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MUWAA 2024-2025 SUMMER BOARD OF DIRECTORS MEETINGS

July 12 - 13, 2024 | Hybrid Meetings

Friday, July 12th

NEW BOARD MEMBER ORIENTATION, 6:00 p.m. CST
In-person in Welty Board Room, 3rd Floor Welty, or via Zoom

FULL BOARD SOCIAL HOUR AND DINNER, 7:30 p.m. CST
In-person in Welty Atrium, 1st Floor Welty

Saturday, July 13th

GROUP PHOTO & BOARD HEADSHOTS, 10:00 a.m. CST
In-person at Fant Memorial Library, Gail Gunter Room Adjacent Hallway

DEVELOPMENT SESSION, 10:45 a.m. CST
In-person at Fant Memorial Library, Gail Gunter Room, or via Zoom

LUNCH BREAK, 12:00 p.m. CST
In-person at Fant Memorial Library, Gail Gunter Room

UNIVERSITY PRESIDENT'S UPDATE, 1:00 p.m. CST
In-person at Fant Memorial Library, Gail Gunter Room, or via Zoom

BUSINESS SESSION, 1:30 p.m. CST
In-person at Fant Memorial Library, Gail Gunter Room, or via Zoom



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MUWAA NEW BOARD MEMBER ORIENTATION

Friday, July 12, 2024 | 6 p.m. CST | Welty Hall, 3rd Floor | Welty Board Room
Hybrid Meeting

- I. Heather Fasciocco Stone – MUWAA Immediate Past President**
 - Welcome and Introductions
- II. President Nora R. Miller**
 - Review of the Affiliation Agreement
- III. Cathryn Vaughn Borer —Director, Alumni Relations & Donor Engagement**
 - Office Overview
 - Review Fund Descriptions: Restricted vs. Endowed
- IV. Jermarra Jones-Price — MUWAA President**
 - Review Board Goals for the Year
- V. Jenny Katool – MUW Foundation Chair**
- VI. Wesley Garrett – MUWAA Parliamentarian**
 - Review Parliamentary Procedure & Motion Card
- VII. Heather Fasciocco Stone — MUWAA Immediate Past President**
 - Board Responsibilities
 - Review of MUWAA Bylaws
 - Review Policies and Procedures
 - Review Strategic Plan & Process for Brand Guidelines
 - Review Chapter & Constituency Group Guidelines
 - Review of Digital Engagement
- VIII. Questions**
- IX. Adjourn**

Dinner to follow in the Welty Atrium

1100 College Street, MUW-10
Columbus MS 39701-5800
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MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Board of Directors | Order of Business

- I. Call to Order & Roll Call
- II. Adoption of the Agenda
- III. President's Welcome
- IV. Approval of Parliamentarian
- V. Election of Officers
 - Secretary
 - Treasurer
- VI. Ratify Votes
- VII. Alumni Office Report
- VIII. Foundation Report
- IX. MUWAA Officer Reports
 - Parliamentarian
 - Secretary
 - Treasurer
- X. Standing Committee Reports
 - Nomination & Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- XI. Special Committee Reports
 - Membership Recruitment
 - Mentoring
 - Strategy & Support
 - Diversity, Equity & Inclusion
 - Digital Marketing
- XII. Unfinished Business
- XIII. New Business
 - Election of Nominations & Elections Committee
 - Board Approval of Committee Appointments
 - Approval of 2024-2025 Budget
- XIV. Open Forum
- XV. President's Closing Comments
- XVI. Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

SPRING BOARD MEETING

April 4, 2024 | 4- 5:30 PM CST

Hybrid | Fant Library, Gail Gunter Room & Zoom

I. Call to Order & Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:28 pm CST

The roll was called. MUWAA Board Members present:

Phillip "Flapp" Cockrell
Terry Gargano Coffey
Ashley Dean
J'Markus Dubose
Bridget Smith Ellis
Clare Haefner
Jenny Katool
Annie Oeth
Jermarra Jones-Price
Debra Sturgis Stamps
Heather Fasciocco Stone
Anne Swearingen
Bayleigh Vick

MUWAA Board Members present via teleconference:

Symone Bounds
Trey Harper
Cynthia Kittrell

MUWAA Board Members absent:

Andrea Germany
Michelle R. Wescovich
Nicolas T. Wright

Guests:

Wesley House Garrett, Parliamentarian

Sam Garrie, MUW Student Government Association President

Courtney Ballard Murtaugh, Class of 1978, MUWAA Past President

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 Anne Swearingen. Quorum was met via affirmative vote unanimously.

III. President's Welcome

President Stone gave her opening remarks and welcomed all home. She stated that Sam Garrie, current SGA President, will give an update at the end of the meeting, and revealed that MUW Archivist, Stephanie Salvaterra, will give us an exclusive tour through the library archives' latest exhibit that features MUW memorabilia throughout the years as our "love letter to our alums" before it's officially open to the public starting this weekend. She and Stephanie have been working together on the exhibit.

She reflected on everything that has happened this year, including MUW alumni meeting together in the MS capital to honor MUW's 140th anniversary of our charter, Flapp Cockrell representing the MUWAA Board of Directors at 100th Night, the social impact challenge and our record breaking social media engagement, and the rollout of the MUW Alumni Recruitment team led by MUWAA Past President, Katy Canion Pacelli.

IV. Ratify Votes

The MUWAA Winter Board Meeting Minutes were approved with a vote of 19/19 members via email on February 26, 2024.

V. Alumni Office Report

Cathryn gave a shout out to the MUW Office of Development and Alumni for all their hard work planning for the weekend's festivities, and thanked them for all of their advice as she transitioned into her role. She stated that she had never encountered a board and committees that were as dedicated and passionate as the MUWAA Board of Directors, committee chairs, and committee members, and she's excited to work with everyone more in the upcoming fiscal

year. She thanked all for their hard work this year. She stated she's excited for the Homecoming celebrations taking place all weekend and for MUW's future.

VI. Foundation Report

Jenny Katool gave the following report:

Jenny recapped Welty Gala and stated that 294 guests attended, and a total of \$24,185 was raised for the MUW Scholarship Fund. She asked everyone to mark their calendars for this year's Welty Gala on October 25, 2024. Details will be out soon- they are wrapping up final details now.

Scholarship Donor luncheon was on February 16th, and it was a great day of celebration for the student scholars who have an opportunity to meet and show "gratitude for those who support our students."

As of April 3, 2024, the number of donors is 1,701. The fiscal year ends on June 30, 2024, so we will have a hard push over the next few months for donors who gave last year, but unfortunately, not this year, (LYBUNTS) and donors who have given some year, but unfortunately not this year (SYBUNTS).

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:

- A total of 8 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

- 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

VIII. Standing Committee Reports

- Nominations & Elections

Chair: Symone Bounds

Symone Bounds gave the following report:

There were a ton of nominations for this year, and this committee had a great nominations season! Symone gave her committee a huge shout out for all of their dedication and diligence this year with a tight timeline and turnaround time to remain in compliance with the P&P in the Bylaws.

Symone stated that there were a total of 39 nominations, which was an increase from last year. This committee received a ton of great feedback from social media and email and were able to field a ton of questions via email and social media. A total of 14 nominations were not eligible to serve, and several nominees were nominated more than once. Sixteen were eligible to serve, 8 accepted the nomination.

The committee decided to use the traditional ballot with the “write in” option on the ballot as stated in the Bylaws to be presented to the Association. A total of 161 ballots were cast, which was an increase from last year, and there were 6 mail-in paper ballots. There were a few write-in candidates, but they did not receive the amount of votes to be considered on the slate based on the requirements outlined in the P&P in the Bylaws.

Symone announced the newly elected Board of Directors and President-Elect:

MUWAA Board of Directors to serve the 2024-2027 term:

- Jonathan Cumberland, Tuscaloosa, AL, '09
- Anne White Foster, Dallas, TX, '71
- M. Clare Haefner, Round Rock, TX, '03
- Dana Jackson, Chattanooga, TN, '93
- Elysa Harvey MacLellan, Pascagoula, MS, '88

President-Elect for the 2024-2025 term:

- Ashley Dean, Lebanon, TN, '06

- Bylaws

Chair: Terry Coffey

Terry Coffey gave the following report:

This committee addressed one Bylaws item this year, and three items in policies and procedures.

This committee placed the “Descriptions” in a new Appendix to the Policies and Procedure document, which is attached to the Board packets.

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.

This includes the P&P references to time frames. All “yearly” and “annual” mentions will now refer to the fiscal year, July 1-June 30.

This committee also added the MUWAA First Generation College Student Scholarship and the Undergraduate Research Scholarship into the P&P document.

- Recruitment & Retention

Chair: Ashley Dean

Ashley Dean gave the following report:

The committee successfully implemented an adjustment to the nominations window for the Alumni Awards, moving it up to October from November. This change resulted in over 50 nominations this year.

The Board will vote to update the timeline officially in the P&P during the New Business portion of the meeting.

They explored changing the name of the committee, but decided to not move forward with any changes with the implementation of the Alumni Recruitment team.

This committee also facilitated the notification process of the Faculty Member of the Year award and The Faculty Enhancement Grant. They also worked with Cathryn Borer to select the MUWAA Student Scholarship selection committee, and added the MUWAA scholarship applications online to make filling the applications out easier for students.

- Chapters & Constituency Groups
Chair: Cynthia Kittrell

Cynthia Kittrell gave the following report:

The committee has divided the current list of Chapters and Constituency groups into five sections, with 13-16 groups assigned to each committee member for outreach. They have received valuable feedback from many, but are still waiting on more to respond. This committee will work with the MUW Office of Development and Alumni on attempting outreach to the remaining groups. This committee also is included on the Homecoming flyer!

The interest meeting for the Houston area was on February 3, 2024-there were 13 in attendance! The chapter has been approved and is now operational with email updates, and they are planning a late summer meeting.

Support and information have been provided to alum Ariel Seawell who is interested in establishing a Central Florida chapter. This initiative is currently on hold but we aim to kick-start it in late 2024 or 2025.

Assistance has been extended to the new Math & Science Constituency Group led by Shannon James. This group has established a Facebook group, sent out an email to the Association, and they're partnering with the College of Education alumni to meet up this weekend.

Potential interest has been expressed by Paralegal alums to form a group, and the Culinary Arts group is looking to expand beyond just a Facebook presence.

Efforts are being made to revitalize several inactive groups such as Delta, Little Rock, Starkville-area, and Dallas. We are working closely with these groups to determine the most effective way forward.

- Special Events
Chair: Bayleigh Vick

Bayleigh Vick gave the following report:

This committee has met monthly via Zoom to strategize Drawdown ticket sales, refillable cup and koozie sales, social media content creation, event layout, scheduling for set up and tear down, logistics planning, and integration of lessons learned from previous years.

Bayleigh gave a shout out to her committee for all their hard work this year, and thanked everyone for their participation and support of this year's Magnolia Mingle. She also gave a brief overview of the event and mentioned the food trucks coming to this year's MM.

The 2024 LBLA donation form has been finalized and posted on GiveSmart platform. The climate controlled storage unit for auction items has been confirmed for long-term storage of auction items. Alumni are encouraged to drop off their items during Spring Homecoming in the Welty Atrium.

The Long Blue Line Auction will be held on September 27-28, 2024 on the Givesmart platform. Bayleigh asked all to save the date, spread the word about MM and LBLA, and follow the LBLA and MM social media accounts for all things MUWAA Special Events.

- Finance

Chair: Anne Swearingen

There was no additional report from the previous Treasurer's report at the beginning of the meeting.

- Public Relations

Chair: Annie Oeth

Annie Oeth gave the following report:

This committee has had a busy spring! They drafted news releases and shared online and email for B.L.U.E., the MUWAA scholarship recipients, MUWAA award recipients, Homecoming ad in The Spectator for students, the Campus Beautification Fund, MUWAA elections. They are currently working on the MUWAA graduation ad in The Spectator.

- Past Presidents

Chair: Katherine Shell Benson

President Stone gave the following report in her absence: Katherine's absence.

This committee has accomplished almost all of their goals this year! They hosted a brunch for MUWAA Past Presidents and had an exclusive tour in the Culinary Arts building in October, supported the LBLA 2023 with a sponsorship, refreshed and restocked the Homecoming ribbons, and they are always encouraging Past Presidents to give and support MUWAA.

IX. Special Committee Reports

- Membership Recruitment

Chair: Monique Jenkins

President Stone gave the following report in her absence:

This committee kicks off their “Why do you W?” campaign on April 8th. This will be an online digital campaign, including social media posts. President Stone encouraged anyone who is interested in being involved, or knows of anyone who would be interested in being involved, with the campaign to reach out to Monique. At the time of this meeting, they were still taking candidates.

- Mentoring

Chair: Andrea Germany

President Stone gave the following report in her absence:

This committee wrapped up B.L.U.E.- it was a success! The event was attended by students, alumni, friends of The W, and an individual, non-affiliated with The W, who was interested in learning more about professional development and knew The W “does that well.” What a story!

- Strategy & Support

Chair: Jermarra Jones-Price

The committee collaborated with committee chairs to develop external one-pagers to provide detailed information about the functions of each committee, as well as internal one-pagers for seamless transition between committee chairs.

Additionally, the committee designed buttons with a QR code linked to the MUWAA Interest Survey for members of the MUWAA Board to wear during Homecoming weekend. Infographics outlining the role of each committee will also be distributed via email and social media to launch the campaign.

She expressed appreciation and shouted out her committee for their dedication and successful efforts throughout the year.

- Diversity, Equity & Inclusion

Chair: John Jacob Miller

President Stone gave the following report in his absence:

This committee is working to put together an upcoming session soon, more information TBA! President Stone and Jermarra Jones-Price have collaborated with this committee on some event ideas too.

- Digital Marketing

Chair: Bridget Smith Ellis

Bridget Ellis gave the following report:

This committee has collaborated with almost all of the MUWAA committees to create social media content and help share The W story. Their most recent posts include: MUWAA Alumni Award winners, MUWAA student scholarship recipients, Nominations and Elections campaign, Magnolia Mingle and Homecoming promotion, MUW archives collaboration, and they are consistently working with the MUW Office of Development and Alumni to share chapter events/activities via social media.

They will be working on a PSA campaign on MUWAA active membership, FAQs for Chapters and groups, finance, and overall giving back to The W.

Bridget expressed her gratitude to everyone for their patience and adaptability throughout the year. She acknowledged the initial uncertainties faced and shared optimism for the future. Our alumni base is engaged and excited, and all of our social media impressions are up! Woot woot!

Facebook (1/3/24-3/18/24)	Page Growth	Posts	Page Engagement	Post Engagement	Reach	
	<small>The number of page likes you have received between the first and last day of your selected period.</small>	<small>Total number of published content within your selected period.</small>	<small>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</small>	<small>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</small>	<small>The total number of times any of your content reached a user's feed.</small>	
	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		
	<small>The number of page likes you have received between the first and last day of your selected period.</small>	<small>Total number of published content within your selected period.</small>	<small>The total number of followers your account has.</small>	<small>The total number of times any of your content reached a user's feed.</small>		
	5	50	959	3.1K		
	no change	51.52% growth	5 +	-19.74% loss		
	<small>*Twitter analytics continue to change and not reliable</small>					
	Engagement Rate: 4.6%			Likes: 108		
Impressions per day: 52			Replies: 7			
Retweets w/out comments: 44			Link Clicks 33			

X. Unfinished Business

None at this time.

XI. New Business

Annual Renewal of 501 (c) 3 Status

- J'Markus DuBose made the motion 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.
- There was no discussion, motion carried unanimously.
- 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.

Recruitment & Retention Committee: Alumni Awards P&P Revisions

- Ashley Dean made the motion 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.
- Anne Swearingen pointed out the grammatical error "an alumni" mentioned in the proposed verbiage on the awards section under Appendix C. President Stone acknowledged that it seems odd grammatically, however, "alumni" is how our Bylaws address gender neutrality, and this verbiage used throughout the Bylaws document and was placed in the proposed section of Appendix C in order to keep consistency throughout the document.
- Jenny Katool asked how winners are decided when a tie occurs. Ashley Dean stated that a committee does not make a recommendation, the decision would be made by the Board. With the proposed changes, the Alumni Achievement award can have up to 5 winners. She mentioned that this change should cut down on tied votes. President Stone elaborated that awarding more than one alum for this alumni award was historically done that way, but this committee wanted to make it official and bring the tradition back.
- After this discussion, the vote was called. Motion carried unanimously.
- 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.

XII. Open Forum

Cynthia Kittrell asked if the Summer MUWAA Board meeting date has been set yet. President Stone announced that all dates for the 2024-2025 Board year will be announced after Homecoming.

Past President Courtney Murtaugh, class of 1978, asked if anyone knew how many were in attendance for B.L.U.E., including students and alumni, since the first B.L.U.E. event had 25 people in attendance. Cathryn Borer said that she doesn't have that information, but can email it over to her after Homecoming, and she mentioned that every seat was taken. She thanked all for their support of the event, and gave a little background on why she came up with the idea to connect more students with alumni. She was excited that it's still going strong!

President Stone recognized Elysa Harvey MacClellan, class of 1988, as an incoming Board Member starting on July 1, 2024, and thanked her for coming to the meeting.

XIII. President's Closing Comments

President Stone expressed her deep appreciation for all during this whirlwind of a year. She said that the MUWAA Board showed such solidarity and unity during an uncertain time, and she is so thankful for her time serving with the MUWAA Board.

XIV. Announcements

President Stone highlighted a few Homecoming events, including the Hip Hop Line Dance, Magnolia Mingle, MUWAA Annual Meeting, Homecoming Convocation.

She also reminded all to begin casually searching for candidates to nominate for the upcoming year's Nominations and Elections committee.

Upcoming events:

- "Why do you 'W'?" campaign: April 8-12, 2024
- MUW Commencement: May 3, 2024
- MUW Committee Chair Call: May 21, 2024
- MS on the Mall in DC: June 8, 2024

XV. Adjourn

Meeting adjourned at 5:44 pm CST.

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

1) What does the Parliamentarian do?

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

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

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

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

3) How do I second a motion?

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

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

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

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

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

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

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

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

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

6) What does *stand at ease* mean?

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

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

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

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

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

9) What are the governing documents of MUWAA?

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

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

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



ALUMNI
ASSOCIATION

Meeting: MUWAA Summer Board Meeting 2020

Date: Saturday, July 25, 2020

Submitted by:

Mississippi University for Women Alumni Association
MOTION CARD

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.

Include full motion below:

I move that the MUWAA Board of Directors:

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)



ALUMNI
ASSOCIATION

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

Mississippi University for Women Alumni Association
MOTION CARD

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

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

Be it noted:

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

[For Official Use Only]

Final vote: Yes: _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

Mississippi University for Women Alumni Association
Treasurer's Report | Restricted Accounts
As Of 05/30/24

Restricted Accounts – Activity from June 30, 2023– May 30, 2024ⁱ

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	\$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

ⁱ June of 2024 is not yet included. This is a draft report based on revenue and expenses through May 30, 2024.



Committee Name: Nominations & Elections Committee

Committee Type: Standing

Meeting: 2024 Summer Board Meeting

Date Submitted: June 27, 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. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association. This Committee will also carry out the process for Nominations for the following year's Nominations & Elections Committee to be elected by the MUWAA Board of Directors.

Committee Members

- Symone Bounds, Chair
- Lyndsay Cumberland
- Bridget Pieschel
- Edmond McDavis III
- Kendashia Smith
- Lesley Davis - Alternate

Committee Activities

- Opened nomination period for 2024-25 Nominations & Election Committee in June 2024
 - o 12 Nominations
 - o 11 Alumni accepted their nominations
- Biography packet assembled in advance of the 2024 Summer Board Meeting to assist Board with making informed decision electing future N&E Committee

Goals and Progress to Date

- Board Elected New Committee Members at Summer 2023 Meeting
- Newly Elected Committee Members were contacted and notified of their new positions and told that the Nomination and Election Process would start for New Board Members in the Late Fall/Early Winter.
- Solicited nominations for all positions (4 on the 2023-24 Nominations & Elections Committee and provided a ballot of no more than 10 candidates for the 2023-24 MUWAA Board of Directors to elect for the upcoming year. (set for late Fall/Winter for BOD and Summer 2023 for Committee to start preparation for the 2024 Elections)
- Secured nominations for all open positions and focused on reflecting the diversity of our alumni population and provided a slate of nominees to MUW Alumni Office and MUWAA President according to Policy & Procedure recommended timelines.
 - o Completed Spring 2024 for Board of Director positions, Summer 2024 for Nominations

& Elections Committee

Next Steps

- Vote on 2024 - 2025 Nominations & Elections Committee at July Board of Directors Meeting
- Continued utilization of newly developed tools for building a balanced board by new Nominations & Elections Committee Chair and soon-to-be-elected Committee
- Committee will work with the Digital Marketing Committee to develop social media posts/graphics to support the entire process throughout board year

Celebrations or Accolades

- Special thanks to the members of this committee for their hard work throughout the board year

Concerns or Motions for Action

None at this time



Committee Name: Bylaws & Policies & Procedures
Committee Type: Standing
Meeting: 2024 Summer Board Meeting
Date Submitted: June 28, 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 previous years.

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 Chairmen, revised and rewrote the descriptions that had been used for the Special Committees. We presented these descriptions to the Board, and after some discussion, the Board approved their placement in the Policies and Procedures document.

- A. Following the approval, we placed the Descriptions in a new Appendix, Appendix G, to the Policies and Procedure document.
- B. The bylaws now include references to the special descriptions published in the P&P.

Goal 2: Tabled items requiring Bylaws and P&P action

- A. The Bylaws Committee addressed 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 Bylaws and P&P were fiscal year time frames. All “yearly” or “annual” refer to July 1-June 30.
 - a. We have rewritten the P&P and Bylaws to reflect the Fiscal year time frame.
 - b. We have placed the MUWAA First Generation College Student Scholarship information into the P&P document.
 - c. We have placed the Long Blue Line Undergraduate Research Scholarship (which, after a vote from the board, was changed to the LBL Undergraduate Research Grant) in the P&P document.

Goal 3: If this endeavor arises in the future, we stand ready to audit and prepare a motion for a Name Change of MUWAA Bylaws + P&P.

Next Steps

- Meetings: Zoom with the 2024-2025 Bylaws and P&P committee ASAP once the Alumni Office has vetted all the new members.
- As instructed by President Jemarra Jones Harris, 2024-2025 President of MUWAA, discuss and recommend information that would be helpful to Committee Chairs and Board Members if it were placed into P&P...such as templates and guidelines.

Celebrations or Accolades

Special Thanks to all our detail-oriented, hard-working committee members! Our committee works throughout the year at the behest of the President and the Board of Directors. This committee is determined, persevering, and diligent. NO BLING, just consistent caring for MUW every time we read over the legal framework for our organization. **Each person who served on this committee contributed to our overall endeavors.**

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.



Committee Name: Recruitment and Retention

Committee Type: Standing

Meeting: 2024 Summer Board Meeting

Date Submitted: June 25, 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

MUWAA Scholarship Committee was finalized.

2024-2025 Scholarship regrets and award letters went out on 6-18-2024 for the First Gen, Culinary Arts Advisory Board, and Legacy Scholarships by the Alumni Office. Southern Grace Scholarship applicants are due on July 8.

Policies and Procedures regarding Alumni Awards were officially updated with the Bylaws Committee.

Goals and Progress to Date

1. Research & consider recommendation to MUWAA board regarding committee name change that aligns better with committee description + mission.
Progress: Completed: As a committee, we voted on a name to propose to the Alumni Association; however, with the implementation of the Alumni Recruitment Team being a dotted line to the Recruitment and Retention Committee, the committee name will remain Recruitment and Retention Committee.
2. 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

All committee goals were completed for the 2023-2024 Board year.

Concerns or Motions for Action

Explore adding additional Alumni Awards/Recognition.



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2024 Summer Board Meeting

Date Submitted: June 25, 2024

Submitted by: Cynthia Williams 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

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

Goals and Progress to Date

- Reviewed the Chapter & Constituency Guidelines with special attention to the types of groups.
- Reviewed the MUW webpage for Chapters and Constituency Groups and discussed the current listings both there and in the EXCEL spreadsheet prepared by Cynthia.
- The committee split the current listing into five sections with 13-16 groups assigned to each committee member to contact. We received valuable feedback from many; however, no response from several. Continuing to work on this. Sent first update to alumni office. Remainder of contacts are in progress. Will send update to Cathryn for posting on the website for Homecoming flyer.
- Houston -area interest meeting held on Saturday, February 3, 2024. Great interest with 13 in attendance. Chapter is approved and off the ground with email updates. Planning the next get-together for August 3rd.
- 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 had a very successful 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

- We were a small committee but have accomplished a lot this year primarily using email. Kudos to the alumni office for supporting all our activities!!

Concerns or Motions for Action

- Need more members and better organization to support 1) existing active groups when needed, 2) re-energizing groups that stalled during COVID, and 3) and assist new groups interested in organizing.



Committee Name: Special Events

Committee Type: Standing

Meeting: 2024 Summer Board Meeting

Date Submitted: June 26, 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

Committee Activities

- We met via Google Meet to debrief Magnolia Mingle 2024, discussed lessons learned, ways to improve Drawdown and Insurance for next year, and began preliminary LBLA 2024 plans.
- Discussed LBLA Fundraising student intern position

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

- Climate controlled storage unit secured (Done!)
- Finalize 2024 LBLA item form (Done!)
- Propose and hire a student fundraising intern (In progress)

Next Steps

- Finalize LBL auction committee and schedule first meeting of the fiscal year.
- Work with Cathryn and her team to hire a wonderful student intern.
- Item preview launch in July 2024.

- LBLA FAQ page launch July 2024.
- Partner with DMC and PR committee to create content to publicize LBLA

Celebrations or Accolades

- Huge thanks to Bridget Smith Ellis and DMC for creating amazing social media content for MM and the LBLA internship.
- Special Events committee, fantastic job on MM!
- Thank you to everyone who shared and interacted with our social media posts for MM and for our first few LBLA posts. Please continue spreading the word!

Concerns or Motions for Action

None at this time



Committee Name: Finance
Committee Type: Standing
Meeting: 2024 Summer Board Meeting
Date Submitted: June 25, 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

Twelve check requests were approved for payment in the fourth quarter:

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



ALUMNI
ASSOCIATION

Committee Name: Public Relations

Committee Type: Standing

Meeting: 2024 Summer Board Meeting

Date Submitted: June 27, 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 writing on behalf of the Association and work to project a positive image of MUW, the Association, and former students.

Committee Members

Cindy McDonald Bearden
Brandy Larmon
Brandi Pannell Pillow
Lynne Lott Schneider
Debra Sturgis Stamps

Committee Activities

- Emails have been sent to prospective committee members to invite them to join the committee and share information about the committee's activities.
- Writing content for Long Blue Line about Faculty of the Year, Faculty Enhancement Grants and Office of Undergraduate Research Grants.
- Those stories are also being shared as news releases with media around the state and region.

Goals and Progress to Date

- News Release on MUWAA's new president, president-elect and new members to be sent to media with a group photo to be taken at the summer meeting:
 - Story is being written
 - Photo will be taken July 13
- News Release on Long Blue Line Auction:

- Story will be written by committee members in July, with drafts to be shared with President Jermarra Jones-Price and Cathryn Borer by August.
- 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.
- Reaching out to Chapters & Constituencies to collaborate on sharing news about chapters with news media in their areas.
- Planning advertising for The Spectator for BLUE and Homecoming

Next Steps

- Greeting committee members by email and planning a virtual meeting.
- Asking for volunteers to write the Long Blue Line news release.
- Working with the Chapters & Constituencies Committee chair to find opportunities.
- Asking Dr. Melissa Smith for an advertising rate card and available publication dates in The Spectator.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Past Presidents Committee
Committee Type: Standing
Meeting: 2024 Summer Board Meeting
Date Submitted: June 28, 2024
Submitted by: Katherine Shell Benson, Past Chair
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.

2023-2024 Committee Members:

Rebecca Rogers
Deborah Hodges
Katherine Shell Benson, Chair
Symone Bounds, Immediate Past President

Committee Activities:

- Homecoming Ribbon Refresh

Goals and Progress for 2023-2024

- Engaged Past Presidents and Board in a service project to benefit University efforts
- Held a Past President brunch
- Encouraged Past President giving & support – *Always in progress!*
- Supported the MUWAA Magnolia Mingle event
- Homecoming Ribbon Refresh & Restock Completed

Next Steps

- Finalized 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 Summer Board Meeting

Date Submitted: June 27, 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

- Events:
 - o Alumni vs Student Games – Homecoming (April 5)
 - o Membership Recruitment Campaign – Why Do You “W”? (April 8 – 12)
- Meetings (Zoom Calls):
 - o None
- Emails: 4/2 to alumni office with campaign kickoff message; 4/2 to committee for soliciting alumni participation in the campaign; 4/7 – 4/18 multiple emails to alumni office, PR chair, and board president regarding campaign quotes and giveaways; 4/22 email to giveaway winners; 4/24 Thank You email to committee

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 Complete. - Membership Campaign moved to the spring: 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 Complete.

- Goal 4: Research and present a new graduate gift for the July/December & May ceremonies.
 - Complete.

Next Steps

- None

Celebrations or Accolades

- The entire committee for working hard to make the membership recruitment campaign a success.
- Special shout out to Flapp for recruiting the most alums to share their “W”.

Concerns or Motions for Action

None at this time



Committee Name: Mentoring Committee

Committee Type: Special

Meeting: 2024 Summer Board Meeting

Date Submitted: July 6, 2024

Submitted by: Heather F Stone, IPP

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This committee will work to strengthen the relationship with current students, cultivating them for active membership in the MUWAA upon their graduation.

Committee Members

Phillip “Flapp” Cockrell

Elizabeth Yoste Whittington

Trey Harper

Jenny Katool

Shelly Davis

Committee Activities

- Email
- Zoom Meetings

Goals and Progress to Date

1. Plan & execute the annual **B.L.U.E.** networking event focused on professional development of students featuring alum panel speakers and non-alum keynote speaker.
 - a. The committee hosted B.L.U.E. on Thursday, February 8, 2024, with theme, “Making Connections that Matter.”
 - b. The event was held on The W campus in the Pope Banquet Room of the Hogarth Dining Center with students, alum, friends of The W and community attendees.
 - c. The keynote speaker for the sixth annual event was Lori Spicer Robertson, vice president and chief diversity, equity and inclusion officer for St. Jude Children’s Research Hospital. Keynote speaker held an interactive network ice breaker and it was well received.
 - d. Alumni panelists were Dr. Phillip “Flapp” Cockrell (2003), LeAnn Alexander (2013), and Elizabeth Yoste Whittington (2000).
 - e. MUWAA Public Relations Committee supported promotion of event with a press release, [here](#). Other marketing included MUWAA social media, Alumni Membership emails, distribution of printed and electronic flyers on-campus and via faculty & student database.
 - f. The committee decided to make the 2024 event hybrid with a handful of alum participants. The in-person network ice breaker also translated to the online chat space for online attendees to attend. This was well-received as well.

2. Research and begin building **Student + Alum Mentorship Program** in coordination with MUW Career Services.
 - a. The committee has also been in contact with the new director of Career Services, Elise Wilson, to discuss ways that alumni mentoring can augment existing career services; for example: during spring fling offer a student and alumni mixer based on area of study (healthcare, education, etc.) or specific need (job hunting, resume skills, etc.)
 - b. Elise has discussed using the Handshake app to encourage mentoring and networking.
3. Plan & lead **Spring Fling 2024** event during Homecoming for all Seniors focusing on Resume review, new headshot, etc.
 - a. The committee hosted professional head shots for Juniors and Seniors. The first time promoting for Juniors. Photos taken by MUW Photographer Chris Jenkins.
 - b. Students received head shots, gift bags and printouts from the Career Services about best practices on how to build a cover letter and resume.

Next Steps

- Recommend working ahead of 2025 B.L.U.E. event to secure date and speaker before fall. Also, recommend acquire engagement with the on-campus student organizations to drive in-person attendance, and partner with Alumni Office on local business sponsorships to continue to hold this event as self-funding and sponsor student participation fee.
- Recommend further discussion between 2024-2025 Mentoring Chair & Career Services Director Elise Wilson on how to develop a partnership with professional alums + students centered around career readiness and mentorship.
- Recommend considering a way to integrate Career Services in Spring Fling offering.

Celebrations or Accolades

- Elizabeth Yoste Whittington contributed a goal tracking document and budget for the committee.
- John Jacob Miller, chair of the MUWAA Diversity Equity and Inclusion committee, has joined meetings to see how these MUWAA two committees can complement one another in activity planning and outreach.

Concerns or Motions for Action

- None at this time.



ALUMNI
ASSOCIATION

Committee Name: Strategy & Support Committee

Committee Type: Special

Meeting: 2024 Summer Board Meeting

Date Submitted: June 27, 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 (6) meetings and one (1) round of 1:1 calls via Zoom so far this board year.

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.
2. The Year End Board Service Survey launched on September 13th with 13 responses collected.
3. A list of five (5) potential apps were collected from committee members that had prior experience with them and deemed them user-friendly.
4. The external one-sheeters were completed for all 13 committees and were distributed to the 2024-2025 Committee Chairs to use for committee member invitations for the new Board year.
5. The internal one-sheeters were completed for all 13 committees and will be placed in the General Information Dropbox folders for each committee for resource.

Next Steps

All committee goals were completed for the 2023-2024 Board year.

Celebrations or Accolades

1. Cheers to Bridget Smith Ellis for killing it as a rockstar student during the first year of her Masters program!
2. Congratulations to Ashley Dean on her election as the incoming President-Elect for the 2024-2025 Board year!
3. Thank you, Annie Oeth, for your keen attention to detail and superb writing skills this year on the new committee one-sheets which will assist greatly in committee member recruitment.
4. Congratulations Nick Wright on his marriage!

Concerns or Motions for Action

None at this time.



Committee Name: Diversity, Equity, & Inclusion

Committee Type: Special

Meeting: 2024 Summer Board Meeting

Date Submitted: June 28, 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, equity, and inclusion to encourage interest in active participation.

Committee Members

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

Committee Activities

- The Committee has worked to make connections between alumni and between alumni and students. This has allowed the committee to assist with community building and professional development.
- The Committee has facilitated and participated in conversations with alumni and leadership regarding the state of political activity and the role of advocacy in the Association's future activities.
- The Committee has conducted handover meetings between the outgoing and incoming DEI Chairs.

Next Steps

- The transition of the chair from John Jacob Miller to Tekita Bankhead.
- The assembly of the 2024 – 2025 DEI Committee.

Concerns or Motions for Action

- None at this time.



ALUMNI
ASSOCIATION

Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2024 Summer Board Meeting

Date Submitted: 07/05/2024

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.

Bridget Smith Ellis, chair

Dawn Casaus

Kelsey Cockrell

Shelly Davis

Shasta Nance Dodd

Ashley Elkins

Committee Members

Committee Activities

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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 shared content from Homecoming via social media stories
- ▶ The DMC has worked in tandem to support the “Why Do You W” campaign
- ▶ 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 (3/19/24-7/4/24)	<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>	
	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 (4/6/24-7/4/24)	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 *1474 posts *2 Videos *Stories 212	*12 are non-followers vs 171 followers *171 posts *17 Reels *9 Stories	*Overall 18 *Follows: 32 *Unfollows: 14			
	Impressions: 10,161					
-37.90%						
X (3/19/24-7/4/24)	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>		
	2	96	961	3.8K		
	no change	43%	2+	-3.05% loss		
	*Twitter analytics continue to change and not reliable					

Next Steps

- DMC works to finalize and utilize the Digital Publicity Handbook in coordination with the PR committee
- DMC maintains MUWAA Branding Guidebook

Celebrations or Accolades

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Concerns or Motions for Action

None at this time

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2024– 2025 PROPOSED STANDING AND SPECIAL COMMITTEES**

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Nominations and Elections Committee Chair: Heather Fasciocco Stone Board Office: MUWAA Immediate Past President</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Partner & secure nominations for all open MUWAA positions with a focus on aligning with our alumni population. 2. Provide a slate of no more than 10 nominees to University Director of Alumni Relations and MUWAA President according to Policy & Procedure recommended timeline. 	<p>This Committee shall be chaired by the Immediate Past President of the Association. The Board of Directors will elect four voting members of the Association to serve on this Committee, with input from the University’s Director of Alumni Relations. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association.</p>	<ol style="list-style-type: none"> 1. Heather Fasciocco Stone (chair) 2. 3. 4. 5. 6. (Alternate)
<p>Bylaws Committee Chair: Terry Gargano Coffey</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Review the Bylaws and Policies and Procedures documents to renew and refresh both for grammatical errors, updated language and anticipated suggestions for change. 2. Consider adding frequently used Board templates such as the motion card, board report and annual report templates to governing documents for continued standard use. 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 	<p>This Committee is responsible for reviewing the Bylaws and recommending changes when necessary to the Board of Directors and ensuring Policies & Procedures are in keeping with Bylaws.</p>	<ol style="list-style-type: none"> 1. Terry Gargano Coffey (chair) 2. Clare Haefner (board) 3. Spence Andrews 4. Lynne Schneider 5. Lydia Quarles 6. Monique Jenkins 7. Del Ohms Hamilton 8.

<p>added to the governing documents for standard reference.</p>		
<p>Recruitment and Retention Committee Chair: LeAnn Alexander</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 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. 2. Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the Faculty Grants, Student Scholarships & Alumni Award recipients. 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. 	<p>This Committee shall support the University in coordination with the Vice President for Student Services in the University’s recruitment and retention of students and faculty. This committee will be responsible for identifying and recognizing the various faculty awards and grants, as well as the scholarships awarded by the Association.</p>	<ol style="list-style-type: none"> 1. LeAnn Alexander (chair) 2. Bayleigh Vick (board) 3. Sydney Pittman 4. Lamon Stapleton 5. Nicole Rensink 6. Carrie Niemet 7. Cydney Archie
<p>Chapters and Constituency Groups Committee Chair: Cynthia Kittrell</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 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. 	<p>This Committee shall work to increase active participation in the Association and shall develop chapters and constituent groups in coordination with the University’s Director of Alumni Relations.</p>	<ol style="list-style-type: none"> 1. Cynthia Kittrell (chair) 2. Anne Foster (board) 3. Nicole Rensink 4. Brynn Morgan 5. Michelle R. Wescovich <p>*New Group Formation Sub Committee:</p> <ol style="list-style-type: none"> 1. Amelia G. Smith 2. Denise Geter 3. Lyndsay Cumberland 4. Mary-Madeleine (Maddy) Norgard Sielu 5. Melissa Braden Roberts

<ol style="list-style-type: none"> 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. 		
<p>Special Events Committee 2024 LBLA Chair: Bayleigh Vick 2025 Magnolia Mingle Chair: Audrey Littlejohn</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Plan and execute the 12th Annual Long Blue Line Auction in Fall 2024 and 4th Annual Magnolia Mingle during Spring Homecoming. 2. Implement new LBLA Fundraising intern to assist with the planning, inventory and coordination of auction items and events. 3. Partner with the MUWAA Digital Marketing and Public Relations Committees to create an online campaign following the Auction to highlight bidding stories. 	<p>This Committee shall assist in coordinating the participation of Association members in support of formal programs and special activities planned by the Association President or the University. The committee will consult with the University's Director of Alumni Relations regarding these events.</p>	<p>LBL Auction Sub Committee (Fall 2024):</p> <ol style="list-style-type: none"> 1. Bayleigh Vick (Chair) 2. Audrey Littlejohn (Co-Chair) 3. J'Markus Dubose (board) 4. Bridget Smith Pieschel 5. Abi Wiggins 6. Katelyn Ayers DuBose 7. Karla Ayers 8. Lyndsay Cumberland <p>* Mag Mingle Sub Committee (Spring 2025):</p>
<p>Finance Committee Chair: Anne Swearingen Board Office: MUWAA Treasurer</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Work with the Alumni Office to create a basic Finance SOP for reconciliation needs with quarterly reports. 	<p>This Committee develops and manages a budget for the Association and ensures that the Association complies with the provisions in the Affiliation Agreement related to finance.</p>	<ol style="list-style-type: none"> 1. Anne Swearingen (chair) 2. Dana Jackson (board) 3. Kim Jobe 4. Elaine Evans 5. Sunshine Bradshaw Burgess

<ol style="list-style-type: none"> 2. Provide the Board with quarterly updates regarding Association funds and accounts. 3. Work with the Digital Marketing Committee and Public Relations Committees to create and promote awareness content for social media. 		
<p>Public Relations Committee Chair: Annie Oeth</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Promote MUWAA Annual, Special & Committee events and/or awarded persons through press release and/or print advertising especially Long Blue Line Magazine. 2. Continue engagement of print advertisement and guest authorship in The Spectator with an emphasis on featuring Board year kickoff and Homecoming articles. 3. Partner with the Chapters and Constituency Group Committee to highlight and promote new alumni chapter creations, current alumni chapter events, and all alumni chapter membership interest via quarterly print publications such as Visions. 4. Consider creating a publication directory and annual timeline for future PR leaders of campaign sequence for print advertisements and press releases. 	<p>This Committee shall, in coordination with the University’s Director of Alumni Relations, create, produce, and disseminate information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.</p> <p>Target Goal: To focus on print and press release aspects of marketing and public relations for the MUWAA and work in tandem with the Digital Marketing Committee.</p>	<ol style="list-style-type: none"> 1. Annie Oeth (chair) 2. Debra Sturgis Stamps (board) 3. 4. 5. 6. 7. 8.
<p>Past Presidents Committee Chair: Symone Bounds</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Engage all Past Presidents in a service campaign and project to refresh Puckett House. 	<p>This Committee serves as a support and advisory group for the current President and Board of Directors.</p>	<ol style="list-style-type: none"> 1. Symone Bounds (chair) 2. Heather F. Stone (IPP) 3. Katy Canion Pacelli 4. Jenny Katool 5. Andy Thaggard 6. Deborah Hodges 7. Courtney Murtaugh

<ol style="list-style-type: none"> 2. 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. 3. 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. 		
SPECIAL COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Membership Recruitment Committee Chair: Monique Jenkins</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Distribute the MUWAA gift to new members of the Long Blue Line at each University commencement service on campus. 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. 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. 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. 	<p>The Committee aims to grow membership and encourage participation in the Association and University activities by educating new graduates about the Association, hosting a membership drive to re-engage current alumni and recruit new members, and supporting University activities and events as needed.</p>	<ol style="list-style-type: none"> 1. Monique Jenkins (chair) 2. Elysa MacClellan (board) 3. 4. 5. 6. 7. 8.

<p>Mentoring Committee Chair: Kristie Metcalfe</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Plan & execute the 8th Annual B.L.U.E. networking event focused on the professional development of students featuring a dynamic yet relatable topic that will engage students and alumni, a diverse alumni panel of speakers and a well-rounded, non-alumni keynote speaker. 2. Plan and execute a new Spring event during Homecoming that produces mentorship relationships between Junior/Senior students and active alumni across multiple fields of academia and corporate work. 3. Partner with Digital Marketing and Public Relations committees to promote a buildup of social content including but not limited to the save date for B.L.U.E. by October of the Fall semester. 	<p>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.</p>	<ol style="list-style-type: none"> 1. Kristie Metcalfe (chair) 2. Trey Harper (board) 3. Amber Parker 4. Jitoria Hunter 5. Courtney Murtaugh 6. Jennifer O’Connell 7. Audra Odom 8. Janet Watson 9. Mary-Madeleine (Maddy) Norgard Sielu
<p>Strategy and Support Committee Chair: Ashley Dean Board Office: President-Elect</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Distribute the Year End Board Service Survey to all 2023-2024 Board members and Committee Chairs. 2. 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. 	<p>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.</p>	<ol style="list-style-type: none"> 1. Ashley Dean (chair) 2. Phillip Cockrell (board) 3. Debra Sturgis Stamps (board) 4. Annie Oeth (board) 5. Andrea Germany (board)

<ol style="list-style-type: none"> 3. 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. 4. 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. 		
<p>Diversity, Equity, and Inclusion Committee Chair: Tekita Bankhead</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Research & consider recommendation to MUWAA board regarding committee name change that proactively prevents legislative concerns surrounding DEI initiatives in institutions of higher education. 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. 3. Create a new Homecoming event to introduce forward moving conversations focused on equitable experiences and inclusive conversations for alumni and students. 4. Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the 40 under 40 campaign and Homecoming event. 	<p>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.</p>	<ol style="list-style-type: none"> 1. Tekita Bankhead (chair) 2. Terry Gargano Coffey (board) 3. 4. 5. 6. 7. 8.

<p>Digital Marketing Committee Chair: Clare Haefner</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 1. Engage monthly with Board of Directors through the new Media Drop-In calls gathering organic and event-driven content that entertains, inspires, educates, and call-to-action telling the MUWAA story. 2. Using post engagement analytics on high traffic events from the 2023-2024 Board year, collaborate with Public Relations and all Board committees to highlight new and recurring event campaigns to secure ongoing monthly social media content as well as eased transitioned for new initiatives of like targeted audience. 3. Start the search for a new social media management software that produces better analytics across all social media platforms. 	<p>The Committee shall, in coordination with the University’s Director of Alumni Relations and in alignment with the MUWAA Public Relations Committee, create, produce, and disseminate digital and social media information on behalf of the Association and work to project a positive image of the University, the Association, and former students. The Committee also will help ensure all information maintains the brand standards of the University and the Association.</p>	<ol style="list-style-type: none"> 1. Clare Haefner (chair) 2. Jonathan Cumberland (board) 3. Nicole Rensink 4. Carrie Niemet 5. Mera Ariel Seawell 6. Madeline Giancola
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NOTES:

- Each board member must serve on at least one committee
- Except for the Nominations and Finance Committees, Standing Committees can have only 8 members and all committee members must be active members of the Association.
- No less than 5 members on each standing committee
- No more than 8 members on each standing committee
- No more than 2 board members on each standing committee

*New Group Formation Subcommittee has been added to Chapters & Constituency Groups this year to focus solely on formulation of new college-based groups and alumni chapters from interest to execution.

*Magnolia Mingle Subcommittee will be filled before Winter Board Meeting as a new Co-Chair term will be starting.

These rules do not apply to “special” committees (Membership, Mentoring, Strategy, or D&I) or subcommittees. They too just need to be active members.

Mississippi University for Women Alumni Association
Budget to Actual Analysis
Proposed As of 6/30/24

	2016-2017		2017-2018		2018-2019		2019-2020		2020-2021		2021-2022		2022-2023		2023-2024		2024-2025	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
26062 - Activities Fund Expenses:																		
Insurance Policy (See Note 1)	\$1,000.00	\$916.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00
Advertising	\$500.00	\$352.00	\$500.00	\$261.00	\$500.00	\$150.32	\$500.00	\$250.00	\$500.00	\$100.36	\$500.00	\$0.00	\$500.00	\$0.00	\$500.00	\$135.00	\$800.00	\$0.00
Travel	\$2,000.00	\$0.00	\$2,500.00	\$2,500.00	\$1,000.00	\$989.38	\$1,500.00	\$0.00	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$2,500.00	\$1,195.76	\$3,500.00	\$0.00
Board Member Recognition (See Note 2)	\$500.00	\$365.07	\$500.00	\$235.72	\$400.00	\$357.01	\$500.00	\$354.56	\$500.00	\$401.91	\$500.00	\$597.75	\$500.00	\$139.23	\$600.00	\$246.77	\$600.00	\$0.00
Alumni Awards	\$500.00	\$316.70	\$500.00	\$332.00	\$400.00	\$343.00	\$500.00	\$265.00	\$500.00	\$430.00	\$500.00	\$428.91	\$500.00	\$0.00	\$500.00	\$180.00	\$500.00	\$0.00
100th Night/Student Event	\$1,000.00	\$498.44	\$1,000.00	\$1,000.00	\$1,000.00	\$572.37	\$1,000.00	\$0.00	\$1,000.00	\$900.00	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$1,000.00	\$0.00	\$1,200.00	\$0.00
New Faculty Luncheon	\$900.00	\$544.10	\$900.00	\$634.78	\$800.00	\$634.78	\$800.00	\$634.78	\$800.00	\$750.00	\$800.00	\$741.30	\$800.00	\$800.00	\$800.00	\$887.78	\$1,000.00	\$0.00
Document Storage	*****	*****	*****	*****	*****	*****	*****	\$500.00	\$0.00	\$200.00	\$199.00	\$200.00	\$0.00	\$200.00	\$199.00	\$200.00	\$199.00	\$200.00
Professional Development	*****	*****	*****	*****	*****	*****	*****	*****	\$400.00	\$100.00	\$400.00	\$0.00	\$400.00	\$0.00	\$400.00	\$0.00	\$400.00	\$0.00
Board Retreat	*****	*****	*****	*****	*****	*****	*****	*****	\$400.00	\$331.24	\$400.00	\$0.00	\$400.00	\$0.00	*****	*****	*****	*****
Blues Week T-Shirts for Students	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	\$800.00	\$800.00	\$1,000.00	\$800.00	\$1,000.00	\$0.00
Past President Pins (Note 3)	*****	*****	*****	*****	*****	*****	*****	*****	\$1,300.00	\$1,267.70	\$0.00	\$0.00	\$2,500.00	\$0.00	\$1,400.00	\$1,381.29	\$1,500.00	\$0.00
BLUE Event (See Note 4)	*****	*****	*****	*****	\$500.00	\$500.00	\$500.00	\$0.00	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Long Blue Line Auction (See Note 5)	\$500.00	\$123.23	\$500.00	\$0.00	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Student Graduation Gifts for Next 2 Years	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	\$2,000.00	\$317.85	\$2,000.00	\$317.85	\$2,500.00	\$3,795.52
Digital Marketing Scheduling Platform (See Note 6)													\$600.00	\$0.00	\$550.00	\$209.72	\$550.00	\$0.00
DEI Workshops/Events (See Note 7)													\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$2,000.00	\$0.00
26062 Total Budgeted Expenses:									\$8,600.00	\$4,480.21	\$10,600.00	\$2,885.81	\$13,700.00	\$2,256.08	\$14,150.00	\$9,030.84	\$15,750.00	\$0.00
26108 - LBLA Fund Expenses:																		
Greater Giving Annual Fee (See Note 8)									\$2,395.00	\$2,562.65	\$6,000.00	\$0.00	*****	*****	*****	*****	*****	*****
Give Smart Annual Fee (See Note 9)									*****	*****	*****	\$2,695.00	\$2,695.00	\$0.00	\$2,695.00	\$2,562.65	\$2,695.00	\$0.00
Auction Storage Unit															\$180.00	\$2,160.00	\$0.00	\$0.00
Advertising, Signage, & Shipping Fees									\$1,000.00	\$385.66	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$1,000.00	\$897.36	\$1,500.00	\$0.00
Partial Shattuck Payment (See Note 10)														\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00
28107 - Mortar Board Faculty Member of the Year Award:																		
Mortar Board Faculty Member of the Yr. (See Note 11)			\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
28108 - MUW Faculty Enhancement Grant:																		
Faculty Enhancement Grant (See Note 12)	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00	\$992.55	\$1,000.00	\$998.06	\$1,000.00	\$333.33	\$1,000.00	\$672.73	\$1,000.00	\$500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
28109 - MUW New Faculty of the Year Award:																		
New Faculty of the Yr. Award (See Note 12)	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$349.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$965.72	\$1,000.00	\$0.00
28119 - BLUE Event Expenses:																		
Event is self-funded.											*****	*****	*****	*****	*****	\$1,476.58	*****	*****
28238 - Magnolia Mingle Event																		
Event is self-funded.											*****	*****	*****	*****	*****	*****	*****	*****
Advertising, Signage, Transaction, & Shipping Fees													\$1,000.00	\$837.61	\$1,000.00	\$0.00	\$1,500.00	\$0.00
Money Awarded to Drawdown Prize Winner													\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$0.00
Cups and Koozies																\$694.82	\$1,000.00	\$0.00

Partial Shattuck Payment (See Note 10)															\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00	
28523 - MUWAA First Generation College Student Scholarship (Restricted):																				
First Generation College Student Scholarship (See Note 13)															\$0.00	\$0.00	\$1,000.00	\$752.22	\$1,000.00	\$0.00
28224 - LBL UR Scholarship Fund (Restricted):																				
UR Scholarships (See Note 14)															\$1,000.00	\$0.00	\$1,000.00	\$701.48	\$1,000.00	\$0.00
<i>Total Budgeted Expenses</i>															\$25,895.00	\$26,093.69	46,345.00	39,410.27	48,945.00	0.00

- Notes: (1) Insurance policy (\$916) was paid by the University and therefore was not taken from our budgeted funds during the years noted as \$0.
- (2) The board member recognition gifts purchased in 2021-2022 also included gifts to be given in 2022-2023; Gifts purchased in 2023 - 2024 included also gifts to be given in 2024 - 2025. Note: Includes outgoing board members and Immediate Past President.
- (3) Past Presidents pins were last purchased during 2023-2024 BY to cover next few following BYs.
- (4) BLUE Event generated enough funds during 2019-2020 to be self supporting, so no funds were needed from the Activities Fund budget.
- (5) Long Blue Line Auction is now self supporting, so it has been excluded from the MUWAA Activities Fund budget since 2018.
- (6) Funds requested to support Digital Media scheduling platform (Social Bee) to assist with social media posting, scheduling, and analytics. As of May 2023, \$43/month.
- (7) Funds requested to support the Diversity, Equity & Inclusion Committee with its DEI Workshops & events.
- (8) Actual Expenses exceeded budget for the LBLA Greater Giving Annual Fee by 7% due to taxes being charged on the stated fees. Higher budget in 2021-22 due to possible Greater Giving Contract renewal. Vendor change in 2021-2022 to Give Smart.
- (9) Give Smart replaced Greater Giving. Three-year contract thru 2024.
- (10) Shattuck Support approved by the Board in the 2022 - 2023 Board Year. Board will donate a total of \$80k at the rate of \$20k starting from the 2022 - 2023 BY until the 2025-2026 BY for the naming of the Reception Area in the MUWAA's honor.
- (11) Mortar Board Faculty Member of the Year Award (\$1,000) was paid by the University during the years noted as \$0. \$1,000 to be added in the budget to fund the scholarship until the 2025 - 2026 BY. It will pay out on its own for the full amount during that BY.
- (12) \$1,000 to be added in the budget to fund the scholarship until the 2025 - 2026 BY. It will pay out on its own for the full amount during that BY.
- (13) \$1,000 to be added in the budget to fund the scholarship annually until endowed. Note: Fully endowed means \$25,000 level for 3 years to pay out the full amount.
- (14) \$1,000 to be in budget to fund scholarship until the 2026 - 2027 BY. It will pay out on its own for the full amount during that BY.



Event Title

Event Date, Year

OVERVIEW

Synopsis of workshop/event.

GOALS FOR DIGITAL/PRINT MARKETING

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

PRINT TIMELINE

PRESS RELEASE

MM.DD.YY: specific text

DIGITAL TIMELINE

EMAILS

MM.DD.YY: specific text

FACEBOOK

MM.DD.YY: specific text

INSTAGRAM

MM.DD.YY: specific text

TWITTER

MM.DD.YY: specific text

Initial meeting date:

Approval date:

Finished promotion date:

Committee Chair: