



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

MUWAA 2024-2025 FALL BOARD OF DIRECTORS MEETINGS
October 26, 2024 | Hybrid Meeting

FRIDAY, OCTOBER 25TH

WELTY GALA FRIENDS RECEPTION | Open to All Ticket Holders, 6:00 p.m. CST
Trotter Convention Center | Main Lobby

WELTY GALA DINNER | 7:00 p.m.
Trotter Convention Center | Ballroom

SATURDAY, OCTOBER 26TH

BOARD BREAKFAST, 9:00 a.m.
Welty Atrium | 1st Floor Welty Hall

DEVELOPMENT SESSION, 10:00 a.m.
Welty Board Room | 3rd Floor Welty Hall or via Zoom

UNIVERSITY PRESIDENT'S UPDATE, 11:00 a.m.
Welty Board Room | 3rd Floor Welty Hall or via Zoom

BUSINESS SESSION, 11:30 a.m.
Welty Board Room | 3rd Floor Welty Hall or via Zoom

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 Report
- VII. MUWAA Officer Reports
 - Parliamentarian
 - Secretary
 - Treasurer
- VIII. Standing Committee Reports
 - Nomination & Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- IX. Special Committee Reports
 - Membership & Recruitment
 - Mentoring
 - Strategy & Support
 - Diversity, Equity & Inclusion
 - Digital Marketing
- X. Unfinished Business
- XI. New Business
- XIV. Open Forum
- XV. President's Closing Comments
- XVI. Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Summer Board Meeting

July 13, 2024

Hybrid | Fant Library, Gail Gunter Room & Zoom

I. Call to Order & Roll Call

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:40 pm CST.

The roll was called. MUWAA Board Members present were:

Terry Gargano Coffey
Jonathan Cumberland
Ashley Dean
Andrea Germany
Elysa Harvey MacLellan
Annie Oeth
Jermarra Jones-Price
Debra Sturgis-Stamps
Heather Fasciocco Stone
Anne Swearingen

MUWAA Board Members present via teleconference:

Phillip "Flapp" Cockrell
J'Markus Dubose
Clare Haefner
Jenny Katool
Cynthia Kittrell
Bayleigh Vick

MUWAA Board Members absent:

Anne White Foster
Trey Harper
Dana Jackson

Guests:

Wesley House Garrett, Parliamentarian
Symone Bounds
Kristie Metcalfe
Tekita Bankhead
LeAnn Alexander
Audrey Littlejohn

Ex-Officio Members present:

Nora Roberts Miller, University President
Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

President Jones-Price called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by President-Elect Ashley Dean. The motion passed with 15 of 19 board members approving.

III. President's Welcome

President Jones-Price gave her opening remarks and welcomed all Board attendees and guests to the meeting. She proceeded with casting her vision for the year with an overview of the three goals for which the year will operate. Through the work of the committees, the Board will reassess our individual alumni networks by utilizing our collective voices to reengage disconnected alumni and friends of The W, redesign alumni programming that represents our entire association by using our past attendance of MUWAA hosted events as the cornerstone for event planning in this new year and lastly, discover collaborative approaches to early student engagement by tapping into our recent graduates for current student buy-in.

IV. Approval of Parliamentarian

President Jones-Price announced her invitation and acceptance for Welsey House Garrett to be Parliamentarian for the 2024-2025 Board year. She then asked for additional nominees from the floor. Being none, President Jones-Price called for a motion from the floor to accept Welsey House Garrett as Parliamentarian. The motion to accept Welsey House Garrett as Parliamentarian was presented by Andrea Germany. The motion passed with 15 of 19 board members approving.

V. Election of Officers

Secretary

President Jones-Price asked for nominees from the floor for the Office of Secretary. Terry Gargano Coffey nominated Elysa Harvey MacLellan. With no additional nominees presented, President Jones-Price called for a motion from the floor to accept Elysa Harvey MacLellan as Secretary. The motion to accept Elysa Harvey MacLellan as Secretary was also presented by Terry Gargano Coffey. The motion passed with 16 of 19 board members approving.

Treasurer

President Jones-Price asked for nominees from the floor for the Office of Treasurer. Debra Sturgis-Stamps nominated Anne Swearingen. With no additional nominees presented, President Jones-Price called for a motion from the floor to accept Anne Swearingen as Treasurer. The motion to accept Anne Swearingen as Treasurer was also presented by Debra Sturgis-Stamps. The motion passed with 16 of 19 board members approving.

VI. Ratify Votes

There were three votes presented to ratify since the MUWAA Spring 2024 Board Meeting:

1. We will be ratifying the votes for the approval of the Spring 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **May 2, 2024, with 19 out of 19** board members voting in approval.
2. We will be ratifying the votes for the approval of the Long Blue Line Auction (LBLA) Paid Intern Position/Funding & Description. Please note that another vote is not needed. The LBLA Paid Intern Position/Funding & Description was approved by an Email vote on **May 2, 2024, with 19 out of 19** board members voting in approval.
3. We will be ratifying the votes for the approval of the LBL Office of Undergraduate Research (OUR) Grant Description into the MUWAA Governing Documents. Please note that another vote is not needed. The Undergraduate Research (OUR) Grant

Description into the MUWAA Governing Documents was approved by an Email vote on **June 25, 2024, with 19 out of 19** board members voting in approval.

VII. Alumni Office Report

Cathryn shared updates on the Development and Alumni Office now being fully staffed, who the new employees are, and how the team is coming together. She also highlighted upcoming events including “The W Road Trip” which will help connect the university with high alumni areas and key Mississippi senators. This new initiative will kick off soon and serve as a means for MUW alumni to govern themselves professionally through advocacy. Cathryn also shared that the website is being updated with details for upcoming events such as the MUW presence at the Neshoba County Fair and alumni chapter meetings. She addressed the need to encourage communication between different offices on campus and how they can help get the MUW message out to the community and prospective students. Lastly, her office will focus on increased participation of MUW alumni and friends in local groups and events plus find ways that local businesses and groups can support the school.

VIII. Foundation Report

Foundation Chair Jenny Katool shared that as of March 31st the foundation has assets in excess of \$69 million with a total of 1,973 donors for Fiscal Year 2024. Of that total, 1,510 are alumni donors and 463 friends of the university. She mentioned that the donor numbers were starting to improve since the pandemic but were down this last year. That opportunity for growth in donor numbers will be a focus of the Foundation this year.

Jenny announced upcoming events starting with the Welty Gala on Friday, October 25 featuring speaker Jeanette Walls author of “The Glass Castle”. She also highlighted the Scholarship Donor Appreciation Luncheon on November 15th, and Charter Day at the Capital on March 12, 2025, sponsored by the Foundation.

There were also four matching gift challenges met this last year- The Campus Beautification Fund, The Recruitment Fund, and The Women’s College Coalition Fund and the Sammy Johnson Leadership Scholarship.

IX. MUWAA Officer Reports

Parliamentarian

Wesley House Garrett started her remarks with thanks for allowing her to serve as Parliamentarian for a new board year. She discussed tips for effective communication in carrying out business while in active business meetings as well as with virtual business. She reminded attendees of quorum and that we need 13 for voting so if anyone needed to step away virtually to send either of us a private chat, that attendees need to either raise their hand or use the raise hand feature to be recognized to speak and lastly, Board members need to check their emails regularly as we do vote electronically.

Secretary

Elysa Harvey MacLellan had nothing to report for the Office of Secretary.

Treasurer

Anne Swearingen discussed the numbers from the Endowed and Restricted accounts and the check request activity notated on the reports below.

Restricted Accounts – Activity from June 30, 2023– May 30, 2024¹

Fund Name (Fund Number)	Balance (as of 6-28-2023)	Revenue/ (Expense) July thru Feb.	Balance (as of 5-30-24)
Alumni Association Activities Fund (26062)	\$27,754.53	\$280.00 (\$7,179.58)	\$20,854.95
Long Blue Line Auction Fund (26108)	\$15,009.68	\$41,552.17 (\$30,297.13)	\$26,264.72
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00 (\$1,000.00)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00 (\$1,000.00)	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00	\$1,000.00 (\$1,965.72)	\$2,685.28
BLUE Event Fund (28119)	\$4,910.14	\$4,240.00 (1,591.55)	\$7,558.59
LBL Undergraduate Research Scholarship Fund (28224)	\$359.91	\$1,025.00 (\$701.48)	\$683.43
Magnolia Mingle Event Fund (28238)	\$15,827.30	\$14,301.17 (\$12,153.29)	\$17,975.18
MUWAA First Generation College Student Scholarship (28253)	\$825.00	\$2,377.50 (\$500.00)	\$2,702.50
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$71,230.90	\$66,755.84 (\$56,388.75)	\$81,617.99

Endowed Accounts:

Account Name (Account Number)	Balance
Culinary Arts Advisory Board Scholarship (35287)	\$28,194.03
Southern Grace Scholarship (36062)	\$54,513.75
MUWAA Faculty Enhancement Grants (36109)	\$29,169.00
MUWAA Mortar Board Faculty of the Year Award (36110)	\$27,325.28
MUWAA New Faculty of the Year Award	\$29,248.82
MUW Legacy Scholarship Endowed	\$73,831.39
LBL Undergraduate Research Scholarship Endowment	\$25,005.34
Total MUWAA Endowed Funds held at MUW Foundation	\$229,665.25

*Totals are as of 05/31/24

X. Standing Committee Reports

Nominations & Elections | Chair Heather Fasciocco Stone

Chair Heather presented the following report:

The past Chair Symone Bounds and her team have worked to secure a slate of new MUWAA leaders that are the new incoming board class and President-Elect joining us today. She also reminded everyone of the vote for the new Nominations and Elections Committee that will happen during New Business later in today's meeting and that they should review the packet as presented. She went on to share that once the committee is selected and the four members and one alternate are announced, she will chair this board for the remaining board year.

Bylaws | Chair Terry Gargano Coffey

Chair Terry presented the following report:

The committee has worked hard this past year with great communication and thought to address changes identified and enter previously approved updates to the Bylaws as well as Policies and Procedures so that they are understandable for all. All goals were met as the committee worked consistently throughout the year. Newly revised copies of both governing documents can be found on the MUWAA website.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn presented the following report:

LeAnn started her remarks with thanks for the opportunity to serve in this new capacity as well as gratitude to outgoing Chair Ashley Dean for her hard work with the past year's committee. The committee recently finalized scholarship recipients and those congratulatory and regret letters have been issued with the Southern Grace Scholarship being the last. She referenced the name change for the committee that was attempted this last year but with the introduction of the ART Team, the committee's name will remain as they continue to build on the work of recruiting alums. She talked about the change in the alumni award's deadline being moved to the first week of November which will help gain more attention for nominations. And lastly, how the committee worked with the Public Relations and Digital Marketing Committees to publicize these honors and this great work. As Chair LeAnn ended, she expressed her excitement to collaborate with other committees this coming year on goals such as the announcement of new scholarship recipients and launch a potential 40 under 40 campaign in partnership with the DEI Committee.

Chapters & Constituency Groups | Chair Cynthia Kittrell

Chair Cynthia presented the following report:

Cynthia started her remarks with thanks for the continued efforts of chairing the committee for a second year. The committee completed their first goal last year by creating a new alumni chapter in Houston, TX and they have their second in-person meeting next month. The committee's second goal produced two new constituency groups from the schools of Math and Science and Education. Other constituency groups in the pipeline are Paralegal, Communications and Culinary Arts. The committee did spend a great deal of time communicating with the current list of groups and alumni chapter leadership to learn what their activity status was post COVID and reenergize new interest from inactive groups such as the Delta, Little Rock, AR, and Dallas, TX. In this new year, the committee will host a workshop as well welcoming more members than last year that will split their attention with half working on existing groups and the other working to establish new groups.

Special Events | Chair Bayleigh Vick

Chair Bayleigh presented the following report:

The committee executed a well-organized Long Blue Line Auction and successful Magnolia Mingle. She explained how Special Events works on a unique timeline with the chair responsibilities starting at Magnolia Mingle and ending with Long Blue Line Auction. Magnolia Mingle raised \$14,015 with \$920 made from the introduction of insurance this year. The committee met in May to debrief and discuss lessons learned from MM and how to make it better for the coming year. She asked that any feedback be sent to lblauction@gmail.com. For Long Blue Line Auction, Bayleigh shared that the headquarters are to be announced but will be either on or near campus and that if anyone has any auction items to donate that those can be dropped off at Welty and will be transported to the new auction storage in Columbus.

The Alumni Office has agreed to transport items from alumni events where they will make an appearance to assist with postage and shipping. Bayleigh also highlighted the newly created Long Blue Line Auction intern position for a W student that is currently open and posted on the W website. If you know a student that may be interested, please share the opportunity with them. Next steps for the committee will be releasing the Long Blue Line Auction FAQs page online soon and if you have any questions to please reach out to the committee.

Finance | Anne Swearingen

Chair Anne presented the following report:

The committee had twelve check requests that MUWAA approves which comes to Cathryn Borer before forwarding to Anne and the current President to be paid out of the restricted funds notated in the diagram below.

Fund Number - Name	Date	Description	Amount
28224 - LBL Undergraduate Research Scholarship	5/1	Undergraduate Research Scholarship – lab supplies for Travis Hagey	252.22
26062 – MUWAA Activities Fund	4/3	Clocks for MUWAA Awards at Convocation	180.00
	4/3	Ad for The Spectator during Homecoming	135.00
	5/15	Paperweights for MUWAA board members completing their three-year terms	246.77
	6/13	Trophies for 2024 Convocation	180.00
	6/24	Mugs for May graduates	2,237.25
	6/28	Past President’s Pin	748.25
28107 – Mortar Board Faculty of the Year Award Fund	5/8	MUWAA Mortar Board Faculty Member of the Year to Dr. April Greenway	1,000.00
	5/6	MUWAA Enhancement Grant Award to Travis Hagey	1,000.00
28108 – MUW Faculty Enhancements Grant Fund	5/9	MUWAA New Faculty of the Year – Dr. Cecelia Brooks	1,000.00
28238 – Magnolia Mingle Fund	6/28	Magnolia Mingle drawdown to Brandy Stevenson	1,250.00
	6/28	Magnolia Mingle drawdown to Linda Ross Aldy	1,250.00
TOTAL			\$ 9,479.49

Public Relations | Annie Oeth

Chair Annie presented the following report:

The committee has been boosting engagement and membership interest by publishing stories of who we are and what we do. These publications are sent through Tyler Wheat and an official MUW email address. The committee also writes articles for Long Blue Line Magazine and Visions. Those stories have been focused on MUWAA events such as Magnolia Mingle, LBL Auction and B.L.U.E., as well as student scholarships. Annie excitedly announced that her committee is excited about the new year as they've spent a portion of the Summer preparing stories about the faculty and OUR grants. She also noted that upcoming news releases will feature the new Board and Board photos taken during the weekend and auction coverage. Terry Coffey asked for clarification between the Public Relations committee and Digital Marketing. Annie explained that PR is more writing centric and Digital Marketing focuses on sole digital content across our three platforms.

Past Presidents | Symone Bounds

Chair Symone presented the following report:

The committee this year did a Homecoming ribbon refresh, held past-presidents brunch, and will be aiding in a Pucket House restoration partnering with the Development and Alumni Office as well as Campus Facilities. The committee will continue to encourage past presidents to be more involved.

XI. Special Committee Reports

Membership Recruitment | Chair Monique Jenkins

Chair Monique was unable to attend today's meeting and President Jones-Price instructed everyone to refer to the packet for updates on the committee's progress this last year.

Mentoring | Chair Kristie Metcalfe

Chair Kristie presented the following report:

The committee executed another great B.L.U.E. this past year with guest speaker Lori Spicer Robertson from St. Jude Children's Research Hospital on February 8th and the Spring Fling event during Homecoming. Kristie informed us that the committee is already looking for a speaker for the new B.L.U.E. event in hopes of promoting a date earlier and finding a topic that is more relatable for current students. The committee is also working on a student-alumni mentorship program in partnership with Career Services. The buildout of this committee was strategic this year with Kristie looking for alums that would be representative of different majors and career fields and act as a point person for the mentorship opportunities to come. She asked all attendees for help and feedback as planning for B.L.U.E. kicks off and that she will be working with university offices to learn what topics interest current students to provide the best event possible.

Strategy & Support | Chair Ashley Dean

Chair Ashley presented the following report:

The committee had big wins this past year with the first being getting the End of Year Board Service Survey out to the chairs and board members that served in the prior year earlier and using that feedback to build out future initiatives. The committee also created the new committee overview infographic which advertises a snapshot of the committee's duties and skills for alums that may be interested in service to that committee. Lastly, Ashley referenced the Homecoming app buildout and how the committee is looking forward to trying this again for the coming Spring.

Diversity, Equity & Inclusion | Chair Tekita Bankhead

Chair Tekita presented the following report:

Chair Tekita began her remarks with her excitement to be serving on DEI committee in her new role. The committee has had a good year and has a lot of lofty and ambitious goals for the new year. Previous Chair John Jacob Miller started conversations that needed to happen about ways to cultivate a much more inclusive environment and Tekita is happy to carry on that work. She expounded how in the new year the committee will consider a name change but one that will not change their mission. The committee will also collaborate this year to introduce new alumni recognition opportunities such as the “40 under 40” and collaborate with other committees to broaden Homecoming events so more alums feel “seen” and included. Lastly, the committee wants to continue to work with PR and Digital Marketing to expand and increase the committee’s representation.

Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

The committee had a great year working with all committees to engage and create digital content across all platforms. Clare praised Bridget Smith Ellis and stated her desire to continue her good work. Highlighting Facebook and Instagram as our two most visited platforms, Clare shared that the recent “Mississippi on the Mall” event posts were a big draw online boosting share by 30%. She encouraged all attendees to continue the committee in sharing the W story by sharing, posting and liking posts. In the new year the committee wants to increase posts with organic content sharing of memories, good news about alumni, upcoming events, and more and there is a new publicity plan template to make it easier for this committee and Public Relations to assist the promotion of those digital and print needs. Chair Clare urged committee chairs to communicate with her whichever way suits them either by the quarterly Drop-In calls, texts, or emails so she and her committee can best support all the good work planned for the year.

Social Media Analytics

Facebook (3/19/24-7/14/24)	Page Growth <small>The number of page likes you have received between the first and last day of your selected period.</small>	Posts <small>Total number of published content within your selected period.</small>	Page Engagement <small>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</small>	Post Engagement <small>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</small>	Reach <small>The total number of times any of your content reached a user's feed.</small>	
	2	99	9.63%	1.2K	132.9K	
	-97.75%	52.31% growth	57.01% growth	-59.88%	-31.93%	
	Top Engagement Posts			Most Impressions		
	6-9: MS on Mall: 29.91%			6-1: Pride Month-4723 [Impressions] 655 [Total Engagement]		
	5-4: Jackson Metro Chapter CTA: 27.31%			4-3: AA 24 BOD-4160 [Impressions] 757 [Total Engagement]		
3-27: Why Mingle: 21.97%			3-27: Why Mingle-3505 [Impressions] 770 [Total Engagement]			
Instagram (4/6/24-7/14/24)	Account Reach	Account Engaged	Total Followers			
	757	141	858			
	F: 53.7% growth	F: 91.5% growth	23			
	NF: 46.2% growth	NF: 8.5% growth	2.1% growth			
	*567 are non-followers vs 516 followers	*12 are non-followers vs 171 followers	*Overall 18			
	*1474 posts	*171posts	*Follows: 32			
*2 Videos	*17 Reels	*Unfollows: 14				
*Stories 212	*9 Stories					
Impressions: 10,161						
-37.90%						
X (3/19/24-7/14/24)	Page Growth <small>The number of page likes you have received between the first and last day of your selected period.</small>	Posts <small>Total number of published content within your selected period.</small>	Followers <small>The total number of followers your account has.</small>	Reach <small>The total number of times any of your content reached a user's feed.</small>		
	2	96	961	3.8K		
	no change	43%	2 +	-3.05% loss		
	*Twitter analytics continue to change and not reliable					

XII. Unfinished Business

There was no unfinished business to discuss.

XIII. New Business

Election of Nominations & Elections Committee

Board members were asked to make a final review of the candidates listed in the packet while Cathryn Borer prepared the voting link to be distributed via email. After distribution of the link from the Alumni Office, Board Members were given time to vote electronically. President Jones-Price called for a 15-minute break. After reconvening, board members learned that there was a tie for the alternate and that an additional voting link would be issued via email. After experiencing lengthy technical issues, President Jones-Price announced that the vote would be finalized via email following the meeting.

Board Approval of Committee Appointments

President Jones-Price moved on to the next order of business asking Wesley House Garrett to confirm quorum was present following the voting break. After confirmation, President Jones-Price notified board members and chairs that she was extending the deadline for donations towards active status until July 31st and that the list of committees and members proposed today would be finalized after the deadline and voted on again via email. President Jones-Price called for a motion from the floor to accept the 2024-2025 Committee Chair & Members of the Standing and Special Committees as presented. The motion to accept the 2024-2025 Committee Chair & Members of the Standing and Special Committees was presented by Annie Oeth. The motion passed with 15 of 19 board members approving.

Approval of 2024-2025 Budget

A message of gratitude was shared by President Jones-Price to President Miller for covering the cost of MUWAA insurance for the new Board Year and asked all attendees if there were any questions or concerns about the information or figures listed in the budget. Being none, President Jones-Price called for a motion from the floor to accept the 2024-2025 Budget as presented. The motion to accept the 2024-2025 Budget was presented by Heather Fasciocco Stone. The motion passed with 15 of 19 board members approving.

XIV. Open Forum

The floor was opened to guests to share any input or ask questions. There were none so President Jones-Price let guests know if any questions came up after the meeting to please feel free to approach her by call or email.

XV. President's Closing Comments

President Jermarra Jones-Price began her closing remarks by expressing appreciation to all who have given their time and efforts to contribute to the benefit of MUW. She also recognized that Jenny Katool, Symone Bounds, Nora Miller, and Terry Coffey have birthdays coming up in this first quarter. She declared her promise to the Board this year for reassurance and guidance starting with the introduction of her Board Buddy program and in return she asked for open communication towards committee activities and participation in meetings. She looks forward to bigger events, better social promotion and more members welcomed to the Long Blue Line. She gave an inspiring and upbeat send-off at the end of the meeting encouraging members to give their best for MUW.

Announcements that followed were:

- Summer Commencement on July 26th
- Blues Week: August 20-25, 2024
- Long Blue Line Auction: September 27-28, 2024
- Welty Symposium: October 24-26, 2024
- Welty Gala: October 25, 2024, with guest speaker New York Times bestselling author Jeannette Walls.
- Board Reports due October before or by October 10, 2024
- Fall Board Meeting will be October 26, 2024

XVI. Adjournment

The meeting was adjourned at 3:35 p.m.

Mississippi University for Women Alumni Association
Treasurer's Report | Restricted Accounts
As of 09/30/24

Restricted Accounts - Activity from July 1, 2024 - September 30, 2024

Fund Name (Fund Number)	Balance (as of 6/30/24)	Revenue/ (Expenses) July thru Sep	Balance (as of 9/30/24)
Alumni Association Activities Fund (26062)	\$16,105.12	\$110.00 (\$2,228.46)	\$13,986.66
Long Blue Line Auction Fund (26108)	\$26,089.72	\$13,228.42 (\$15,541.87)	\$23,776.27
Mortar Board Faculty of the Year Award (28107)	\$2,000.00	\$1,000.00 (\$ 0.00)	\$3,000.00
MUW Faculty Enhancement Grants (28108)	\$893.34	\$1,000.00 (\$ 0.00)	\$1,893.34
MUW New Faculty of the Year Award (28109)	\$2,685.28	\$1,000.00 (\$ 0.00)	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$ 0.00 (\$ 0.00)	\$7,558.59
Long Blue Line Undergraduate Research Scholarship (28224)	\$431.21	\$1,000.00 (0.00)	\$1,431.21
Magnolia Mingle Event (28238)	\$17,975.18	\$ 0.00 (\$239.94)	\$17,735.24
MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$1,587.50 (\$ 0.00)	\$3,852.50
<i>Total MUWAA /Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$18,925.92 (\$18,010.27)	\$76,919.09

This is a draft report based on revenue and expenses through September 30, 2024



Committee Name: Nominations & Elections
Committee Type: Special
Meeting: 2024 Fall Board Meeting
Date Submitted: October 3, 2024
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 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 the Nominations for the following year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

Committee Members

- Stephanie Paige Bivens, Umekki Curry, Bridget Smith Ellis, Amy J. Lewis
- Sam Garrie (Alternate)
- Heather Fasciocco Stone, Chair

Committee Activities

- Board elected new Committee Members at Summer 2024 Meeting.
- Newly elected Committee Members were notified of their new positions and told that the Nominations & Election process will start for new Board Members in late fall/early winter.
- Planning print and digital advertising to promote awareness and engagement for upcoming election in 2025.

Goals and Progress to Date

- Partner and secure nominations for all open MUWAA positions with a focus on aligning with our alumni population (Board of Directors & President Elect, future Nominations & Elections Committee).
- Provide a slate of no more than 10 nominees to University Director of Alumni Relations and MUWAA President according to Policy and Procedure recommended timeline.

Next Steps

- N&E Committee will meet in October via Zoom for a formal introduction, discussion of goals and brainstorm new ways to engage alumni association during nomination/election season.

Celebrations or Accolades

- Our committee has two new W graduates – congrats!

Concerns or Motions for Action

None at this time



Committee Name: Bylaws and Policies & Procedures

Committee Type: Standing Committee

Meeting: 2024 October Board Meeting

Date Submitted: October 6, 2024

Submitted by: Terry Gargano Coffey, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This committee is responsible for reviewing the Bylaws and Policies and Procedures, recommending changes to the Board of Directors when necessary, and ensuring that the Policies and Procedures follow the Bylaws.

Committee Members

Clare Haefner
Lydia Quarles
Spence Andrews
Del Ohms Hamilton
Amy J Lewis
Monique Jenkins
Lynne Schneider

Committee Activities

- We have collaborated through emails and texts.

Goals and Progress to Date

- Goal 1: Renew and refresh the Bylaws & P&P documents for grammatical errors and updated language.
 - All members are perusing the Bylaws and P&P.
 - This is an ongoing process. Before each of the three board meetings, we will determine whether our committee will make any recommendations to the board in this area.
- Goal 2: We are considering including templates in the P&P document to ensure ease of use and standardization.
 - All committee members have copies of the three templates (Motion Card, Board Report, and End-of-Year Board Report). They are forming their ideas about placing them in the Policies and Procedures document and then referencing them in the Bylaws.
 - Progress is ongoing.
- Goal 3: Work in partnership with the Digital Marketing and Chapters and Constituency Group Committees to determine whether the new branding guidelines and chapters and constituency group guidelines should be added to the governing documents for standard reference.
 - There has yet to be any progress.

- o When Digital Marketing, Chapters, and Constituency Groups are ready to collaborate, we will proceed with the branding guidelines suggestions for placement in the governing documents.

Next Steps

- Meetings: collaboration will continue via text, email, and Zoom as needed.

Celebrations or Accolades

- **Thanks to all committee members for giving precious time and talent to this MUWAA committee.**

Concerns or Motions for Action

None at this time



Committee Name: Recruitment and Retention

Committee Type: Standing

Meeting: Saturday, October 26, 2024

Date Submitted: October 9, 2024

Submitted by: LeAnn Alexander, 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. This Committee will be responsible for identifying and recognizing the various faculty awards and grants, as well as the student scholarships awarded by the Association.

Committee Members

Carrie Niemet, Turquoise Holmes, Lamon Stapleton, Sydney Pittman, Cydney Archie, Nicole Rensink, Bayleigh Vick

Committee Activities

- **Meetings:** Welcome meeting was held virtually via ZOOM on Tuesday, August 13th at 7:30 PM. Our 2nd meeting was held virtually via ZOOM on Thursday, October 3rd at 5:00 PM.
- **Emails:** Several email exchanges were sent in preparation for Alumni Awards marketing and promotion.
- **Calls:** N/A

Goals and Progress to Date

- **Goal 1:** Adhere to Policies & Procedures for the process of Alumni Awards to present and promote a slate of alumni nominations to the Association within the new timeline of the first week of November.
 - Progress: We are on task to make this deadline. Our initial nominations email went out on Tuesday, October 8th followed by our social media graphics on both Facebook and Instagram.
- **Goal 2:** Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the Faculty Grants, Student Scholarships & Alumni Award recipients.
 - Progress: A request to the PR and Digital Marketing committee was sent via email on 9/26 to begin planning for release of graphics for Award nominations. We were able to get the final designs approved and scheduled by Oct 1.
 - Progress: Once winners are selected we will have a request to announce those. Our timeline has a date of : January 6-10
- **Goal 3:** Partner with the Diversity, Equity, and Inclusion Committee to research, create, and launch a 40 under 40 campaign to recognize the thriving and diverse members of our

alumni membership

- Progress: No progress has been made, but plans are being discussed for our first joint meeting.

Next Steps

- Schedule meeting with DEI committee to discuss proposal for Top 40 under 40 initiative.
- Troubleshoot digital form site for collecting nomination bio packets.
 - Options Formsite.com and Google Forms.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time.



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2024 Fall Board Meeting

Date Submitted: October 7, 2024

Submitted by: Cynthia Kittrell, Chair

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

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

Function of the Committee

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

Committee Members

Cynthia Kittrell, Nicole Rensink, Brynn Morgan, Lyndsay Cumberland, Maddy Sielu, Anne Foster, Denise Geter, Melissa Roberts, Amelia Smith, Michelle Westovich

Committee Activities

- First Zoom meeting held on September 26, 2024 – 100 % attendance!!
- Next Zoom meeting scheduled for October 22, 2024

Goals

1. Partner with the Public Relations committee to continue to increase engagement and creation of university college and department-based constituency groups.
2. Relaunch the Chapters and Constituency Groups workshop to introduce newly formed groups and chapters to established groups and chapters with an agenda of training topics and suggestive ideas for successful engagement of area alumni.
3. Work with the Alumni and Development Office to repurpose the 3-Day use of the SOAC Lounge during Homecoming as a drop-in space for newly created college and social organizations, a central designation for inactive organizations and a connection point for SOAC to reengage social organizations for updated contact.
4. Work with the Alumni and Development Office to create a digital alumni chapter and constituency group request form.

Progress to Date

On our next meeting call, we will take the following sub-team approach to accomplish our goals. This is high-level for now and will be fleshed out by each sub-team.

1. Serve as liaisons to the existing chapters and constituency groups (#1 goal) – Amelia, Denise, Melissa, [Cynthia]
 - a. Contact your assigned group quarterly to see if they need any assistance. At the same time, ask for an update on their activities.
 - b. Check on Facebook groups.
2. Respond to requests to organize new groups (#1 goal) – Anne, Brynn, Nicole, [Cynthia]

- a. Work with those groups already in progress.
 - b. New requests may come through the alumni office or through social media.
 - c. Interest in department-based constituency groups may come directly from faculty & staff or from alums who attended/graduated from those majors.
 - d. Create a digital request form (#4 goal)
 - e. Assure all current documents, forms, etc. are posted on the alumni website.
3. Relaunch a workshop in the spring timeframe prior to Homecoming (#2 goal) – Cynthia, Lyndsay, Maddy, Michelle
 - a. Using past workshop agendas as a starting point, we'll design a completely virtual workshop with presentations, Q&A, etc.
 - b. Tie this to the SOAC Lounge area for Homecoming (#3 goal)

Next Steps

Work our plan!

Celebrations or Accolades

A very enthusiastic team with diverse backgrounds, experiences, ages and skills!!

Concerns or Motions for Action

None at this time



Committee Name: Special Events

Committee Type: Standing

Meeting: 2024 Fall Board Meeting

Date Submitted: October 10, 2024

Submitted by: Bayleigh Herron Vick, 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

Audrey Littlejohn- Co-chair

Lyndsay Cumberland

Karla Ayers

Katelyn Ayers DuBose

JMarkus Dubose

Bridget Smith Pieschel

Abi Wiggins

Committee Activities

- Finalized LBL Auction committee and met twice virtually before the auction
- Created LBLA FAQ page and launched item previews
- Collaborated with DMC and PR committees to publicize this year's auction to spread the word
- We had our final wrap up meeting on October 9th via Google Meet to debrief this year's auction, what worked and lessons learned for next year.

Goals and Progress to Date

Goal 1: Host a successful Magnolia Mingle! (Complete!)

- Implemented Drawdown insurance (Raised \$920 from insurance alone)
- \$14,015 total raised for the MUWAA!
- MM24 Winners: Linda Ross Aldy & Brandy Coward Stevenson

Goal 2: Have a successful virtual Long Blue Line Auction (Complete!)

- Secured a climate controlled storage unit to store auction items
- Collaborated with DMC and PR committees to publicize this year's auction to spread the word

- Hire a student intern for this year's auction (Unsuccessful this year, but we had fantastic SAA volunteers who helped us throughout the weekend!)
- Final numbers raised will be announced soon!

Next Steps

- Finalize auction numbers.
- Send an additional thank you email with a survey for next year's auction to the entire Association.
- Pass along the torch to next year's committee chair to begin planning next year's MM and LBLA.

Celebrations or Accolades

- Huge thanks to Clare Haefner and DMC for creating amazing social media content for LBLA and the LBLA internship, and thank you to JJ for creating those aWesome Facebook proud LBLA supporter profile pics!
- Special shout out to Bridget Smith Pieschel's entertaining Facebook posts to keep LBLA trending on the MUW side of Facebook, and many thanks to Katy Pacelli for being a GiveSmart genius!
- Huge thanks to Audrey Littlejohn for collecting, organizing, and transporting our auction items!
- Shout out to the entire Special Events committee, the Student Alumni Ambassador volunteers, and the MUW Office of Dev. & Alumni team for all their hard work this year for MM and LBLA!
- Another thank you to everyone who shared and interacted on our Facebook lives, commented and shared our social media posts, updating their FB profile photos, and for supporting this year's auction!

Concerns or Motions for Action

None at this time



Committee Name: Finance
Committee Type: Standing
Meeting: 2024 Fall Board Meeting
Date Submitted: Oct. 10, 2024
Submitted by: Anne Swearingen, Chair
Mississippi University for Women Alumni Association
COMMITTEE REPORT
longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

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

Committee Members

Sunshine Bradshaw Burgess, Elaine Evans, Kim Jobe, Dana Jackson

Committee Activities

Check requests approved for payment in the first quarter, including six transfers:

Fund Number - Name	Date	Description	Amount
28224 - LBL Undergraduate Research Fund (Restricted)	9/16	Transfer	1,000.00
26062 – MUWAA Activities Fund	8/21	MUWAA Faculty Luncheon	887.78
	9/23	Blues Week T-shirts	2,492.30
28107 – Mortar Board Scholarship Fund	9/16	Transfer	1,000.00
26108 – LBLA Fund	9/16	Transfer for Shattuck Commitment	10,000.00
		Faculty Enhancement Grant	1,000.00
28109 – New Faculty of the Year Award	9/16	Transfer	1,000.00
28238 – Magnolia Mingle Fund	9/27	Magnolia Mingle save-the-date cards ¹	1,250.00
28253 – First Generation College Student Scholarship (Restricted)	9/16	Transfer	1,000.00
TOTAL			\$ 19,630.08

¹ From 2023; unpaid in FY23.



Committee Name: Public Relations

Committee Type: Standing

Meeting: 2024 Fall Board Meeting

Date Submitted: Oct. 9

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. Key Goal: To focus on print and press release aspects of marketing and public relations for the MUWAA and work in tandem with the Digital Marketing Committee.

Committee Members

Brandi Pannell Pillow, Brandy Larmon, Lynne Lott Schneider, Cindy McDonald Bearden, Cordie Forrester, Troy Lewis, Annie Oeth (chair)

Committee Activities

- The Public Relations Committee, via email, discussed a news release announcing the Long Blue Line Auction. The news release was written, approved by President Jermarra Jones-Price and Long Blue Line Auction Chair Bayleigh Vick, and sent to media. It was also posted on the MUWAA website and shared on social media.
-
- The committee also promoted the Long Blue Line Auction by collaborating with Digital Marketing Chair Clare Haefner, who designed an ad for publication in The Spectator. Our intended audiences for this ad were faculty and staff as well as students.
-
- The committee has also written and sent a news release announcing MUWAA's new president, president-elect and new members. A photo taken at the summer meeting accompanied the news release.

Goals and Progress to Date

- News Release on Long Blue Line Auction and funds raised:
 - Story will be written by committee members following the event.
- News Release on Scholarship Recipients:
 - Story will be written by committee members with help from Cathryn Borer in reaching students.
- Public Relations is working with Chapters & Constituencies Chair Cynthia Kittrell to share news about chapters with news media in their areas.

- Planning advertising for The Spectator for BLUE and Homecoming
- BLUE and Homecoming news releases are in the planning stages.

Next Steps

- Members of the Public Relations Committee will be emailed as a group regarding opportunities to write future news releases.
-
- The Public Relations Committee will plan future Spectator ads and will ask Digital Marketing Chair Clare Haefner to again share her design skills.

Celebrations or Accolades

Thanks go to Clare Haefner for producing a wonderful Long Blue Line Auction ad for The Spectator quickly.

Concerns or Motions for Action

None at this time



Committee Name: Past Presidents Committee

Committee Type: Standing

Meeting: 2024 Fall Board Meeting

Date Submitted: October 14, 2024

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

2024-2025 Committee Members:

Katy Canion Pacelli

Jenny Katool

Andy Thaggard

Deborah Hodges

Courtney Murtaugh

Symone Bounds, Chair

Heather F. Stone, Immediate Past President

Committee Goals

- Engage all Past Presidents in a service campaign and project to refresh Puckett House
- Work with the Alumni Office to design, create and produce a business card for Board Directors that would include general information along with a QR code which navigates to current giving funds, the alumni page on the MUW website, MUWAA social platforms and more
- In partnership with the Strategy & Support Committee, identify current student curriculums in technology and collaborate to create a beta test of Homecoming smartphone App featuring campus check-in and maps, daily schedule, and event alerts

Goals and Progress for 2024-2025

- Encouraged Past President giving & support
- September Committee Meeting Conducted on Sept. 25, 2024
- Puckett House Refresh Started

Next Steps

- Schedule a Puckett House clean out weekend
- Schedule a Past President's Brunch
- Finalize a Puckett
- Start a list of items and a budget that need to be replaced/purchased in the Puckett House

Celebrations or Accolades:

None at this time

Concerns or Motions for Action:

None at this time



Committee Name: Membership Recruitment

Committee Type: Special

Meeting: 2024 Fall Board Meeting

Date Submitted: October 10, 2024

Submitted by: Monique Jenkins, 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

Monique Jenkins (chair), Austin Rayford, Brynn Morgan, Carrie Niemet, Leta Palmiter, Debra Porter

Committee Activities

- Events:
 - o MUWAA Membership Mixer – Spring 2025
 - o MUWAA Prep Rally – Homecoming (Date TBD)
 - o MUWAA Alumni vs Student Game – Homecoming (Date TBD)
 - o Membership Recruitment Campaign – Why Do You “W”? (Date TBD)

- Meetings (Zoom Calls):
 - o September 23rd

Goals and Progress to Date

- Goal 1: Distribute the MUWAA gift to new members of the Long Blue Line at each University commencement service on campus.
 - o Presented gift at summer commencement.

- Goal 2: Collaborate with Campus Recreation as well as the alumni office to produce a first-time alumni pep rally as a precursor to an indoor game opportunity during Homecoming.
 - o Planning in progress.

- Goal 3: Create and execute the annual ‘Why Do You W?’ campaign with a focus on introducing more digital content for promotion across the MUWAA social media accounts.
 - o Planning in progress.

- Goal 4: Consider creating and launching a Virtual Membership Mixer to take place in the Fall with an emphasis on recruiting new graduates, first-time Homecoming attendees, newly started or refreshed alumni chapters, and possibly new alumni donors.

- Planning in progress. Proposal to host the event in the Winter (February) instead of the Fall.

Next Steps

- Schedule next committee meeting.
- Discuss ideas for mixer with the alumni association director.

Celebrations or Accolades

None

Concerns or Motions for Action

None



Committee Name: Mentoring

Committee Type: Special

Meeting: 2024 Fall Board Meeting

Date Submitted: 10/10/2024

Submitted by: Kristie Metcalfe, Chair

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

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

Function of the Committee

The Committee will work to strengthen the relationship with current students, cultivating them for active membership in the Association upon their graduation. The committee will be tasked with planning and executing events or programs directly related to this mission.

Committee Members

Kristie Metcalfe
Trey Harper
Amber Parker
Jitoria Hunter
Sonny Lemmons
Courtney Murtaugh
Jennifer O'Connell
Audra Odom
Janet Watson
Maddy Sielu
Leslie Randle

Committee Activities

- Meetings, 9/29/2024 via Zoom
- Emails
- Calls

Goals and Progress to Date

- Goal 1: BLUE
 - Progress. BLUE is scheduled for 2/20/2025 and will focus on professional development and financial literacy. Courtney Murtaugh will be planning the virtual portion of the event. Maddy Sielu agreed to be the Digital Marketing Liaison for the committee.
 - Progress. Several speakers have been recommended. None have been contacted.
 - Alumni--Barbara Travis, JerriLynn Mize Patriquin, Sara Wilson
 - Non-Alumni--Jackson Akwaowo (employment, EEO background; works at CAFB), Chloe Dotson (Hope Credit Union; finance), Bill Bynum (Hope Credit Union; finance), Matti Birge Gordon (Truist Investment finance), Cindy Pond

- Goal 2: Spring Fling
 - Progress—Committee will discuss more about this event at its next meeting. Committee plans to partner with Career Services on this event.
 - Progress--

Next Steps

- Events, Need confirmation of location for BLUE. Need additional recommendations for speakers.
- Meetings, TBD for October.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Strategy and Support

Committee Type: Special

Meeting: 2024 Fall Board Meeting

Date Submitted: October 8, 2024

Submitted by: Ashley Dean, Chair

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

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

Function of the Committee

The Strategy and Support Committee, led by the President-Elect of the Association and composed of 4-5 MUWAA Board Members appointed by the President of the Association, capitalizes on the University's strategic planning process with goals of maximizing volunteer support for the mission and vision of the University and focuses on collaboration with institutional initiatives if members concur.

Committee Members

Ashley Dean, Phillip Cockrell, Debra Sturgis-Stamps, Annie Oeth, Andrea Germany

Committee Activities

- Meetings: Zoom 8/13/2024
- Emails: 7/29/2024, 8/7/2024, 8/20/2024

Goals and Progress to Date

- Distribute the Year End Board Service Survey to all 2023-2024 Board members and Committee Chairs.
Progress: Completed (16/22 surveys completed)
- Research at least 3 like-size or regional college or university alumni associations for a comparison analysis of board structure, committee listing and layout, as well as alumni office interaction.
Consider recommending changes upon completion of research.
Progress: Beginning stages
- In partnership with the Past Presidents Committee, identify current student curriculums in technology and collaborate to create a beta test of Homecoming smartphone App featuring campus check-in and maps, daily schedule, and event alerts.
Progress: Not started
- Consider adding the infographics to the Homecoming buttons worn by the Board for an ease of selection for alumni prior to the rollout of the 2025 Committee Interest Survey.
Progress: Not started

Next Steps

- Meetings: End of October/beginning of November

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Diversity, Equity, & Inclusion

Committee Type: Special Committee

Meeting: 2024 Fall Board Meeting

Date Submitted: October 10, 2024

Submitted by: Tekita Bankhead, Chair

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

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

Function of the Committee

This Committee will strive to cultivate stronger relationships with alumni of minority groups and emphasize creating a culture of diversity and inclusion to encourage interest in active participation in the Association.

Committee Members

Tekita Bankhead (Chair), Terry Coffey (Board Member), Jianwen Crump, DeMarias Banner, Noelle Avenmarg Theis, Sonny Lemmons, and Symone Bounds

Committee Activities

- First Meeting Held: Sunday, September 8

Goals and Progress to Date

- Goal 1: Research & consider recommendation to MUWAA board regarding committee name change that proactively prevents legislative concerns surrounding DEI initiatives in institutions of higher education.
 - Progress – Discussed and explored the idea of “ONE MUW” as a potential committee name or broader campaign to streamline inclusion efforts. More discussion will occur within the committee in subsequent meetings
- Goal 2: Partner with the Recruitment and Retention Committee to research, create, and launch a 40 under 40 campaign to recognize the thriving and diverse members of our alumni membership.
 - Progress: Reviewed goal with the committee to develop plans for collaboration. Jianwen Crump will serve as the liaison on behalf of DEI committee to assist future planning between the committees
- Goal 3: Create a new Homecoming event to introduce forward moving conversations focused on equitable experiences and inclusive conversations for alumni and students.
 - Progress: Committee brainstormed initial ideas with a special emphasis on prioritizing a balance between social, networking, and informative “forum-type” events for alumni; Committee expressed a desire to find more opportunities to develop strategies to improve engagement of young alumni, especially those with underrepresented identities and will continue to build initiatives for this
- Goal 4: Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the 40 under 40 campaign and Homecoming event.

- Progress: Chair began initial conversations with LeAnn Alexander to begin collaboration for 40 Under 40 and determine PR and DM needs for digital recognition

Next Steps

- Next Committee Meeting is currently being scheduled and will be held within two weeks of this report submission.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Digital Marketing

Committee Type: Special

Meeting: 2024 Fall Board Meeting

Date Submitted: Oct. 8, 2024

Submitted by: Clare Haefner, 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

Clare Haefner, Chair (board member)

Madeline Gardiner

Nicole Rensink

Jonathan Cumberland (board member)

Carrie Niemet

Ariel Seawell

Committee Activities

- Intro Zoom meetings held Aug. 22 and Aug. 24 to review goals and get to know one another. Follow-up email sent Aug. 26 recapping goals for the year.
- Brand Guide Zoom meeting on Sept. 8 with Jonathan Cumberland, Clare Haefner, Jermarra Jones-Price, Bridget Smith Ellis (former DMC chair) and Cathryn Borer to discuss status and steps needed to finalize the Brand Guide.
- Emails sent for social media approvals; emails with Bayleigh Vick and Audrey Littlejohn (Special Events) regarding Long Blue Line Auction promotion, and emails with LeAnn Alexander (Recruitment & Retention) regarding 2025 Alumni Awards and updated artwork.

Goals and Progress to Date

- Goal 1: Create and maintain MUWAA Board and Committee sponsored events publicity (ongoing throughout the year)
 - In August/September, we shared posts highlighting MUWAA board members and officers for 2024-25.
 - In September, we helped promote the Long Blue Line Auction on social media and helped with an ad in The Spectator.
 - In September and in October we're promoting the Welty Gala.
 - In October, we're promoting nominations for the 2025 Alumni Awards.
- Goal 2: Continue to improve our reach and engagement on MUWAA's social media channels.
 - See Social Media Analytics below for July-September 2024.

- Goal 3: Finalize Digital Marketing Brand Guide for MUWAA.
 - Committee is reviewing this and aims to have it ready for MUWAA Board approval at the January 2025 meeting so it can be added to Policies and Procedures. Jonathan Cumberland will take the lead on suggestions to finalize this guide.
- Goal 4: Review/suggest a social media scheduling/analytics platform for MUWAA.
 - Committee members asked in August to make suggestions for platforms.
 - We're reviewing the capabilities and costs of Social Bee (our current platform), Hootsuite and one or two others. Committee will discuss during the fall/winter to make recommendations to the Board at a meeting in 2025.

Social Media Analytics

- Data for the main MUWAA Facebook, Instagram and X for July-September 2024.
-

Facebook | July 1, 2024 to Sept. 30, 2024

Page Growth	Total Posts	Page Engagement	Post Engagement	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Percentage of users who interacted with content during time period)</i>	<i>(Number of users who interacted with posts during time period)</i>	<i>(Total times posts reached a user's feed)</i>
4	23	11.64%	1.4K	32.8K
-200%	-72.62%	29.14%	18.73%	-69.95%

Posts with Top Engagement

- 9-25: Calling All Ginkgo Lovers | 21.69% engagement
- 9-22: Happy Fall Y'all | 20.46% engagement
- 9-27: LBLA Bidding Open | 19.26% engagement

Posts with Most Impressions (greatest reach)

- 8-20: Meet MUWAA Board Class 2025 | 3847 impressions
- 7-1: Letter from MUWAA President Jermarra Jones-Price | 3136 impressions
- 8-27: Meet MUWAA Board Class of 2026 | 2500 Impressions

Instagram | July 1, 2024 to Sept. 30, 2024

Account Reach	Account Engaged	Total Followers
654	77	883
F: 364 NF: 290	F: 75 NF: 2	25
-10%	-42.60%	2.50%

Top Engagement

- 8-20: Meet MUWAA Board Class of 2025
- 9-22: Happy Fall Y'all
- 8-27: Meet MUWAA Board Class of 2026

Top Reach

- 8-20: Meet MUWAA Board Class of 2025
- 9-3: Meet MUWAA Board Class of 2027
- 8-27: Meet MUWAA Board Class of 2026

X (Twitter) | July 1, 2024 to Sept. 30, 2024

Page

Growth	Total Posts	Followers	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Total number of people following our account)</i>	<i>(Total times posts reached a user's feed)</i>
0	25	961	1.0K
-100%	-70.93%	No change	-70.51%

*Social Bee does not guarantee accuracy of these analytics.

Top Posts

9-3: Meet MUWAA Board Class of 2027

7-12: Thank you to 2024 fiscal year donors

9-27: Meet MUWAA Board Class of 2026

Next Steps

- We'll continue preparing social media posts to promote events, activities and accomplishments of W alumni as other committee chairs submit requests to digital marketing.

Celebrations or Accolades

Special thanks to Jonathan Cumberland for helping lead the updating of our brand guidelines to prepare them for inclusion in the MUWAA policies and procedures. His experience will be invaluable as we prepare this to guide our social media and promotional materials in the future.

Concerns or Motions for Action

None at this time.