



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

2023-2024 MUWAA BOARD OF DIRECTORS - WINTER MEETING

January 20, 2024

Virtual | Zoom

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

Saturday, January 20

UNIVERSITY UPDATE | 10:00 a.m. CST

Zoom | MUW President Nora Miller, '83

VIRTUAL EXCLUSIVE CAMPUS EXPERIENCE | 10:30 a.m. CST

Zoom | Cynthia Mutch | MUW Yoga Instructor

PROFESSIONAL DEVELOPMENT | 10:50 a.m. CST

Zoom | Melissa Parsons | Associate Director of Business, Student & Member Services
MUW Campus Recreation

BUSINESS SESSION | Following Professional Development

Zoom | Agenda below

Mississippi University for Women Alumni Association

Board of Directors | Order of Business

- I. **Call to Order & Roll Call**
- II. **Adoption of the Agenda**
- III. **President's Welcome**
- IV. **Ratify Votes**
- V. **Alumni Office Report**
- VI. **Foundation Report**
- VII. **MUWAA Officers Reports**
 - Parliamentarian
 - Secretary
 - Treasurer
- VIII. **Standing Committee Reports**
 - Nominations & Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- IX. **Special Committee Reports**
 - Membership Recruitment
 - Mentoring
 - Strategy & Support
 - Diversity, Equity & Inclusion
 - Digital Marketing
- X. **Unfinished Business**
- XI. **New Business**
 - MUWAA First Generation College Student Scholarship
 - Special Events Committee Members (Magnolia Mingle)
- XII. **Open Forum**
- XIII. **President's Closing Comments**
- XIV. **Announcements**
- XV. **Adjourn**



MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

FALL BOARD MEETING

Hybrid Meeting: In-Person at Fant Memorial Library, Gail Gunter Room

and Zoom Call, 1:45 p.m. CST

Saturday, October 21, 2023

I. Call to Order & Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 2:18 pm CST

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

Phillip "Flapp" Cockrell

Terry Gargano Coffey

Ashley Dean

Annie Oeth

Heather Fasciocco Stone

Anne Swearingen

MUWAA Board Members present via teleconference were:

Symone Bounds

Bridget Ellis
Clare Haefner
Jenny Katool
Cynthia Kittrell
Jermarra Jones-Price
Debra Sturgis Stamps
Bayleigh Vick

MUWAA Board Members Absent:

J'Markus DuBose
Andrea Germany
Trey Harper
Michelle R. Wescovich
Nicolas T. Wright

Guests:

Katherine Shell Benson, Past Presidents Committee Chair
Wesley House Garrett, Parliamentarian
John Jacob Miller, DEI Committee Chair
Katy Canion Pacelli, Special Events Committee Chair, LBLA Lead
Audrey Littlejohn, Executive Administrative Assistant

Ex-Officio Members present:

Andrea Stevens, Executive Director

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 welcomed everyone to the meeting and thanked all for coming, and gave some recent highlights on how MUWAA has executed over 10 save the date ads, press releases and stories for the December *Visions*. President Stone encouraged Board members to continue to connect with fellow alumni, nominate them for Alumni Awards, and encourage all "W" friends and alumni to get more involved and engaged with the Alumni Association.

IV. Ratify Votes

The MUWAA Spring Board Meeting Minutes were approved with a vote of 19/19 members via email on August 22, 2023.

V. Alumni Office Report

Andrea thanked all for coming and thanked her team for a successful Welty Gala!

She gave a brief recap of the five previous alumni events that have taken place since we last met, including two alumni events in Jackson, two events in Columbus, and one Mid-South Chapter event. She then gave a list of upcoming alumni events:

- November 18, 2023: Mid-South Alumni Chapter Brunch
- December 2, 2023: Leslie Farrell Threadgill Lecture and Artist Series Holiday Concert.
- December 10, 2023: Lowndes County Alumni Chapter Holiday Parade Watch Party
- December 14, 2023: Mid-South Alumni Chapter Virtual Holiday Event
- December 16, 2023: Gulf Coast Alumni Chapter Annual Meeting
- January 27, 2024: Jackson Metro Alumni Chapter Biennial Business Meeting
- February 3, 2024: Houston, Texas, Alumni Gathering
- April 4-7, 2024: Homecoming

Andrea also gave an update on the Alumni Director search. The search committee has worked tirelessly to review applications and resumes. They are currently down to three potential candidates. She mentioned that this will be a challenging decision but is very excited. Andrea and her team are hoping to have a new Director placed by the end of the calendar year.

VI. Foundation Report

MUW Foundation Chair: Jenny Katool

Good news! In FY 23, over 2.2 M was awarded to 766 students for scholarships. We had an increase in new donors for this fiscal year, totaling out at 549 new donors. There was a decrease in total number of donors from the last fiscal year, our final number for this FY is 2,373, which is around 600 donors from our goal of 3,000.

Jenny encouraged all to start outreach to help get to that 3,000 donors to give and become active alumni. She thanked Andrea and the Alumni office team for all their hard work to put on the Welty Gala this year. The event was incredibly successful!

“Flapp” Cockrell asked if the office reaches out to donors who did not donate last year but have donated in the past. Andrea said that their office is working on a survey that will poll alums on if they give, why they give, etc., by the end of the calendar year. She mentioned that retaining new donors is very important, encouraging all to give at the same time every year to get donor numbers back up.

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:

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$24,806.53
Long Blue Line Auction Fund (26108)	\$25,341.40
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00
BLUE Event Fund	\$4,910.14
LBL Undergraduate Research Scholarship Fund (28224)	\$255.00
Magnolia Mingle Event Fund (28238)	\$15,827.30

MUWAA First Generation College Student Scholarship (28523) \$1,000

Total MUWAA Restricted Funds held at MUW Foundation: \$78,684.71

*Totals are draft balances as of 09/30/2023

Endowed Accounts:

Culinary Arts Advisory Board Scholarship (35287) \$21,022.11

Southern Grace Scholarship (36062) \$46,311.87

MUWAA Faculty Enhancement Grants (36109) \$25,000.00

MUWAA Mortar Board Faculty of the Year Award (36110) \$25,000.00

MUWAA New Faculty of the Year Award \$25,000.00

MUW Legacy Scholarship Endowed \$60,090.79

LBL Undergraduate Research Scholarship Endowment: \$25,000.00

Total MUWAA Endowed Funds held at MUW Foundation: \$227,424.77

*Totals are Audited Market Value as of 09/30//2023

The following check requests were approved for payment:

Fund Number & Name	Date	Description	Amount
26062	6/27	MUWAA new graduate gifts	\$985.22
26062	8/4	Blues Week T-shirts	800.00
26062	8/17	New Faculty Luncheon	887.78
		TOTAL	\$2,673.00

VIII. Standing Committee Reports

Nominations & Elections

Chair: Symone Bounds

Symone stated that all committee members have been notified and are excited to serve. This committee will start soliciting nominations for all positions and provide a ballot of no more than 10 candidates for the 2023-24 MUWAA Board of Directors to elect for the upcoming year. They will begin meeting in the near future.

This committee will be posting a ton of social media posts and encouraging all to share and get their friends involved so we have a balanced Board class for the upcoming year!

Bylaws

Chair: Terry Coffey

This committee has compiled a document including the current and proposed descriptions of the five special committees that will be slated for a vote for Board approval.

If approved by the board, this committee will place the five special committee descriptions into the Policies and Procedures document as an appendix available to the entire Association.

Recruitment & Retention

Chair: Ashley Dean

Alumni Awards nominations are now open! Ashley encouraged all to go ahead and nominate alums for awards. Ashley will be sending out an email in early December to vote on nominations, she also encouraged all to nominate at least one person for an award

This committee is still working to tweak the name of the Recruitment and Retention committee that aligns better with committee description and mission.

Chapters & Constituency Groups

Chair: Cynthia Kittrell

This committee is currently working on the list of chapters and constituency groups and split into four groups, meaning each member will reach out to 16 different chapter and constituency groups to ensure we have the correct contact information and to offer support from the Association or Alumni office if they need it.

Upcoming events and exciting announcements:

- Houston-area interest meeting: February 3, 2024. "Save the Date" will be sent to around 1,000 Texas Alums
- Houston -area interest meeting scheduled for February 3, 2024. Working on "Save the Date" postcards to around 1,000 Texas alums.
- This committee is supporting Ariel Seawell as she's working to develop a Central Florida Chapter.
- There is possible interest by Paralegal alums to organize a chapter, more information TBA.

Special Events

Chair: Katy Canion Pacelli

The LBLA was a success! Katy reported the final numbers:

- The LBLA raised a total of \$12,170 from 34 sponsorships alone (this number includes individual, organizations, and champion sponsorships), this is a decrease of \$139 from last year but still a huge success!
- There were a total of 190 different items available for bidding
- 72% MUWAA Board participation rate
- At the time of this meeting, Katy is still working on finalizing shipping the last few items. All winners should receive their items soon!
- BlackList Alumnae Association held the top Champion spot, excellent job!
- At the time of this meeting, this committee is finalizing the total revenue raised, but it is over \$30,000

Katy shouted out and thanked all board members and committee members for all their support, gifts, donations, social media shout outs.

Katy also gave special shout outs to Symone Bounds for all her hard work taking pictures, Bridget Smith Pieschel for social media, and Cynthia Kittrell's spreadsheet of all donors she created.

Finance

Chair: Anne Swearingen

The official report from this committee was given at the beginning of the meeting.

Public Relations

Chair: Annie Oeth

This committee has been working with the special events committee to complete stories on both Magnolia Mingle for Long Blue Line and a news release for the Long Blue Line auction shared by MUW media and *The Spectator*.

This committee will write stories on MUWAA scholarship winners and share with their hometown media, *The Spectator*, and Columbus area media. Annie gave a special shout out to Many Bowers for her outstanding work on the Long Blue Line news release.

Past Presidents

Chair: Katherine Shell Benson

The Past Presidents committee planned a brunch meeting this morning, and it was a success!

This committee is working to engage past Presidents and Board in a service project to benefit university efforts and encourage Past President giving. They are also working on restocking Homecoming ribbons for the upcoming year.

IX. Special Committee Reports

Membership Recruitment

Chair: Monique Jenkins

President Stone gave the following report on Monique Jenkins' behalf.

This committee met in the summer to give the new grads a mug as a welcome to the Association gift at summer commencement and plan to do the same for the December commencement.

This committee has met twice this year to begin planning a membership campaign to encourage new membership/giving and will launch the campaign soon! Campaign dates: October 30-November 3, 2023

This committee is also planning on sponsoring another event at Homecoming to increase alumni and student involvement since the 2023 Inaugural kickball game was such a success at Homecoming. More to come on that soon!

Mentoring

Chair: Andrea Germany

President Stone delivered this report on Andrea Germany's behalf.

BLUE will be February 8, 2024. Location TBA. This committee is working to select and confirm a keynote speaker and alumni panelists, and their next step is to finalize the moving pieces for this event such as food, PR, online platform, speaker/panelist gifts, etc.

This committee is also beginning the planning process for Spring Fling.

Strategy & Support

Chair: Jermarra Jones-Price

This committee sent out the 2023 Board Member End of the Year survey and letter to all outgoing members from the previous Board year on September 13th, and the recipients had two weeks to submit the survey. A total of 13 responses were captured, and data was sent to each

of the committee chairs. This survey will be officially titled "Year End Board Service Survey" moving forward.

This committee will be beta testing a Homecoming smartphone app featuring the Homecoming schedule, campus map, and daily itinerary. More information TBA.

Diversity, Equity, & Inclusion

Chair: John Jacob Miller

This committee is working on a schedule of potential dates, hot topics, and speakers for upcoming sessions for the spring 2024 season. Tentative schedule should be announced at the beginning of December. John Jacob asked that suggestions or potential speaker nominations be sent to him.

This committee will be planning a DEI round table, and is working with the new Director of Career Services, and supporting the Mentorship committee for BLUE collaboration and networking events.

Digital Marketing

Chair: Bridget Smith Ellis

The DMC team supported the Special Events committee by generating and sharing content, and interacting with posts related to the Long Blue Line Auction. Additionally, this committee has been responsible for developing social media content for the ongoing Alumni Awards nominations campaign.

This committee will remain dedicated to creating fresh content, such as a PSA Campaign focused on highlighting the benefits of active membership in MUWAA. DMC will continue to share, comment, and interact with chapter events/activities on social media.

Facebook	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>
	15	34	7.64	11.74%	42.7K
	-16.67% loss	-17.07% loss	2.46% growth	7.12% growth	-16.44% loss
Top Engagement Posts			Most Impressions		
6-16: Mid-South Chapter Event: 40.65%			9-8: Jackson Metro Welty Preview-3224 [Impressions] 504 [Total Engagement]		
7-23: LOCO Mtg: 23.7%			9-19: 2026 MUWAA Board Intro-3105 [Impressions] 324[Total Engagement]		
7-23: Jackson Metro Chapter: 20.73%			9-11:Mid-South Meeting Inivte -2059 [Impressions] 68[Total Engagement]		
Instagram	Account Reach	Account Engaged	Total Followers		
	792	160	802		
	23.4% growth	64.4% growth	3.7% growth		
	<small>*292 are non-followers vs 500 followers *914 posts *455 Reels *2 Videos *Stories 208</small>	<small>*12 are non-followers vs 148 followers *216 posts *25 Reels *1 Story</small>	<small>*Overall 29 *Follows: 44 *Unfollows: 15</small>		
Impressions: 7,962	Content Interactions: 310	Story Interactions: 5			
79% growth					
<small>* data: Jul. 5-Oct. 2</small>					
Twitter	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>	
	-1	23	955	1K	
	-92.31% loss	-30.30% loss		97.66% growth	
Top Engagement Posts			Most Impressions		
9-28: WMUW Annv.4.62%			9-1 OWLS-NCAA Div 3 Announce - 125 [Impressions] & 4 [Engagement]		
9-8: Jackson Metro Welty Preview 4.49%			9-23: Fall Season - 109 [Impressions] 2 [Total Engagement]		
9-27: MUWAA Officers: 3.92%			9-9: OWLS Cross Country - 91 [Impressions] 2 [Total Engagement]		

XII. Unfinished Business

There was none at this time.

XI. New Business

The 2023-2024 By-Laws committee has accomplished their first goal by reviewing the special committee descriptions. President Stone asked all to review the descriptions in their Board packets.

After reviewing the descriptions, Terry Gargano Coffey made the following motion:

The MUWAA Board of Directors approve the revised descriptions for special committees; Appendix G will be added to the Policies and Procedures document and contain the revised descriptions of the special committees.

Be it noted:

- A. The association needed a written record detailing the special committees. These committees are created at the pleasure of the President.

B. The special committees that have been created or will be created by the President are listed and described in Appendix G of Policies and Procedures.

There was no discussion, the motion passed unanimously.

XII. Open Forum

Flapp Cockrell asked about why minority groups were highlighted specifically, instead of all, in the new DEI committee description in the proposed strategic plan.

- The proposed description reads: “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.”
 - There was a good discussion on why there was a word change in the proposed strategic plan for DEI.
 - President Stone and Flapp engaged in a conversation regarding the definition and scope of the term "minority groups" in the context of diversity. They reached a consensus that this term encompasses various dimensions such as ethnicity, gender identity, sexual orientation, and religious affiliation, among others.

Katy gave a special shout out to Heather Stone for all the support she gave for the auction from Texas, assisting with social media comments and head of customer support

XIII. President’s Closing Comments & Announcements

President Stone wished all who will be celebrating a birthday, and thanked all for their unwavering support and dedicated to the MUWAA. She reminded all to nominate at least one alum or “W” Friend for an MUWAA Award, and to MAG= meet, attend, and give. She also gave some friendly reminders:

- Don’t forget about our social impact challenge: Create an original post about MUW or MUWAA. If it’s shared on either of our social media accounts, the member will receive 1 entry into the MM drawdown raffle at HC.

Upcoming events:

MUW Art Gallery Exhibitions: Now-November 4

Alumni Award Nominations: October 9-29

Membership Campaign: October 30-November 3

Committee Chair Call: November 7

Winter Commencement: December 1

Foundation Holiday Party: December 2

Committee Chair Call: December 12

BLUE: February 8

XVI. Adjournment

Meeting adjourned at 3:27 pm CST

MUWAA Treasurer's Report
As of 11/30/2023

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
Total MUWAA Endowed Funds held at MUW Foundation:	\$229,665.25

*Funds as of 11/30/23

Restricted Accounts:

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 11/30/2023)
Alumni Association Activities Fund (26062)	27,734.53	165.00 /(4,268.76)	23,650.77
Long Blue Line Auction Fund (26108)	15,009.68	39,527.17/ (11,427.28)	43,109.57
Mortar Board Faculty of the Year Award Fund (28107)	2,000.00		2,000.00
MUW Faculty Enhancements Grants Fund (28108)	893.34		893.34
MUW New Faculty of the Year Award Fund (28109)	3,651.00	(965.72)	2,685.28
BLUE Event Fund (28119)	4,910.14		4,910.14
LBL Undergraduate Research Scholarship Fund (28224)	359.91	(104.91)	255.00
Magnolia Mingle Event Fund (28238)	15,827.30		15,827.30
MUWAA First Generation College Student Scholarship (825.00	550.00	1,375.00
Total MUWAA Restricted Funds held at MUW Foundation:	71,230.90	40,242.17/ (16,766.67)	94,706.40



Committee Name: Nominations & Elections Committee

Committee Type: Special

Meeting: 2024 Winter Board Meeting

Date Submitted: January 3, 2023

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

- Conducted a committee meeting on November 8, 2023 at 7PM with the next meeting being scheduled for January 16, 2024 at 6PM
- Partnered with the Digital Marketing Committee to release several graphics to help promote for the upcoming nominations season and to help educate our alumni on the nominations process
- Currently working with the MUWAA President and President-Elect to release a video about the nominations and elections process and the importance for our alumni to be involved
- Letter submitted to the Office of Development and Alumni to release to the general membership announcing the start of the nominations time frame
- Nominations will open on January 11 and close on February 1

Goals and Progress to Date

- Board Elected New Committee Members at Summer 2023 Meeting
- Newly Elected Committee Members were reached out to 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.

Next Steps

- Continued utilization of newly developed tools for building a balanced board
- Next Committee Meeting Scheduled for January 16, 2024 at 6PM
- Nominations will open on January 18 and close on February 8
- Committee will review and vet all candidates as necessary and present a slate of candidates
- Slate will be released and election window will be made available to all eligible voters
- Committee will review all election results and inform the MUWAA President, MUW Director of Alumni Relations, and MUWAA Board of Directors all results
- After which the results will be announced
- Committee will work with the Digital Marketing Committee to develop social media posts/graphics to support the entire process

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Bylaws and Policies & Procedures

Committee Type: Standing

Meeting: 2024 Winter Board Meeting

Date Submitted: 1/3/2024

Submitted by: Terry Gargano Coffey, Chair

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

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

Function of the Committee

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

Committee Members

Terry Ann Gargano Coffey, Chair

Monique Jenkins

Lydia Quarles

Clare Haefner

Del Ohms Hamilton

Amy J. Lewis

Audra Odom

Committee Activities

- Meetings: none since October
- Emails: I have communicated with Heather via email and texting
- Calls: none

Goals and Progress to Date

- **Goal 1: Present revised P&P to the Board of Directors**
 - o Place the board-approved revised special committee descriptions in P&P
 - o Progress: Document as passed by the board in place;
 - o Progress: Needs to be proofread by the committee, new Executive Director, and President of MUWAA
- **Goal 2: Review P&P: It should reflect the Outstanding Undergraduate Research Scholarship and the MUWAA First Generation College Student Scholarship**
 - o Progress: must craft verbiage for two scholarships to be added to P&P

- o Progress: set time, date, and place to partner with Symone Bounds and Heather Stone (Immediate Past President and current President of MUWAA) to accomplish the task.
- o 1. Outstanding Undergraduate Research Scholarship
- o 2. MUWAA First Generation College Student Scholarship

Next Steps and Concerns *Please Note*****

We are having a busy start to the New Year, 2024, with a new director, Winter Board Meeting, and upcoming elections and awards, not to mention the Blue Event in February and Homecoming following Easter Weekend...and, of course, this is just an incomplete snapshot of how busy our association is at present.

The Bylaws and P&P Committee are waiting for action by the Mississippi State Legislature regarding a name change; we will be amending every single mention of the Association in both the Bylaws and Policies and Procedures if and when that name change is approved.

The Updates to Policies and Procedures for the OUR Scholarship and the First Gen College Student Scholarship are less time-sensitive than other upcoming MUWAA activities. We intend to have the scholarships entered into P&P before Heather's term as MUWAA President ends.

We had hoped to have this task accomplished before the Legislature moved on our name change, and that still could happen.

Celebrations or Accolades

None at this time

Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Recruitment and Retention

Committee Type: Standing

Meeting: 2024 Winter Board Meeting

Date Submitted: January 1, 2024

Submitted by: Ashley Dean, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

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

Committee Members

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

Committee Activities

Meetings: Zoom meeting Thursday, November 2 and Thursday, December 7

Emails: Notification emails sent to nominees to obtain bio packets. Notifications emails sent to winners and non-winners. Email sent to Provost to begin the selection process for The Faculty Enhancement Grants and the New Faculty Member of the Year.

Goals and Progress to Date

1. Research & consider recommendation to MUWAA board regarding committee name change that aligns better with committee description + mission.

Progress: Google doc has been created and ideas are being added

2. Identify and adhere to Policies & Procedures pertaining to Alumni Awards process with goal of opening nominations to Association no later than the first week of November.

Progress: Updated timeline to start nomination process second week of October (COMPLETED)

50 emails sent to nominees.

8 people did not respond.

1 declined.

39 accepted

Alumni Achievement-Elizabeth Yoste Whittington, Class of 2001

Distinguished Achievement-Wahnee Sherman

Alumni Service-Katy Canion Pacelli, Class of 2000

Outstanding Recent Graduate- Taylor Vick, Class of 2016

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: In Process

4. Collaborate with both MUWAA Public Relations & Digital Marketing Committees to promote recognition of the Faculty, Student & Alumni award recipients.

Progress: on going

Next Steps

Events: Alumni Award Winner presentation at Convocation on Saturday, April 6, 2024

Meetings: Zoom meeting Thursday, January 12 to work on updating P&P

Celebrations or Accolades: Congratulations to Ariel Seawell for graduating with her Masters!

Concerns or Motions for Action: Updating Policies and Procedures regarding Alumni Awards



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2024 Winter Board Meeting

Date Submitted: December 26, 2023

Submitted by: Cynthia Kittrell, Chair

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

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

Function of the Committee

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

Committee Members

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

Committee Activities

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

Goals

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

Progress to Date

- Houston -area interest meeting scheduled for February 3, 2024. "Save the Date" postcards sent to almost a thousand Texas alums. Venue selected and social media blitz will start the first week of January.
- Provided information and support to alum (Ariel Seawell) interested in developing a Central Florida chapter. No additional activity yet.
- Provided support for the new Math & Science Constituency Group (Shannon James). They already have a Facebook group.
- Possible interest by Paralegal alums to organize.
- Reviewed the Chapter & Constituency Guidelines with special attention to the types of groups (pages 1-2).

- 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 good feedback from many; however, no response from several. Will continue to work on this. Sent first update to alumni office. Remainder of contacts are in progress.

Next Steps

1. Committee members will review the video and toolkit links on the MUWAA webpage [Chapters - Mississippi University for Women Foundation \(muw.edu\)](#)
2. Committee members will review the Facebook Chapter & Constituency Groups page <https://www.facebook.com/groups/MUWAACCG>
3. Brainstorming ideas for ways to re-energize inactive chapters and groups. Looking at social media as the best vehicle for this as many groups indicated they have not met in person since COVID.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Special Events

Committee Type: Standing

Meeting: 2024 Winter Board Meeting

Date Submitted: January 2, 2024

Submitted by: Bayleigh Herron Vick, Chair

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

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

Function of the Committee

This Committee shall assist in coordinating the participation of Association members in support of formal programs and special activities planned by the Association President or the University. The committee will consult with the University's Director of Alumni Relations regarding these events.

Committee Members

Audrey Littlejohn- Co-chair

Katelyn Ayers DuBose

JMarkus Dubose

Kendashia Smith

Bridget Smith Pieschel

Abi Wiggins Walker

Committee Activities

- This committee is still actively recruiting for the 2024 event year. If anyone has any recommendations, please let me know!

Goals and Progress to Date

- Goal 1: A successful Magnolia Mingle
 - Monthly Zoom meetings to strategize ticket sales, social media content creation, layout/scheduling/logistics, and lessons learned from last year
- Goal 2: Begin planning auction
 - We're working to nail down logistics and a long-term solution on item storage
 - Finalize virtual form and launch GiveSmart website so alums can drop off items at Spring HC

Next Steps

- Hold first meeting via Zoom to decide MM cup design, MM event, and vote on ticket sales
-

Celebrations or Accolades

None at this time

Concerns or Motions for Action

Board approval of committee members.



Committee Name: Finance Committee
Committee Type: Standing
Meeting: 2024 Winter Board Meeting
Date Submitted: Jan. 3, 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

- Nine check requests were approved for payment:

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

Goals and Progress to Date

- Goal 1: Provide quarterly updates to the Board regarding Association funds and finances.
 - See check approvals for various funds above.
- Goal 2: Partner with digital marketing team to coordinate three social media posts detailing list of accounts and being a donor, First Generation Scholarship highlight and Shattuck Renovation Campaign.
 - Am communicating with Bridget and hope to do something a little less generic than the last ones.

- Goal 3: Create one-sheeter about role for future use, with best practices, deliverable timeline with Foundation/Board and check requests process to be adopted for future use.
 - Drafted and sent to committee member Deborah Hodges for her input.

Next Steps

- Goal 2: Working with Bridget, prepare and submit posts.
- Goal 3: Follow up with Deborah for her thoughts on the one-sheeter, finalize it and submit to board president

Celebrations or Accolades

None

Concerns or Motions for Action

None



Committee Name: Public Relations

Committee Type: Standing

Meeting: 2024 Winter Board Meeting

Date Submitted: Oct. 3, 2023

Submitted by: Annie Robinson Oeth, Chair

Mississippi University for Women Alumni

Association

COMMITTEE REPORT

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

Function of the Committee

This Committee shall, in coordination with the University's Director of Alumni Relations, create, produce and disseminate information on behalf of the Association and work to project a positive image of MUW, the Association, and former students. Key Goal: To focus on print and press release aspects of marketing and public relations for the MUWAA and work in tandem with the Digital Marketing Committee.

Committee Members

Annie Oeth (chair)

Hallie Chastain

Kim Jobe

Margaret Ann Gibson Niven

Amanda Blackard-Scott

Dawn Casaus

Troy Lewis

Mandy Bowers

Mary-Madeleine (Maddy) Norgard

Brandi Pannell Pillow

Committee Activities

- A news release draft announcing the recipients of MUWAA scholarships for the 2023-24 academic year was completed by committee member Maddy Norgard and is now in the proofing stage.
- Committee member Troy Lewis is writing a news release about MUWAA award winners that will be completed by Jan. 12.

- Once the new name of the university is announced, the Public Relations Committee will update the MUWAA news release template.
- Dr. Melissa Smith, Spectator adviser, will have the publication schedule for the student newspaper in January. The Public Relations Committee will then schedule advertising for the Homecoming issue and the issue closest to spring graduation. We are focusing on The Spectator to reach students/future MUWAA members
- Dr. Smith welcomes MUWAA content from the Public Relations Committee as well as ideas from the committee for stories about how students can get involved in Homecoming and free Homecoming events for the Homecoming issue of The Spectator and about how new graduates can get involved in the MUWAA for the graduation issue.

Goals and Progress to Date

- Goal 1: MUWAA scholarship news release
 - Completed/to be reviewed
- Goal 2: MUWAA awards news release
 - To be completed Jan. 12 and reviewed soon after
- Goal 3: Updating MUWAA news release template
 - To be done in January/February
- Goal 4: Get publication schedule for The Spectator
 - January
- Goal 5: Work on content plan for Homecoming and graduation issues.
 - January
- Goal 6: Write news release announcing BLUE
 - January, once details are set.

Next Steps

- News release will be written for Homecoming in January/February, and plans will be set for Homecoming- and graduation-related content.

Celebrations or Accolades

Thanks to Maddy Norgard and Troy Lewis for volunteering for writing assignments.

Concerns or Motions for Action

None at this time



ALUMNI
ASSOCIATION

Committee Name: Past Presidents Committee

Committee Type: Standing

Meeting: 2024 Winter Board meeting

Date Submitted: January 3, 2024

Submitted by: Katherine Shell Benson, Chair

Mississippi University for Women Alumni Association
COMMITTEE REPORT

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

Function of the Committee

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

2023-2024 Committee Members:

Rebecca Rogers

Deborah Hodges

Katherine Shell Benson, Chair

Symone Bounds, Immediate Past President

Committee Activities:

- October Welty Weekend “Drop In” Breakfast on Saturday, October 21st
- December Foundation Holiday Party Weekend Luncheon & Special Tours of the Culinary Arts Building and Library Archives on Saturday, December 2
- Planned Staff Appreciation Spring Food Truck Treat. Date set for Spring 2024 and to be finalized in January.
- Worked with Social Media Committee to Set Up Homecoming Ribbon Refresh
- Letter to go out to Past Presidents regarding Giving before Homecoming Weekend

Goals and Progress for 2023-2024

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

Next Steps:

- Organize Homecoming Ribbon Refresh (order to be placed by March)
- Encouragement of Past President Giving

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 Winter Board Meeting

Date Submitted: 1/5/24

Submitted by: Monique Jenkins, Chair

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

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

Function of the Committee

This committee will focus on growing our membership and its participation in Association and University activities. This committee will also seek to actively engage our most recent graduates in Association and University activities.

Committee Members

Monique Jenkins (chair), Clemmie Phillips Everett, Phillip “Flapp” Cockrell, Tina Morgan, Melissa Gilmore, Carrie Niemet, Debra Sturgis Stamps

Committee Activities

- Event: None
- Meetings (Zoom Calls):
 - o Next meeting is scheduled for January 2024 to review plan for membership drive
- Emails: Emails after October 4 to introduce committee chair; 10/28 confirmed date of membership drive to be the week of April 8th; 11/1 confirmed alternative mug design for the December graduation gift; 11/30 email was sent to promote December graduation and solicit volunteers to attend to hand out the gifts; 12/11 completed one sheeter as requested by the strategy and support 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 Membership Campaign scheduled for week of April 8th
- Goal 2: Partner with Chapters & Constituency Groups Committee to support 1-2 alumni gatherings with no active alum presence.
 - o Complete
- Goal 3: Continue sponsorship of Homecoming event encouraging engagement of both alumni and students like the 2023 inaugural kickball game.
 - o In Process > Considering an indoor (rain plan) and more accessible option like cornhole competition.

- Goal 4: Research and present a new graduate gift for the July/December & May ceremonies.
 - July 2023 > Complete; December 1 > Complete

Next Steps

- Events: Membership Campaign: Week of April 8th

Celebrations or Accolades

Thanks to committee members and alums who participated in the December Grad gift handout.

Concerns or Motions for Action

None at this time



Committee Name: Mentoring Committee

Committee Type: Special

Meeting: 2024 Winter Board Meeting

Date Submitted: January 3, 2023

Submitted by: Andrea Germany, 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 strengthen the relationship with current students, cultivating them for active membership in the MUWAA upon their graduation.

Committee Members

Phillip “Flapp” Cockrell

Elizabeth Yoste

Trey Harper

Jenny Katool

Shelly Davis

Committee Activities

- Email
- Zoom Meetings

Goals and Progress to Date

1. Plan & execute the annual BLUE networking event focused on professional development of students featuring alum panel speakers and non-alum keynote speaker.
 - a. The committee has selected the theme for the 2024 event: “Making Connections that Matter.”
 - b. The committee has selected the date for the BLUE Event: February 8, 2024
 - c. The committee chair met with Andrea Stevens from the alumni office regarding arrangements for dinner service and reserving a space for the event. The new culinary arts building was requested, but Hogarth might be the best fit for this event.
 - d. The committee has reached out to a potential speaker and several possible alumni panelists, and we will be confirming their availability in the following week.
 - e. The committee has decided to make the 2024 BLUE event hybrid; the committee has asked the office of Alumni Affairs to speak with the IT department to evaluate available online platforms to accommodate online participation.
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 as a way to encourage mentoring and

networking.

3. Plan & lead Spring Fling event during Homecoming for all Seniors focusing on Resume review, new headshot, etc.
 - a. The committee has discussed incorporating a student/alumni mixer to encourage networking.
 - b. The committee is planning to offer headshots again this year.

Next Steps

- Confirming the keynote speaker and alumni panelists for the event
- Working with the IT department to produce a hybrid event.
- Promoting the event through email, social media, and word of mouth
- Working with the student organizations and local business to obtain sponsorship for the BLUE event

Celebrations or Accolades

- Elizabeth Yoste has been an exceptionally phenomenal committee member and has created a goal tracking document and budget for the committee.
- John Jacob Miller, chair of the MUWAA Diversity Equity and Inclusion committee, has joined our meetings to see how our two committees can complement one another in activity planning and outreach, and will be on our alumni panel.

Concerns or Motions for Action

None at this time



Committee Name: Strategy & Support Committee

Committee Type: Special

Meeting: 2024 Winter Board Meeting

Date Submitted: January 3, 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 three (5) 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 committee decided the one-sheeters would be separated by external for alum-facing as a committee overview and the internal would be chair-facing to give those currently serving more concrete knowledge responsibilities and time commitment behind the scenes as a chair to prepare for meetings and committee projects.*

5. *Each committee member chose 2-3 committees that they were either currently chairing, had chaired or were a member of to complete the templates. From there, a 1:1 meeting was held with each committee member to discuss ideas and deadlines for both templates.*
6. *A template was created and distributed to committee members as a guide for all committees to capture overview, time commitment, busy season, and financial/travel obligations. The external templates have been collected.*
7. *The committee will not be able to move forward with the beta testing of the HC app because the school currently does not have the bandwidth to take on this project. This project will be tabled until future notice.*

Next Steps

1. We will begin work on the internal one-sheeters for each committee chair.

Celebrations or Accolades

Congratulations to Nick Wright on his recent engagement!

Concerns or Motions for Action

None at this time.



ALUMNI
ASSOCIATION

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

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

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

Function of the Committee

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

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

Committee Members

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

Committee Activities

- The committee has had two general committee meetings via Zoom.
- The committee's ongoing communications are via Zoom, text/GroupMe and email.
- The committee has finalized two programs and is building a third.

Goals and Progress to Date

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

Next Steps

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

Celebrations or Accolades

- None currently.

Concerns or Motions for Action

- None currently.



Committee Name: Digital Marketing Committee

Committee Type: Special

Meeting: 2024 Winter

Date Submitted: 1/3/24

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 in alignment with MUWAA Public Relations Committee, create, produce and disseminate digital and social media information on behalf of the Association and work to project a positive image of MUW, the Association, and former students.

Committee Members

Bridget Smith Ellis, chair

Dawn Casaus

Kelsey Cockrell

Shelly Davis

Shasta Nance Dodd

Ashley Elkins

Committee Activities

The committee has corresponded regularly via email on social media content.

Goals and Progress for FY2024

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

- ▶ The DMC has created social content for nominations for MUWAA Alumni Awards
- ▶ The DMC has created updated social media content for the Nominations & Elections campaign that is currently in progress
- ▶ The DMC is working to create a publicity campaign for B.L.U.E and to support Magnolia Mingle and

Homecoming publicity

- ▶ The DMC is working to coordinate publicity networking opportunities with the Office of Career Services and Professional Development throughout the spring
- ▶ The DMC committee is working on a PSA Campaign on what a MUWAA active membership, FAQs for Chapters/Groups, finance and giving back to The W.
- ▶ The DMC committee is collaborating with the alumni office to share chapter events/activities via social media

Social Media Analytics

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

Next Steps

- Continue promoting MUWAA events/activities/organic content
- Start planning social media for spring campaigns/homecoming

Celebrations or Accolades

Concerns or Motions for Action

None at this time

MUWAA FIRST GENERATION COLLEGE STUDENT SCHOLARSHIP

Purpose: The Mississippi University for Women Alumni Association's First Generation College Student Scholarship is established to support a First Generation College Student and to help alleviate some of the financial concerns associated with furthering their education at MUW. The University recognizes a First Generation (First Gen) student by using a student's eligibility for the federal Pell Grant (meaning that if a student qualifies for Pell that will equate to first-generation status) and/or having the student attest that neither of their parents has completed a 4-year degree.

Amount: The amount of the MUWAA First Generation College Student Scholarship is to be awarded \$1,000 each year.

Criteria: To be considered for this scholarship, a student must be a first generation college student that is enrolled as a full-time student and has a GPA of 2.5 or above based on high school, transfer, or MUW grades (if applicable). Depending on requests presented, this scholarship could apply to more than one student.

Application Process: For consideration, applicants should submit the following. The priority deadline is April 1 of each year.

1. MUWAA Scholarship Application including photo
2. Student issued transcript
3. Student's complete résumé, including academic achievements, extracurricular activities, and work and volunteer activities.
4. Statement describing what does being a first-generation college student mean to the student and what impact will this scholarship have on the student's educational journey at MUW.

Funds for this scholarship are held in a restricted account in the MUW Foundation for distribution to the winner's account with the Comptroller, upon receipt of a letter from the MUWAA President accompanied by the association minutes approving dispersal of funds. This letter and attachment should be kept on file in the Office of Development and Alumni, the Foundation office, and with the President of the MUWAA.

MUWAA Recruitment and Retention Committee Chair's Responsibilities and Selection Process: The MUWAA President notifies the MUW Director of Admissions of scholarship availability and its criteria in a letter or email accompanied by the association minutes approving dispersal of funds. The MUW Director of Admissions will notify eligible students and direct them to the online application form. Applications are sent to the Office of Development and Alumni where they are checked for compliance. The MUWAA Recruitment and Retention Committee Chair selects a faculty member to lead a campus committee of four (4) faculty and/or staff members (with preference given to alumni) in the selection process. The MUW Director of Alumni Relations will serve as an ex-officio member of the committee. The committee reviews applications, ranks eligible applicants,

and sends the list to the MUWAA Recruitment and Retention Committee Chair through the MUW Director of Alumni Relations. If the first student on the list declines the scholarship for any reason, the scholarship will be awarded to the next name on the list. Appropriate publicity should be arranged through the Public Affairs office. The MUW Alumni Association President will send a letter to the applicants that did not receive the scholarship. The current year recipient(s) will be announced each year at Homecoming.



Meeting: Winter 2024 MUWAA Board of Directors
Date: 1/15/2024
Submitted by: Terry Coffey, Bylaws Chair

Mississippi University for Women Alumni Association
MOTION CARD

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

I, Terry Coffey, move that the MUWAA Board of Directors approve the description of the MUWAA First Generation College Student Scholarship whereby it be included in the MUWAA Policies and Procedures under Appendix D: Scholarships/Grants.

Be it noted:

In the MUWAA Spring 2023 board meeting, the MUWAA First Generation College Student Scholarship was established and a scholarship description has since been written to be a guide for both the Recruitment & Retention Committee who leads this process, and for the benefit of the overall Scholarship application process.

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Special Events Committee 2023 LBLA Chair Lead: Katy Canion Pacelli 2024 Magnolia Mingle Chair Lead: Bayleigh Vick</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Plan and execute the 2023 Long Blue Line Auction and the 2024 Magnolia Mingle during the 2024 Homecoming. 2. Lead Special Events promotional efforts in collaboration with MUWAA Digital Marketing and Public Relations Committees ensuring consistent media presence. 3. Develop future LBLA auction and MM leaders and outline/timeline of auction processes to help ensure consistency for future auctions. 	<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>Long Blue Line Auction (Fall 2023) Subcommittee:</p> <ol style="list-style-type: none"> 1. J'Markus DuBose (Board) 2. Bridget Smith Pieschel 3. Katelyn DuBose 4. Kristi Mosely 5. Greg Clayton 6. Abi Wiggins 7. Leta Palmiter 8. Katy Canion Pacelli (Chair Lead) <p>Magnolia Mingle (Spring 2024) Subcommittee:</p> <ol style="list-style-type: none"> 1. J'Markus DuBose (Board) 2. Abi Wiggins Walker 3. Ken Smith 4. Katelyn Ayers DuBose 5. Bridget Smith Pieschel 6. 7. Audrey Littlejohn (Co-Chair) 8. Bayleigh Vick (Chair Lead/Board)
<p>Finance Committee Chair: Anne Swearingen Officer: MUWAA Treasurer</p> <p><u>Goals for the 2023-2024 Board Year:</u></p> <ol style="list-style-type: none"> 1. Provide quarterly updates to the Board regarding Association funds and finances. 2. Partner with digital marketing team to coordinate three social media posts detailing list of accounts and being a donor, First Generation Scholarship highlight and Shattuck Renovation Campaign. 3. Create one-sheeter about role with best practices, deliverable timeline with Foundation/Board and check requests process to be adopted for future use. 	<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. Symone Bounds (IPP/Board) 2. Monique Jenkins 3. Deborah Stockman Hodges 4. Anne Swearingen (Chair)



Meeting: Winter 2024 MUWAA Board of Directors
Date: January 15, 2024
Submitted by: Bayleigh Vick, Chair Special Events

Mississippi University for Women Alumni Association
MOTION CARD

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

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

Be it noted:

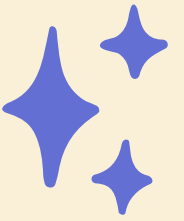
[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)



SOCIAL IMPACT CHALLENGE

POST TODAY!



From July 2023 - March 2024, create a custom social post about MUW or MUWAA on your personal social accounts. If it is shared on either three MUWAA social channels then you receive one (1) entry into the Magnolia Mingle drawdown raffle.

Terms: You may earn more than one entry. Facebook, Instagram or X apply.