting MUWAA goals.
- Name change process and legislative issues got in the way of developing social media posts. Those can still be done and timing is likely better.
- Drafted one-sheeter and sought input from three sources (two committee members and one former treasurer) and received no response.

Are there any shining stars on your committee?

Recommendations for next year's committee:

Get some history/background of this function, expectations and success measures.



Committee Name: Public Relations

Committee Members: Hallie Chastain, Kim Jobe, Margaret Ann Gibson Niven, Amanda Blackard-Scott, Dawn Casaus, Troy Lewis, Mandy Bowers, Maddy Sielu and Brandi Pannell Pillow

Chair: Annie Oeth

2023-2024 Year End Committee Report

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 protect a positive image of MUW, the Association, and former students. Key Goal: To focus on print and press release aspects of marketing and public relations for the MUWAA and work in tandem with the Digital Marketing Committee.

Please list the items undertaken by the committee this year:

- News releases on the MUWAA board directors and officers, Long Blue Line Auction, MUWAA scholarship recipients, MUWAA award winners, BLUE, the Campus Beautification Fund, and Homecoming
- Stories as requested for Visions and Long Blue Line magazines

Please summarize the committee's accomplishments for the year

- These news releases have been written and sent to media throughout Mississippi and the region and can be found online at longblueline.muw.edu.

Are there any shining stars on your committee?

- Mandy Bowers, Troy Lewis and Maddy Sielu have been frequent volunteers for writing assignments, and all of them write beautifully.

Recommendations for next year's committee:

Planning ahead for MUWAA events makes deadlines for the Public Relations Committee manageable, and asking for volunteers early makes it more likely that committee members will have the time to complete writing projects.



ALUMNI
ASSOCIATION

Committee Name: Past Presidents Committee

Committee Type: Standing

Submitted by: Katherine Shell Benson, Chair

2023-2024 Year End Committee Report

Function of the Committee

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

2023-2024 Committee Members:

Rebecca Rogers

Deborah Hodges

Katherine Shell Benson, Chair

Symone Bounds, Immediate Past President

Please list the items undertaken by the committee this year:

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

Please summarize the committee's accomplishments for the year

- October Welty Weekend "Drop In" Breakfast on Saturday, October 21st
- December Foundation Holiday Party Weekend Luncheon & Special Tours of the Culinary Arts Building and Library Archives on Saturday, December 2
- Homecoming Ribbon Restock & Refresh
- Support of University

Are there any shining stars on your committee?

- All the Past Presidents, they really showed up for the University in 2024!

Recommendations for next year's committee:

- Make sure we stay engaged.



Committee Name: Membership Recruitment
Committee Members: Clemmie Phillips Everett, Phillip “Flapp” Cockrell, Tina Morgan, Melissa Gilmore, Carrie Niemet, Debra Sturgis Stamps
Chair: Monique Jenkins
2023-2024 Year End Committee Report

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.

Please list the items undertaken by the committee this year:

- Goal 1: During Fall 2023, execute Membership Drive with focus on meeting 3,000 active members in fiscal year 2024.
 - Membership Campaign scheduled for April 8th – 12th
- Goal 2: Partner with Chapters & Constituency Groups Committee to support 1-2 alumni gatherings with no active alum presence.
 - Complete
- Goal 3: Continue sponsorship of Homecoming event encouraging engagement of both alumni and students like the 2023 inaugural kickball game.
 - In Process > Considering an indoor (rain plan) and more accessible option like cornhole competition.
- Goal 4: Research and present a new graduate gift for the July/December & May ceremonies.
 - Complete

Please summarize the committee’s accomplishments for the year

- Moved the membership campaign from the fall to the spring to capitalize on the momentum of Homecoming

Are there any shining stars on your committee?

- Phillip ‘Flapp’ Cockrell offered excellent ideas during each committee meeting. I appreciated him showing up and contributing each time, it made each meeting a productive one.

Recommendations for next year’s committee:

- Consider a new gift for new graduates
- Work with alumni office to add a first-time attendee/new alumni association member mixer to Homecoming



Committee Name: Strategy & Support Committee

Chair: Jermarra Jones-Price

Committee Members: Ashley Dean, Bridget Ellis, Annie Oeth, and Nicolas Wright

2023 – 2024 Year End Committee Report

Function of the Committee

This committee represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision, and strategic initiatives of the university. 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.

Please list the items undertaken by the committee this year:

- Research/edit and send 2023 Board Members End-of-the-Year Survey + Letter to outgoing members from previous board year, share results and implement in current year.
- 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.
- Source and collaborate with third-party to create a beta test of Homecoming smartphone App featuring schedule, campus map, daily itinerary.

Please summarize the committee's accomplishments for the year

- The committee has had regular communication this year between Zoom calls, emails and text messaging.
- The committee voted to rename Board Member End-of-the-Year Survey to **Year End Board Service Survey**.
- The committee crafted a letter that accompanied the Year End Board Service survey which launched on September 13th to the 2022-2023 board members with 13 responses collected.
- The committee compiled a list of five user-friendly apps to be used as a future Homecoming resource for registrants while on campus.
- The beta testing app for Homecoming will not move forward this board year as the University's team is unable to support the project at this time.
- The committee contacted each current chair and collected pertinent information regarding each committee's timeline, events, and annual needs. The information has been placed in a template with two specific purposes- the external one-sheeter will be used as a recruitment tool for the live committee interest survey window and the internal will be used as an expectancy tool for committee chairs.

Are there any shining stars on your committee?

- **All committee members are a shining star this year** from Nick's conference app knowledge to Bridget lending her social media knowledge to one-sheeter buildouts to Ashley's confidence in edits as we maintained our cohesive tone to Annie's diligence in making sure the alumni best interest remained a priority in our execution of all work. The opportunities we accomplished would not have been possible without our entire team's collective talents and time. I appreciate everyone!

Recommendations for next year's committee:

- Recommendation for next year's committee:
 - a) Create an opportunity for more connectivity with the University's Administration as it pertains to combined strategic efforts and alumni messaging.



Committee Name: Diversity, Equity, & Inclusion

Committee Members: J'Markus DuBose, Nick Wright, April Clayton, Tekita Bankhead, Greg Clayton, Janet Watson, Audra Odom, Mackenzie Pearce

Chair: John Jacob Miller

2023-2024 Year End Committee Report

Function of the Committee

- This committee will work to cultivate stronger relationships with alumni of minority groups with a particular emphasis on creating a culture of diversity, equity, and inclusion to encourage interest in active participation.

Please list the items undertaken by the committee this year:

- Continue develop/host Speaker Series for MUWAA Board of Directors, alumni, and students about diversity, equity, and inclusion.
In response to recent year survey data, the committee has combined the speaker series with a early career professional development seminar. In April, the committee will present this series.
- The committee has worked to make connections between alumni and between alumni and students. This has allowed the committee to assist with community building and professional development.

Are there any shining stars on your committee?

- Special thanks to Janet Watson and Greg Clayton for volunteering to lead sessions, and special thanks to Tekita Bankhead for her serving as our resident subject matter expert.

Recommendations for next year's committee:

- Consider assigning committee goals to specialized subcommittees, empowering members to take ownership of the committee's work and apply their lived experience directly.
- Work with intention to make closer connections with on-campus DEI professionals, potentially partnering together on the speaker series.



Committee Name: Digital Marketing Committee

Committee Members: Dawn Casaus, Kelsey Cockrell, Shelly Davis, Shasta Nance Dodd and Ashley Elkins

Chair: Bridget Smith Ellis

2023-2024 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

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

Please summarize the committee's accomplishments for the year

- Create and maintain MUWAA Board and Committee sponsored events publicity
- Create organic content
 - o Content that entertains (favorite season at the W, sports posts)
 - o Content that inspires (Black and Women's History Month posts)
 - o Content that educates (sharing the good work of the W)
- Create content with Calls to Action (CTAs)
 - o Chapter events
 - o Welty Gala
 - o B.L.U.E.
 - o Nominations & Elections and Alumni Award nominations
- Create content that share The W Story
 - o Stories of our alums/university
 - o #WayBackWednesday
 - o Important W dates/anniversary
 - o MUWAA events/activities
- Create, maintain, and report the analytics of social media posts across MUWAA Social Media Channels

Are there any shining stars on your committee?

- Shasta Nance Dodd and Shelly Davis took the lead in researching and crafting content for our Black History Month and Women's History Month campaigns

Recommendations for next year's committee:

- Find new and exciting organic content campaign ideas
- Study analytics from social media and create FY25 goals for social media
- Edit/revamp brand/content standards and guidelines for creating/sharing content and share with committee chairs at the Summer meeting
- Edit Committee Template guide to fit committee needs

There isn't just **one** reason to be a part of the **Long Blue Line**

MISSISSIPPI UNIVERSITY
FOR WOMEN
ALUMNI ASSOCIATION



Become a Member

Join the over 26,000 strong members of the MUW Alumni Association! Membership is available to an individual who has completed 12 semester hours and made a donation to **any MUW Foundation fund** during the past fiscal year.



Join a Local Chapter

With over **40 active MUWAA chapters** and **constituency groups** throughout the country, you can easily connect and network with alums!

Share The W Story

Serving as a **MUW Alumni Association Board of Director**, you can amplify the story and mission of the MUWAA and The W. MUWAA BODs work closely with The W to support students with scholarships, empower alums and amplify The W's work as a University with more than 70 outstanding majors and concentrations and more than 60 campus organizations.



MUWAA Committee Interest Survey



Scan to take the survey!