



2023-2024 MUWAA BOARD OF DIRECTORS - SPRING MEETING

April 4, 2024 | 4 – 5:30 PM CST

Hybrid | Fant Library, Gail Gunter Room & Zoom

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

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

Thursday, April 4

UNIVERSITY UPDATE | 4PM CST

Hybrid | MUW President Nora Miller, '83

PROFESSIONAL DEVELOPMENT

Hybrid | Gratitude Team Building

BUSINESS SESSION

Hybrid | See Separate Agenda

STATE OF THE CAMPUS UNION

Hybrid | SGA President Sam Garrie

EXCLUSIVE CAMPUS EXPERIENCE | Self-Paced

In-Person | | Through the Years | Archives Exhibit

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 Officers Reports**
 - Parliamentarian
 - Secretary
 - Treasurer
- VIII. **Standing Committee Reports**
 - Nominations & 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**
 - Annual Renewal of 501 (c) 3 status
 - Recruitment & Retention Committee: Alumni Awards P&P Revisions
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjourn**

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

WINTER BOARD MEETING

Virtual Meeting: Zoom call, 11:30 am CST

Saturday, January 20, 2024

I. Call to Order & Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:34 am CST

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

Symone Bounds

Terry Gargano Coffey

Ashley Dean

J'Markus Dubose

Bridget Smith Ellis

Andrea Germany

Clare Haefner

Trey Harper

Jenny Katool

Cynthia Kittrell

Annie Oeth

Jermarra Jones-Price

Debra Sturgis Stamps

Heather Fasciocco Stone

Anne Swearingen

Bayleigh Vick

MUWAA Board Members Absent:

Phillip “Flapp” Cockrell

Michelle R. Wescovich

Nicolas T. Wright

Guests:

Wesley House Garrett, Parliamentarian

Audrey Littlejohn, Special Events Committee Co-Chair

Ex-Officio Members present:

Andrea Stevens, Executive Director

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

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

III. President’s Welcome

President Stone gave her opening remarks. She stated that the strong “W” spirit has shone bright throughout the wake of the naming process. President Stone acknowledged that the university agrees that the Alumni Association should be included in the naming process. She also thanked the Office of Development and Alumni for all their hard work over the past few weeks.

IV. Ratify Votes

The MUWAA Fall Board Meeting Minutes were approved with a vote of 19/19 members via email on November 11, 2023.

The 2024 MUWAA Alumni Award recipients were approved by an electronic survey by 19/19 members on December 3, 2023.

V. Alumni Office Report

Cathryn Vaughn Borer, our new Director of Alumni Relations and Donor and Engagement, gave the following report:

She thanked all for all of their hard work, and that it has been a seamless transition throughout her first month working at The W. She thanked all in attendance for all they do for the MUWAA.

VI. Foundation Report

MUW Foundation Chair: Jenny Katool

Jenny Katool gave the following report:

She started a conversation about giving, especially in light of the name change and several alums have renounced giving and supporting The W financially. The MUW Foundation does not want to lose any donors because all gifts to the foundation are important. By not giving, it will be the students who will feel this.

Over the past 10 years, the MUWAA has done a remarkable job establishing and endowing scholarships and faculty grants. She thanked all for their continuing hard work to make this possible. Last year, over \$2.2 million was awarded to students in the form of scholarships.

She also stated that this year's Scholarship Donor appreciation luncheon will be on February 16th.

VII. MUWAA Officers Reports

Parliamentarian

Board Parliamentarian, Wesley Garrett, had nothing to report.

Secretary

Board Secretary, Bayleigh Vick, had nothing to report.

Treasurer

Treasurer Anne Swearingen gave the following report:

President Stone pointed out that all of the MUWAA scholarships are endowed, with the exception of the MUWAA First Generation College Student Scholarship.

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$23,650.77
Long Blue Line Auction Fund (26108)	\$43,109.57
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28
BLUE Event Fund	\$4,910.14
LBL Undergraduate Research Scholarship Fund (28224)	\$255.00
Magnolia Mingle Event Fund (28238)	\$15,827.30
MUWAA First Generation College Student Scholarship (28523)	\$1,375.00
Total MUWAA Restricted Funds held at MUW Foundation:	\$94,706.40
*Totals are draft balances as of 11/30/2023	

Endowed Accounts:

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 (36111)	\$29,248.82
MUW Legacy Scholarship Endowed (38051)	\$73,831.39
LBL Undergraduate Research Scholarship Endowment (38116)	\$25,005.34
Total MUWAA Endowed Funds held at MUW Foundation:	\$229,665.25
*Totals are Audited Market Value as of 11/30/2023	

VIII. Standing Committee Reports

Nominations & Elections

Chair: Symone Bounds

Symone stated that this committee has updated their timeline. Nominations will open on January 23rd, and will close on February 13th. This committee is partnering with the Digital Marketing Committee to update graphics for the entire nominations and elections process. These updates include a general summary and overview of both the Board Director and President-Elect positions.

After nominations close, this committee will vet all candidates and present the slate to the eligible voters. This committee will then review the election results and inform the MUWAA President, MUW Director of Alumni Relations and Donor Engagement, and MUWAA Board of Directors.

Bylaws

Chair: Terry Coffey

This committee created verbiage for the Outstanding Undergraduate Research Scholarship and the MUWAA First Generation College Student Scholarship to add to the Policies and Procedures section of the MUWAA Bylaws. The Board will vote on these additions during the New Business section of the meeting.

Recruitment & Retention

Chair: Ashley Dean

Ashley announced that there was 100% Board participation on the MUWAA Alumni Awards! She gave a shout out to Bridget and the Digital Marketing Committee for creating all the graphics for the social media push. The final announcement email will be coming soon!

The 2024 MUWAA Alumni Awards:

- Alumni Achievement: Elizabeth Yoste Whittington, Class of 2001
- Distinguished Achievement: Wahnee Sherman
- Alumni Service: Katy Canion Pacelli, Class of 2000
- Outstanding Recent Graduate: Taylor Vick, Class of 2016

This committee is still tweaking the policies and procedures to further capture all that this committee does. They are hoping to have this finalized and approved during the next meeting so it can be presented at the annual meeting.

This committee is also fine tuning the award process, and they are working on creating an electronic scholarship application to make the whole process easier for students.

Chapters & Constituency Groups

Chair: Cynthia Kittrell

This committee has been focusing on updating the list of chaps and constituency groups. She also mentioned that several groups have not been getting together in person since COVID, so this committee is brainstorming ways for groups to continue to meet virtually.

Cynthia Kittrell sent out a list of all of the MUWAA Chapters and Constituency Facebook groups she found to the Board to help with engagement via email. As of this meeting, this committee is working to help Ariel Seawell to form a Central Florida chapter. There is interest in forming a Math and Sciences major Chapter.

Terry Coffey asked how she could get involved in the Math and Science Group, they have a FB and contact is Shannon James.

The Houston Area chapter will meet on February 3, 2024. President Stone, Clare Haefner, and Cynthia Kittrell are all working to contact alums in this area to get together. A "Save the Date" postcard was also sent out.

Special Events

Chair: Bayleigh Vick

This committee's next event is Magnolia Mingle during Spring Homecoming. Magnolia Mingle is set for April 5, 2024 at 6:00 pm CST on the Shattuck Lawn. This committee voted on continuing the drawdown, and ordering new cups and koozies.

Drawdown tickets will go on sale Feb. 1st, and there will only be 200 tickets available for the total pot to be \$2,500 again! They voted to implement insurance this year. This will be a \$20 charge on top of the \$50 ticket to be re-entered into the drawing if their name is taken out in the first 50 people.

Cups and koozies will also go on sale Feb 1st through GiveSmart.

She stated that the goal is 100% Board participation. Board Members, "Flapp" Cockrell and LuAnne McGuirk, both won last year! She asked all to "like," "share," our social media posts, and spread the word!

She also encouraged all alums and friends to bring their LBLA items to Homecoming this year.

Finance

Chair: Anne Swearingen

The official report from this committee was given at the beginning of the meeting. The following checks were approved for payment:

Fund Number & Name	Date	Description	Amount
26062 - Activities Fund	10/18	Mugs for December graduates + shipping	\$520.23
26062 - Activities Fund	11/15	Reimbursement for travel expenses	520.71
26062 - Activities Fund	11/17	The Spectator advertising insertion	135.00
26062 - Activities Fund	11/12	Reimbursement for travel expenses	675.05
26108 – LBL Auction Fund	12/8	LBL Auction reimbursement for expenses incurred	714.81
28109 – New Faculty Member Award	10/23	New Faculty Member Award 2023	965.72
28224 - LBL Undergraduate Research Scholarship	11/27	Undergraduate Research Scholarship	180.09
28224 - LBL Undergraduate Research Scholarship	11/12	Undergraduate Research Scholarship	360.00
28224 - LBL Undergraduate Research Scholarship	11/13	Undergraduate Research Scholarship	438.38
		TOTAL	\$4,509.99

This committee is working on a one-sheeter with a list of responsibilities to make a seamless transition to the next chair. They are working with the Digital Marketing Committee on more social media content on the importance of giving back.

Public Relations

Chair: Annie Oeth

This committee has been hard at work with creating news releases on all the great things going on in the MUWAA:

- Maddy Norgard just drafted a news release for the MUWAA scholarship recipients for the 2023-2024 academic year; this release is in the proofing stage
- Troy Lewis is working on a news release about the MUWAA award winners. This will be completed and sent to the Board soon.
- This committee is also working on a draft press release for B.L.U.E.
- Once they receive the publication schedule for the student newspaper, *The Spectator*, they will schedule advertising for the Homecoming issue and the issue closest to Spring Commencement.

Past Presidents

Chair: Katherine Shell Benson

President Stone gave this in her absence. This committee has pulled out all the stops to make sure that all presidents are engaged.

During Welty Weekend, the Past Presidents met for a successful brunch. They also went on a tour of the new culinary building and the university archives!

This committee is working on a service project to benefit University efforts, increasing engagement and giving for past presidents, and they are working on a Homecoming ribbon restock and refresh for this year.

IX. Special Committee Reports

Membership Recruitment

Chair: Monique Jenkins

This committee has been hard at work launching the “Why Do You “W”” Campaign. Monique encouraged all to create videos on why they “W.”

They are also working with the Digital Marketing committee on content creation. This committee is in the beginning stages of planning an event during Homecoming based on the success of the kickball game last year.

Terry asked what the graduation gift will be, Heather mentioned that the Spring commencement gift will remain the same with The W’s current branding until we learn more about the name change status. Monique invited all to participate in giving out the new alumni gifts at commencement if they are able.

Mentoring

Chair: Andrea Germany

B.L.U.E will be held on February 8th. Andrea invited all to attend this hybrid event, consider becoming a sponsor, and spread the word. “Flapp” Cockrell, John Jacob Miller, Elizabeth Yoste Whittington, and LeAnn Alexander will be on the alumni panel. The keynote speaker will be Lori Spice Robinson. She is the Director of Equity and Inclusion for St. Jude.

This committee will also be utilizing the “Handshake” app that MUW’s Office of Career Services for networking.

She gave a special shout out to Elizabeth Yoste Whittington. She has been an exceptionally phenomenal committee member and has created a goal tracking document and budget for the committee.

John Jacob Miller, chair of the MUWAA Diversity Equity and Inclusion committee, is working with this committee to complement one another in activity planning and outreach.

Strategy & Support

Chair: Jermarra Jones-Price

This committee is working with all of the MUWAA committees to draft both external and internal one-sheets on committee duties, responsibilities, and time commitments. External one-sheets will be public for the Association to see, while the internal one-sheets will be for the committee chairs. This committee's deadline to have these finalized is March 1st.

Jermarra gave a special shout out to Bridget Ellis for all of her hard work creating a one-sheet template. She also thanked all of the committee chairs for their time and effort to submit both the internal and external one-sheets.

The committee will not be able to move forward with the beta testing of the Homecoming app because the school currently does not have the bandwidth to take on this project. This project will be tabled until future notice.

Diversity, Equity, and Inclusion

Chair: John Jacob Miller

J'Markus DuBose gave the report in John Jacob Miller's absence. At the time of this meeting, the committee has met twice to create two programs and in the planning stages of a third program, speaker, and topic.

They are focusing on working closely with the MUW staff to facilitate different partnership opportunities between on-campus events and this committee.

Digital Marketing

Chair: Bridget Smith Ellis

Bridget thanked all for their patience at the reorganization of publicity posts over the past two weeks, and asked all to "like," "share," and "comment" the MUWAA's social media posts. All social media content went dark for a week in respect of the name change.

This committee's current focus is creating content for Women's History month. Last year, this committee focused on alumni. This year, they're looking to highlight students. Bridget asked all to send recommendations.

This committee is also creating content and building content for the following events: B.L.U.E., Nominations and Elections, and Magnolia Mingle.

Social media engagements are up since last quarter!

Social Media Analytics

Facebook	Page Growth	Posts	Page Engagement	Post Engagement	Reach
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</i>	<i>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</i>	<i>The total number of times any of your content reached a user's feed.</i>
	5 -61.54% loss	36 0.42% growth	5.47% 26.31% growth	1.1K -14.44% loss	1.1K% -14.44% loss
Top Engagement Posts			Most Impressions		
12-20: #WayBackWednesday: 14.82%			10-22: MUW Founders Day-6648 [Impressions] 919 [Total Engagement]		
10-20: MUW Founders Day: 13.82%			10-10: MUW Alumni Awards-2854 [Impressions] 68 [Total Engagement]		
10-19: Welty Symposium Authors: 13.04%			10-4 Refer a Student Culinary -2160 [Impressions] 114 [Total Engagement]		
Instagram	Account Reach	Account Engaged	Total Followers		
	475 45.7% growth	72 67.4% growth	807 0.2% growth		
	*292 are non-followers vs 500 followers. *914 posts *455 Reels *2 Videos *Stories 208	*12 are non-followers vs 148 followers *216 posts *25 Reels *1 Story	*Overall 29 *Follows: 44 *Unfollows: 15		
Impressions: 8515 9.9% growth	Content Interactions: 210	Story Interactions: 1	Reels Interaction: 63		
* date: Oct 5-Jan 2					
Twitter	Page Growth	Posts	Followers	Reach	
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The total number of followers your account has.</i>	<i>The total number of times any of your content reached a user's feed.</i>	
	-1 no change from previous	37 68.18% growth	954	4.1K 301.68% growth	
Top Engagement Posts			Most Impressions		
12-13: New Director announcement: 7.02%			11-10: Nursing Anniv. - 940 [Impressions] & 6 [Engagement]		
11-9: Under the Oaks Art Festival 4.65%			11-8: Nat'l STEM Day - 539 [Impressions] 0 [Total Engagement]		
12-21: Happy Winter: 4%			11-8: LBLA Announcement - 275 [Impressions] 2 [Total Engagement]		

XII. Unfinished Business

There was none at this time.

XI. New Business

In the MUWAA Spring 2023 board meeting, the MUWAA First Generation College Student Scholarship was established. A scholarship description has since been written to be a guide for both the Recruitment & Retention Committee who leads this process, and for the benefit of the overall Scholarship application process. Terry Coffey made the motion to adopt the MUWAA First-Generation College Student Scholarship description to be added to the MUWAA Policies and Procedures under Appendix D: Scholarships/Grants.

This motion was approved unanimously as a voice vote.

Bayleigh Vick made the motion that the MUWAA Board of Directors accept the 2024 Special Events Committee Co-Chair & Members supporting Magnolia Mingle in Spring 2024 as presented.

Magnolia Mingle (Spring 2024)

Subcommittee:

1. J'Markus DuBose (Board)
2. Abi Wiggins Walker
3. Ken Smith
4. Katelyn Ayers DuBose
5. Bridget Smith Pieschel
- 6.
7. Audrey Littlejohn (Co-Chair)
8. Bayleigh Vick (Chair Lead/Board)

This motion was approved unanimously as a voice vote.

XII. Open Forum

Terry Coffey asked about how the Special Events Committee logistics with a working committee for MM and LBLA, and if there was still room on the Special Events committee since there is an open spot on the committee list voted on earlier in the meeting. Bayleigh Vick said that this spot is still open and the goal is to have a diverse committee that represents the alumni association for better event programming.

Monique Jenkins asked how more MUW apparel can be added to the Barnes and Noble website. The merchandise appears to be more directed towards males, and this could be a great area of opportunity. President Stone talked with the manager of the Barnes and Noble store about how we can get more merchandise and how they choose merchandise. President Stone mentioned that this may not be a quick adjustment, however, they are open and willing to stock things that alums want. Cathryn also mentioned that she can facilitate a line of communication with the bookstore. She also mentioned that there would be Homecoming t-shirts and sweatshirts for sale prior to Homecoming as well.

Trey Harper asked if we could work with the bookstore to possibly bring older stock into the LBLA. Cathryn said that she would work with the Alumni and Development office to see if this is something we can do.

Terry Coffey asked if an email blast could be sent out about the updated status about the name change just in case alums who haven't seen the social media posts to keep everyone updated.

President Stone said that she will be tasking the Board with a call to action on how we can talk with the Alumni Association about the name change status.

XIII. President's Closing Comments & Announcements

President Stone implored everyone to be in a place to feel confident in exercising their voice as we navigate the next steps. She mentioned that her letter to the Alumni Association paints a broader picture of where we've been in the last few weeks along with a call to action on how we can participate.

There is an opportunity for the Alumni Association to reach out to the task force with potential names. These names will be submitted to the naming task force, and a Google Sheet will be public so alums can see which names were submitted. All information will be sent up the naming task force chain. All taskforce timeline information is tentative and will be updated soon before sending out to alumni, faculty and staff, and students.

At the time of this meeting, the tentative timeline was posted to the MUW website and available for all to see.

Upcoming events:

- MUWAA Nominations opens January 23rd
- MUWAA Committee Chair Call: January 23rd
- B.L.U.E.: February 8th
- Homecoming: April 4th-7th
 - Spring Board Meeting: April 4th
 - MUWAA Annual Meeting: April 5th
 - Magnolia Mingle: April 5th
 - Homecoming Convocation: April 6th
 - MUW Spring Commencement: May 3rd

President Stone reminded all of the Board's social impact challenge. She challenged all to create organic content that talks about MUWAA. If the MUWAA social channels share your post, the Board member will receive an entry to get 1 MM Drawdown ticket.

President Stone also thanked all for their hard work, engagement, and overall presence in the MUWAA. She said that the MUWAA is vital and strong, and we won't be rocked from our unity from our support of MUW.

XVI. Adjournment

Meeting adjourned at 1:05 pm CST

Mississippi University for Women Alumni Association

Treasurer's Report

As of 2/29/2024

Restricted Accounts – Activity from June 28, 2023 – February 29, 2024

Fund Name (Fund Number)	Balance (as of 6-28-2023)	Revenue/ (Expense) July thru Feb.	Balance (as of 2-29-24)
Alumni Association Activities Fund (26062)	\$27,754.53	\$225.00 (\$5,819.57)	\$22,159.96
Long Blue Line Auction Fund (26108)	\$15,009.68	\$39,542.17 (\$27,324.64)	\$27,227.21 ¹
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00	\$3,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00	\$1,893.34
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00	\$1,000.00 (\$965.72)	\$3,685.28
BLUE Event Fund (28119)	\$4,910.14	\$4,240.00 (1,476.58)	\$7,673.56
LBL Undergraduate Research Scholarship Fund (28224)	\$359.91	\$1,025.00 (\$701.48)	\$683.43
Magnolia Mingle Event Fund (28238)	\$15,827.30	\$1,389.07 (\$10,653.29)	\$6,563.08 ²
MUWAA First Generation College Student Scholarship (28253)	\$825.00	\$1,815.00 (\$500.00)	\$2,140
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$71,230.90	\$51,236.24 (\$47,441.28)	\$75,025.86

¹ Accounts for \$10,000 transfer to Shattuck Fund

² Accounts for \$10,000 transfer to Shattuck Fund

Mississippi University for Women Alumni Association

Treasurer's Report

As of 2/29/2024

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 (36111)	\$29,248.82
MUW Legacy Scholarship Endowed (38051)	\$73,831.39
LBL Undergraduate Research Scholarship Endowment (38116)	\$25,005.34
<i>Total MUWAA Endowed Funds held at MUW Foundation:</i>	\$229,665.25

*Totals are as of 2/29/24



Committee Name: Nominations & Elections

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 30, 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 shall be chaired by the Immediate Past President of the Association. The Board of Directors will elect four voting members of the Association to serve on this Committee, with input from the University's Director of Alumni Relations. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-Elect and every vacant Board directorship from among voting members of the Association. This Committee will also carry out the Nominations process for the upcoming year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

Committee Members

Symone Bounds, Chair
Lyndsay Cumberland
Edmond McDavis III
Bridget Pieschel
Kendashia Smith
Leslie Norwood, Alternate

Committee Activities

- The committee worked with the Office of Development & Alumni in accordance with the MUWAA Bylaws & Policies and Procedures to solicit nominations, hold General Elections, and certify election results according to the below schedule for 2024.
- Nominations were held from January 23 to February 8, 2024
- Nominations were slated in a virtual meeting on February 25, 2024.
- General Elections were held from March 4-18, 2024
- The Office of Development & Alumni processed the Election results and delivered to the committee on March 19, 2024 (extra time was allowed for any paper ballots to arrive).
- The Certified Results were sent to the MUWAA President and the Office of Development & Alumni

A total number of 39 Nominations were received by the Office of Development & Alumni

- 14 nominees were not eligible to serve
- 1 individual was not eligible due to being a university employee
- 3 individuals received more than one nomination
- 16 individuals were determined eligible to serve
- 8 individuals accepted nominations for consideration (11 for Directors, 1 for President-Elect)
- The Nominations and Elections committee determined that the traditional style of slate with the write-in options as stated in the By-Laws as opposed to the contested style of ballot presented in 2021-2022.
 - o 5 alumni were placed on the ballot for Board Director
 - o 1 alumni was recommended for President-elect

The total number of ballots cast was 161. Six (6) of those ballots were paper ballots.

Of the above total, the following breakdown is detailed:

161 eligible members voted for President-elect (1) and Board Directors (5).

In accordance with Association Bylaws and based on the majority of votes cast in the affirmative, the Nominations & Elections Committee confirms the following results for the MUWAA Board of Directors for the 2024-2025 term:

For President-Elect:

Ashley Dean

Class of 2006, Lebanon, TN

For Board of Directors:

Jonathan Cumberland,

Class of 2009, Tuscaloosa, AL

M. Clare Haefner

Class of 2003, Round Rock, TX

Elysa Harvey Maclellan

Class of 1988, Pascagoula, MS

Anne White Foster

Class of 1971, Dallas, TX

Dana Jackson

Class of 1993, Chattanooga, TN

Goals and Progress to Date

- Solicit Nominations for all positions (4) on the 2024-2025 Nominations & Elections Committee and provide a ballot of no more than 10 candidates for the 2024-2025 MUWAA Board of Directors to elect for the upcoming year (slated for May/June 2024)
- Solicit nominations and facilitate elections for all positions for the 2027 class of MUWAA Board of Directors and 2024-2025 President-Elect (COMPLETED)

Next Steps

- Solicit Nominations for the Nominations & Committee Members for 2024-2025 from current Board Leadership and prepare ballots (slated for May / June 2024)

Celebrations or Accolades

I would like to thank my committee for being willing to work on a tight timeline to get everything done to stay within the parameters set by the bylaws

Concerns or Motions for Action

- Notes for the future: We received several questions about the nominations and elections process and the contested ballot. We also received a lot of questions from those who nominated individuals who did not make the ballot or who did not receive a call due to the alum not being eligible. It's my suggestion that we start to talk about the process before the call for nominations – maybe around the end of the fiscal year.



Committee Name: Bylaws & Policies & Procedures

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 13, 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

Bylaws Committee: This Committee shall review the Bylaws and Policies & Procedures 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

Committee Activities

- Our collaboration has been primarily through email, working together on Google Drive, and texting as methods of communication. We have had “face-to-face” collaboration using virtual means, like MI Teams and Zoom.

Goals and Progress to Date

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 board approval.

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

Goal 3: Audit and prepare a motion for a Name Change of MUWAA Bylaws + P&P after the Legislative motion.

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.

Next Steps

- Events
- Meetings

Celebrations or Accolades

-Special Thanks to all our detail-oriented, hard-working committee members!

They have carved out volunteer time from their busy lives to give back to MUW through the MUWAA.

Concerns or Motions for Action

-We have no motions at this time.

We will address the Undergraduate Research Scholarship's placement in the P&P when we are notified that MUW has completely approved the information.



Committee Name: Recruitment and Retention

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 13, 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

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

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

Committee Activities

Meetings: Zoom meeting on February 27 to finalize proposed changes/updates to the MUWAA Policies and Procedures regarding Alumni Awards and selection of proposed name change to present to the MUWAA Board of Directors.

Emails: Multiple committee emails were sent. Email sent to Provost for The Faculty Enhancement Grants and the New Faculty Member of the Year.

Goals and Progress to Date

1. Research & consider recommendation to MUWAA board regarding committee name change that aligns better with committee description + mission.
1. **Progress:** Completed: As a committee, we voted on a name to propose to the Alumni Association; however, with an expected implementation of an Alumni Recruitment Team being a dotted line to the Recruitment and Retention Committee, the committee name will remain Recruitment and Retention Committee.
2. Identify and adhere to Policies & Procedures about Alumni Awards process with goal of opening nominations to Association no later than the first week of November.
Progress: Completed
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.
Progress: Completed
4. Collaborate with both MUWAA Public Relations & Digital Marketing Committees to promote recognition of the Faculty, Student, & Alumni award recipients.
Progress: Completed

Next Steps

Events: Alumni Award Winner presentation at Convocation on Saturday, April 6, 2024, with a reception to follow on Saturday afternoon.

Concerns or Motions for Action: Motion card attached for updates/changes to the Policies and Procedures regarding MUWAA Alumni Awards and adoption of new nominations timeline.



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 13, 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 Williams Kittrell, Denise Gonsoulin Geter, Melissa Braden Roberts, Amelia Murphree Smith, Michelle R. Westovich

Committee Activities

- No official meetings since last report – one Zoom meeting on September 9, 2023
- Emails - several

Goals

- Goal 1: Partner with Membership Recruitment committee to coordinate 1-2 pop-up gatherings in areas with no association presence.
- 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.
- Goal 3: Reignite interest in and provide support by contacting existing C&CGs post-pandemic, consider holding a virtual workshop sharing best practices.
- Goal 4: Build strategy to support further communication via C&CG Facebook Group.

Progress to Date

- 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.

Next Steps

1. Continuing to brainstorm ideas for ways to re-energize inactive chapters and groups. Looking at social media as the best vehicle for this as many groups indicated they have not met in person since COVID.
2. Via a flyer to be included in Homecoming packets, we hope to increase participation in groups and constituency groups, thus increasing membership in the MUWAA.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Special Events

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 13, 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

Katelyn Ayers DuBose

JMarkus Dubose

Kendashia Smith

Bridget Smith Pieschel

Abi Wiggins Walker

Committee Activities

- We have met as a committee via Google Meet twice to vote on MM logistics, including event set up, Drawdown, Drawdown insurance, cup and koozie design and the drink package, and non-alcoholic options.
- Sent a signed letter from the committee to the MS Senators to vote no on SB2715

Goals and Progress to Date

- Goal 1: A successful Magnolia Mingle
 - o Monthly Zoom meetings to strategize ticket sales, social media content creation, layout/scheduling/logistics, and lessons learned from last year.
- Goal 2: Begin planning auction
 - o Finalizing a climate controlled storage unit for long-term auction item storage
 - o Finalized auction form and posted to GiveSmart. Launch GiveSmart website so alums can drop off items at Spring HC.

Next Steps

- One final meeting before MM to finalize scheduling set up and clean up for the event
- Let's have a great Magnolia Mingle!
- Shifting focus to the LBLA. This year's auction is September 27-28, 2024 on GiveSmart

Celebrations or Accolades

- Thank you to all who interacted and shared our social media posts to get the word out about MM!

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Finance

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 13, 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 is in compliance with the provisions in the Affiliation Agreement related to finance.

Committee Members

Debra Stockman Hodges, Symone Bounds, Monique Jenkins

Committee Activities

- Eight check requests were approved for payment:

Fund Number & Name	Date	Description	Amount
28238 - Magnolia Mingle Fund	2/7	MM cups and koozies; reimbursement to Bayleigh Vick	\$653.29
28224 - LBL Undergraduate Research Scholarship	2/9	Undergraduate Research Scholarship	147.92
26062 - Activities Fund	2/13	MUWAA President's Pin	633.04
26108 – LBL Auction Fund	2/13	MUWAA Budget Transfers <ul style="list-style-type: none"> • 28107 – Mortar Board - \$1000.00 • 28208 – Faculty Enhancement Grant - \$1000.00 • 28109 – New Faculty of the Year Award - \$1000.00 • 28224 – LBL Undergraduate Research Fund (restricted) - \$1,000 • 28253 – MUWAA First Generation College Student Scholarship (restricted) - \$1000.00 	5000.00
MUW Foundation Shattuck Fund	2/13	26108 - LBL Auction Fund - \$10,000.00 28238 - Magnolia Mingle - \$10,000.00	20000.00
28119 – BLUE Event Expenses	2/13	Sodexo, Inc. – MUW Catering	1476.00
28238 - Magnolia Mingle Fund	2/21	Community Brands - GiveSmart	2562.65
26108 – LBL Auction Fund	2/23	Reimbursements to Katy Pacelli FedEx - \$63.54 Thank Cards - \$62.50 Postage - \$76.50	202.54
TOTAL			\$30,675.44



Committee Name: Public Relations

Committee Type: Standing

Meeting: 2024 Spring Board Meeting

Date Submitted: March 8, 2024

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 current and former students.

Committee Members

Clare Haefner

Troy Lewis

Hallie Chastain

Kim Jobe

Margaret Ann Gibson Niven

Brandi Pannell Pillow

Annie Oeth, Chair

Committee Activities

- The Public Relations Committee has communicated via emails this past quarter in discussing writing assignments and delivering them to the committee chair as well as with the MUWAA President, Digital Marketing Chair and Director of Alumni Relations

Goals and Progress to Date

- Goal 1: News release announcing BLUE
 - News release was completed and shared online and with media
- Goal 2: News release announcing MUWAA scholarship recipients
 - News release was completed and shared online and with media
- Goal 3: News release announcing MUWAA Award recipients
 - News release was completed and shared online and with media
- Goal 4: MUWAA Homecoming ad in The Spectator for March 29
 - Digital Marketing Chair Bridget Smith Ellis has designed an ad and it is being reviewed. It is due in by March 25.

- Goal 5: News release about Homecoming activities
 - A draft of the news release is under review.
- Goal 6: Submitted a story idea for The Spectator about free Homecoming events students can attend.
 - Dr. Melissa Smith liked the idea, which originated with MUWAA President Heather Fasciocco Stone, and said via email that she would assign it to a student.
- Goal 7: News release about the new Campus Beautification Fund.
 - It will be complete by March 29.
- Goal 8: News release about MUWAA elections.
 - Will be complete following elections.
- Goal 9: MUWAA graduation ad in The Spectator for April 19 issue
 - Ad needs to be written and designed and is due in by April 15

Next Steps

- Review of Homecoming ad and news release
- Write news releases about the Campus Beautification Fund and MUWAA elections and review of both.
- Create MUWAA graduation ad for The Spectator

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Past Presidents Committee

Committee Type: Standing

Meeting: 2024 Homecoming Board meeting

Date Submitted: March 13, 2024

Submitted by: Katherine Shell Benson, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT

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

Function of the Committee

This Committee 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

Committee Activities:

- Homecoming Ribbon Refresh
- Held All Other Activities Until University was Okay.

Goals and Progress for 2023-2024

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

Next Steps:

- Finalize All Other Goals (Staff Luncheon, Giving Goals, etc) that were put on hold in Early 2024.

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 Spring Board Meeting

Date Submitted: March 17, 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), Clemmie Phillips Everett, Phillip “Flapp” Cockrell, Tina Morgan, Melissa Gilmore, Carrie Niemet, Debra Sturgis Stamps

Committee Activities

- Event: (Upcoming)
 - o Alumni vs Student Games – Homecoming (April 5)
 - o Membership Recruitment Campaign – Why Do You “W”? (April 8 – 12)
- Meetings (Zoom Calls):
 - o February 26 – Finalized plan for membership drive
- Emails: 1/20 to schedule a meeting; 2/9 meeting invitation sent for 2/12 meeting (rescheduled); February 22 meeting invitation sent for 2/26 meeting to finalize plan for membership drive; 3/17 reminder email sent regarding 2/26 meeting follow-up actions

Goals and Progress to Date

- Goal 1: During Fall 2023, execute Membership Drive with focus on meeting 3,000 active members in fiscal year 2024.
 - o 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.
 - o Complete
- Goal 3: Continue sponsorship of Homecoming event encouraging engagement of both alumni and students like the 2023 inaugural kickball game.
 - o 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

Next Steps

- Events: Membership Campaign: Week of April 8th

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support Committee

Committee Type: Special

Meeting: 2024 Spring Board Meeting

Date Submitted: January 15, 2024

Submitted by: Jermarra Jones-Price, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This committee represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision, and strategic initiatives of the university. It is chaired by the MUWAA President-Elect and is composed of 4-5 members of the MUWAA Board of Directors who are appointed by the President and approved by the Board of Directors.

Committee Members

Bridget Smith Ellis, Ashley Dean, Annie Oeth, and Nicolas Wright.

Committee Activities

We have had six meetings and one round of 1:1 calls via Zoom this board year with regular text communication.

Goals

1. Research/edit and send 2023 Board Member End-of-the-Year Survey + Letter to outgoing members from previous board year, share results and implement in current year.
2. Collaborate with all committee chairs to create both an alum-facing (external) and internal one-sheeter about each committee's function, responsibilities, and impact to MUWAA to increase committee member participation.
3. Source and collaborate with third-party to create a beta test of Homecoming smartphone App featuring schedule, campus map, daily itinerary.

Progress to Date

1. The Board Member End-of-the-Year Survey was renamed to Year End Board Service Survey and launched on September 13th with 13 responses collected.
2. A list of five (5) potential apps were collected for future use in a HoCo application.
3. The one-sheeter information has been collected from all current committees and the external will be used for committee interest survey window and the internal will be used for board committee chairs. A template has been chosen for
4. The beta testing app for HoCo has been tabled for a future opportunity as the university cannot support this project at this time.

Next Steps

1. The committee will meet on March 20th to live edit the one-sheeter templates.
2. An infographic will be created for each committee to be advertised during the live interest window for new committee members.

Celebrations or Accolades

Nothing to report.

Concerns or Motions for Action

Nothing to report.



ALUMNI
ASSOCIATION

Committee Name: Diversity, Equity, and Inclusion Committee
Committee Type: Special
Meeting: 2023 Fall Board Meeting
Date Submitted: January 3, 2024
Submitted by: John Jacob Miller, Chair

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

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

Function of the Committee

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

Goal: Develop ways to engage young minority alumni groups and existing minority alumni groups, including building alumni-to-student connections and alumni-to-alumni connections.

Committee Members

Tekita Bankhead	April Clayton	Greg Clayton	JMarkus Dubose
Audra Odom	Mackenzie Pearce	Janet Watson	Nicolas Wright

Committee Activities

- The committee has had two general committee meetings via Zoom.
- The committee's ongoing communications are via Zoom, text/GroupMe and email.
- The committee has planned an early career development speaker seminar for April.

Goals and Progress to Date

- Continue develop/host Speaker Series for MUWAA Board of Directors, alumni, and students about diversity, equity, and inclusion.
 - 1 The committee has identified topics and planned two programs with speakers confirmed.
- Engage at campus level to identify MUW Staff/Faculty leading DEI efforts and look for future partnership opportunities between on-campus events and DEI committee.
- Partnership with the Mentorship Committee to create an identity-conscious mentorship program.
 - 1 The committee has joined a meeting of the Mentorship Committee to collaborate on BLUE and networking events.
- Facilitate a career readiness program focused on identity and degree program.
 - 1 The committee selected topics that could benefit minority & first-generation students like the graduate school application process and early career financial health/literacy. The Committee is building an "intro to early career and HR" style session.

Next Steps

- Finalize and publish session dates/times.
- Recruitment of one additional series speaker.

Concerns or Motions for Action

- The recent discussions regarding the name change process and legislative session have complicated the recruitment and retention of speakers and collaborators. Several alumni have indicated the MUWAA should focus on unification and representing alumni.



ALUMNI
ASSOCIATION

Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2024 Spring Board Meeting

Date Submitted: 3/13/2024

Submitted by: Bridget Smith Ellis, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT

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

Function of the Committee

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

Committee Members

Bridget Smith Ellis, chair

Dawn Casaus

Kelsey Cockrell

Shelly Davis

Shasta Nance Dodd

Ashley Elkins

Committee Activities

- Email Correspondence to create Black History Month and Women's History Month posts: 1/21/24, 1/31/24, 3/2/24

Goals and Progress for FY2024

- Goal 1: Create and maintain MUWAA Board and Committee sponsored events publicity (Homecoming included)
- Goal 2: Create organic content
 - Content that entertains (favorite season at the W, sports posts)
 - Content that inspires (Black and Women's History Month posts)
 - Content that educates (sharing the good work of the W)
- Goal 3: Content with Calls to Action (CTAs)
 - Chapter events
 - Welty Gala ✓
 - B.L.U.E. ✓
 - Nominations & Elections and Alumni Award nominations
- Goal 4: Stories of our alums/university
 - #WayBackWednesday
 - Important W dates/anniversary
 - #ShareTheWStory
 - Facilitate resharing of Social Impact Challenge
- Goal 5: Responsible for creating, maintaining, and reporting the analytics of social media posts across MUWAA Social Media Channels
 - Social Media Analytics Highlights

- ▶ The DMC has created social content to share about MUWAA Alumni Awards winners
- ▶ The DMC has promoted social media content for the Nominations & Elections campaign that just concluded
- ▶ The DMC has worked in tandem to support Magnolia Mingle and Homecoming publicity
- ▶ The DMC has created social content in tandem with the PR committee to share the MUWAA Scholarship Recipients
- ▶ The DMC is working to coordinate publicity networking opportunities with the Office of Career Services and Professional Development throughout the spring
- ▶ The DMC committee is working on a PSA Campaign on what a MUWAA active membership, FAQs for Chapters/Groups, finance and giving back to The W.
- ▶ The DMC committee is collaborating with the alumni office to share chapter events/activities via social media

Social Media Analytics

	Page Growth	Posts	Page Engagement	Post Engagement	Reach
Facebook (1/3/24-3/18/24)	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</i>	<i>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</i>	<i>The total number of times any of your content reached a user's feed.</i>
	85	48	9.63%	19.18%	181.3K
	1316.67% growth	60% growth	57.01% growth	96.44% growth	473.82% growth
	Top Engagement Posts		Most Impressions		
	1-9: Jan 9 AA President Message: 60.27%		1-22: University Name Submissions-30669 [Impressions] 4835 [Total Engagement]		
	12-13: AA President Name Change Video: 43.54%		2-27: Jackson Metro Chap. event photo-18795 [Impressions] 274 [Total Engagement]		
1-26: Name Change Email Survey: 36.14%		1-9: Jan 9 AA President Message -17450 [Impressions] 10517 [Total Engagement]			
Instagram (1/4/24-3/18/24)	Account Reach	Account Engaged	Total Followers		
	1083	265	835		
	F: 40.5% growth	F: 85.3% growth	28		
	NF: 195% growth	NF: 3450% growth	3.3% growth		
	*567 are non-followers vs. 516 followers *1474 posts *2 Videos *Stories 212	*71 are non-followers vs 194 followers *351 posts *31 Reels *8 Story	*Overall 27 *Follows: 35 *Unfollows: 8		
	Impressions: 11,656 68.7% growth				
Twitter (1/3/24-3/17/24)	Page Growth	Posts	Followers	Reach	
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The total number of followers your account has.</i>	<i>The total number of times any of your content reached a user's feed.</i>	
	5	50	959	3.1K	
	no change	51.52% growth	5 +	-19.74% loss	
	*Twitter analytics continue to change and not reliable				
	Engagement Rate: 4.6%		Likes: 108		
Impressions per day: 52		Replies: 7			
Retweets w/out comments: 44		Link Clicks 33			

Next Steps

- DMC is working to Recruitment Campaign "WDYW"
- DMC is working with DEI committee on upcoming events
- DMC will work with Mentoring to put together a publicity plan geared toward seniors for Spring Fling

Celebrations or Accolades

- Kudos to Shasta Dodd Nance and Shelly Davis for their lead in BHM and WHM content creation.

Concerns or Motions for Action

None at this time



Meeting: Spring 2024 Board Meeting
Date: 3/24/2024
Submitted by: J'Markus Dubose

Mississippi University for Women Alumni Association
MOTION CARD

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

I, J'Markus DuBose, move that the MUWAA Board of Directors approve the continued status of the Association as a Mississippi non-profit corporation recognized as tax exempt under Section 501(c)(3) of the Internal Revenue code as outlined in the Affiliation Agreement between Mississippi University for Women and the Mississippi University for Women Alumni Association.

Be it noted:

This is an annual requirement of the Affiliation Agreement with the university, we must hold status as a Mississippi non-profit corporation and meet an annual requirement to approve this non-profit status to continue in partnership with MUW. This is not approving the affiliation agreement as this is done on a five-year timetable and last signed in August 2021 - this is just to continue our organization in a non-profit status.

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

CURRENT	PROPOSED
<p>Mississippi University for Women Alumni Association POLICIES AND PROCEDURES Appendix C: Alumni Awards</p>	<p>Mississippi University for Women Alumni Association POLICIES AND PROCEDURES Appendix C: Alumni Awards</p>
<p>Alumni Achievement Award This award is extended to alumni and friends of the university who have achieved professional distinction and made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university.</p> <p>Distinguished Achievement Award This award is extended to faculty, staff, and friends of the university who have achieved professional distinction and made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university.</p> <p>Alumni Service Award* This award is presented to alumni of the university who have consistently demonstrated outstanding commitment, dedication, leadership, and service to the advancement of the university and alumni association.</p> <p>Outstanding Recent Graduate Award*+ This award is presented to recognize recent graduates for outstanding service and contributions in their careers and to the university within 15 years following graduation.</p>	<p>Alumni Achievement Award This award is extended to alumni of the university who have achieved professional distinction and made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university. An alumni may receive this award more than once in a lifetime.</p> <p>Distinguished Achievement Award This award is extended to faculty, staff, and friends of the university who have achieved professional distinction and made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university. A recipient may only receive this award once in a lifetime.</p> <p>Alumni Service Award This award is presented to alumni of the university who have consistently demonstrated outstanding commitment, dedication, leadership, and service to the advancement of the university and alumni association. Nominees must have attended the university for a minimum of one semester and must be members of the MUW Alumni Association. An alumni may only receive this award once in a lifetime.</p> <p>Outstanding Recent Graduate Award This award is presented to recognize recent graduates for outstanding service and contributions in their careers and to the university within 15 years following graduation. Nominees must have attended the university for a minimum of one semester and must be members of the MUW Alumni Association. An alumni may only receive this award once in a lifetime.</p>
<p>*Nominees for Outstanding Recent Graduate Award and Alumni Service Award must have</p>	<p>*Nominees for Outstanding Recent Graduate Award and Alumni Service Award must have</p>

<p>attended the university for a minimum of one semester and must be members of the MUW Alumni Association.</p> <p>+Outstanding Recent Graduate Award nominees will have graduated in the past 15 years. An alumnus can only receive the Distinguished Achievement Award, Alumni Service Award and Outstanding Recent Graduate Award once in their lifetime.</p> <p>Board Members are not eligible for an Alumni Award while serving on the MUWAA Board. However, the MUWAA President may award a board member an Outstanding Achievement Award if that board member has achieved professional distinction and/or made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university.</p>	<p>attended the university for a minimum of one semester and must be members of the MUW Alumni Association.</p> <p>+Outstanding Recent Graduate Award nominees will have graduated in the past 15 years. An alumnus can only receive the Distinguished Achievement Award, Alumni Service Award and Outstanding Recent Graduate Award once in their lifetime.</p> <p>Voting Board Members are not eligible for an Alumni Award while serving on the MUWAA Board. However, the MUWAA President may award a board member an Outstanding Achievement Award if that board member has achieved professional distinction and/or made significant community service contributions at the local, national and/or international level, bringing distinction and honor to the university.</p>
<p>All active members of the MUW Alumni Association, the University Cabinet, and the University Deans may make nominations using the standard nomination form provided. Inactive members who wish to make a nomination may do so by joining the MUW Alumni Association at the time of nomination.</p> <p>Selection is made by a vote of the MUW Alumni Association Board of Directors.</p> <p>Nominations will be submitted beginning in the first week of November, and the nominees will be notified via call and email by the MUWAA Recruitment and Retention Committee Chair. The board will vote via email ballot at the beginning of December, and the recipients will be notified by the MUWAA Recruitment and Retention Committee Chair on or before December 31.</p>	<p>All active members of the MUW Alumni Association, the University Cabinet, and the University Deans may make nominations using the standard nomination form provided. Inactive members who wish to make a nomination may do so by joining the MUW Alumni Association at the time of nomination.</p> <p>Selection is made by a vote of the MUW Alumni Association Board of Directors.</p> <p>Nominations will be submitted beginning in the first week of October and remain open for 3 weeks. The nominees will be notified via call and/or email by the MUWAA Recruitment and Retention Committee by the first Sunday in November.</p> <p>The board will vote via email ballot beginning the third Monday of November and close the first Sunday of December. The recipients and non-recipients will be notified by the MUWAA Recruitment and Retention Committee on or before the second Monday of December.</p> <p>The MUWAA Board of Directors may select up to 5 recipients for the Alumni Achievement Award.</p>

<p>For years in which the vote for a winner of any listed Alumni Award is either tied or within a three-vote margin, the MUWAA Board is authorized, but not required, to select up to three (3) nominees as winners of the Award for that year.</p> <p>Nominees who are not selected in their first year will automatically be considered nominated for the following two (2) years and will be given an opportunity to update their nomination forms.</p>	<p>For years in which the vote for a winner of any listed Alumni Award is either tied or within a three-vote margin, the MUWAA Board is authorized, but not required, to select up to three (3) nominees as winners of the Award for that year.</p> <p>Nominees who are not selected in their first year will automatically be considered nominated for the following two (2) years and will be given an opportunity to update their nomination forms.</p>
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ALUMNI
ASSOCIATION

Meeting: Spring 2024 Board Meeting
Date: Sent via email 3-18-2024
Submitted by: Ashley Dean

Mississippi University for Women Alumni Association
MOTION CARD

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

I, Ashley Dean, move that the MUWAA Board of Directors approve the proposed updates to the Policies and Procedures of the Mississippi University for Women Alumni Association, on pages 8-9 under Appendix C: Alumni Awards.

Be it noted:

Clarification needed to be made for the stipulations for the MUWAA Alumni Awards. The proposed changes will also update the timeline surrounding the nominations window and voting for the MUWAA Alumni Awards by the MUWAA Board of Directors.

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

Announcements



MUWAA BOARD MEETING

- MUW Homecoming: April 4-7
 - Spring Board Meeting: April 4 | Fant | 4PM
 - MUWAA Annual Mtg: April 5 | Poindexer* | 4:30PM
 - Magnolia Mingle: April 5 | Shattuck Lawn | 6PM
 - Homecoming Convocation: April 6 | Whitfield | 10:30 AM
- Membership Campaign: April 8-12
- Committee Chair Call: April 16 | 7 PM CST
- MUW Commencement: May 3
- Committee Chair Call: May 21 | 7 PM CST
- MS on the Mall in D.C.: June 8
- Nominations Committee candidates
- Upload files to MUWAA dropbox



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!