



**Mississippi University for Women Alumni Association
2025 MUW Annual Meeting of the Membership
Friday, April 4 | 4:00 – 5:30 P.M. CST**

Hybrid | Poindexter Hall, Kossen Auditorium & Zoom

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

**Zoom Link: <https://muw.zoom.us/j/99632687686>
Meeting ID: 996 3268 7686 Password: MUWAAHC25**

- I. Call to Order**
- II. Association President's Welcome**
- III. University President's Remarks**
- IV. Reading and Approval of the Minutes**
- V. Recognition of 2024-2025 MUWAA Officers & Board Members**
- VI. MUWAA Annual Reports**
 - Officer Reports
 - Standing Committee Reports
 - Special Committee Reports
 - President's Report
- VII. Presidential Commendations**
- VIII. Recognition of 2025 Alumni Award Winners**

Alumni Awards

 - Alumni Achievement Award: Kimberly Jobe, '85
 - Alumni Service Award: Bridget Smith Ellis, '04
 - Distinguished Achievement Award: Penny Mansell, '02
 - Outstanding Recent Graduate Award: Tekita Bankhead, '12

Student Scholarships

- Isabela Commodore: Southern Grace
- Alexander Hall: Culinary Arts Advisory Board
- Precious Davis: First Generation
- Cain Petty: Office of Undergraduate Research
- Alicia Jefferson: Office of Undergraduate Research
- Jakaia Crockett: Office of Undergraduate Research

Faculty Awards

- Jared B. Quist: 2025 Faculty Enhancement Grant
- Stephanie Salvaterra: 2025 Faculty Enhancement Grant
- Dr. Sarah J. Poiani: 2025 New Faculty Award

IX. Recognition of Departing Board Members

- Heather Fasciocco Stone, '02
- Anne Swearingen, '73
- Bayleigh Herron Vick, '16 & '20
- Phillip 'Flapp' Cockrell, '03
- Terry Gargano Coffey, '85
- Cynthia Williams Kittrell, '78

X. Installation of 2025-2026 MUWAA Officers and Board Members

MUWAA Board of Directors to Serve the 2025-2028 Term:

- Carrie De Leon Niemet, '06
- Dr. Bridget Smith Pieschel, '79 & '81
- Sydney I. Pittman, '16
- Nicole C. Rensink, '22
- Terri S. Stewart, '86

President-Elect for the 2025-2026 Term:

- Bayleigh Herron Vick, '16 & 20

President for the 2025-2026 Term:

- Ashley Dean, '06

XI. Open Forum

XII. Passing of the Gavel & Incoming President's Remarks

XIII. President's Closing & Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
Spring Annual Meeting
Hybrid Meeting: In-Person at Poindexter Auditorium
and Zoom Call, 4:30 pm CST
Friday, April 5th
DRAFT

I. Call to Order and Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) annual meeting to order at 4:37 pm

II. Association President's welcome

President Stone thanked all for coming and for their spirited support of MUWAA and The W over the past year. Everyone's passion and love for our alma mater has been critical in sharing The W story. She encouraged all to leave the meeting inspired by the MUWAA volunteer efforts to get more involved in the MUWAA. President Stone shared the mission of the MUWAA as presented in our governing documents.

III. President's Welcome

President Nora Miller welcomed all in attendance and mentioned that she would try to get through all of her exciting updates quickly so everyone could get to the Magnolia Mingle event sooner. She briefed the Association on the university's current student enrollment number is 2,973, and our student to faculty ratio is 10:1.

MUW produces more baccalaureate nurses than any other institution in the state of Mississippi, and 77% of our graduates remain in the state of Mississippi for at least three years after they graduate. Our Nursing program still remains the top in the state, and MUW's Speech Language Pathology program had a 100% pass rate on the Praxis exam.

MUW is vital for Lowndes county, and several letters of support from community members and community leaders were sent to the Mississippi state legislature. MUW continues to give back to the community through service projects such as the Plymouth Bluff day camp, the 35th Welty lecture series, and MUW students, faculty, and staff have provided over 140,000 community service hours throughout Lowndes county.

The W has the highest number of degrees for every 100 students (33.9 for every 100 students), which exceeds the IHL average of 23.9. There were a total of 869 graduates in the year 2023, and our 8 year graduation rate is 64%, which is much higher than the IHL average.

She discussed the campus master plan, including improving HVAC and energy management systems in residence halls, and submitting grant proposals on building renovations. She announced that Jones Hall will receive a 7.5 million dollar interior renovation and should be completed by 2025.

At the time of this meeting, enrollment for the 2024-2025 academic year is 50% higher for traditional incoming freshmen and 14% higher for junior transfer students than at this time last year.

IV. Reading and Approval of the Minutes.

Annie Oeth made the motion to skip the minutes review, motion carried.

V. Recognition of 2023-2024 MUWA Officers and Board Members

President Stone addressed and recognized and thanked the current Board officers, members, and chairmen.

VI. MUWAA Annual Reports

- Parliamentarian

Board Parliamentarian, Wesley Garrett, had nothing to report.

- Secretary

Board Secretary, Bayleigh Vick, had nothing to report.

- Treasurer

Anne Swearingen, Board Treasurer, 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 • 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

VII. Standing Committee Reports

Nominations/Elections

Chair: Symone Bounds

Symone Bounds gave the following report:

Symone thanked her committee for all of their hard work during the nominations/elections cycle, especially their willingness to adapt and regroup after pushing back the deadline, and she thanked all for nominating so many great alumni this year.

A total of 39 alumni were nominated, a few people were nominated multiple times. There was also an increase of voting participation throughout the Association- a total of 161 votes this year!

Bylaws

Chair: Terry Gargano Coffey

Terry Coffey gave the following report:

Terry discussed the importance of our Bylaws and policies and procedures. She stated that any changes, additions, deletions to the bylaws must be voted on by the Association, policies and procedures explain how those laws are carried out. The Board votes on updates to the policies and procedures document.

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

This committee successfully piloted moving their nominations window up a month from November to October for Alumni Awards, and had over 50 nominations this year! This change was voted on at the previous MUWAA Board of Directors meeting to be added to the Policies and Procedures.

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, President Stone gave the report in her absence.

Cynthia Kittrell gave the following report:

This committee worked hard to connect with the contacts of our 40+ chapters and constituency groups. The new Texas chapter had their first interest meeting in February, and will continue on as an informal chapter. Two constituency groups have formed from the School of Education and the Math and Science- both have meet and greets during Homecoming.

President Stone also mentioned that a few chapters have become active again after the Pandemic, including DFW, Mississippi Delta, Starkville-area, and Little Rock.

Special Events

Chair: Bayleigh Herron Vick

Bayleigh gave the following report:

Bayleigh thanked everyone for their support for LBLA last year! We raised over 30k for scholarships and the MUWAA pledge for the Shattuck renovation. The GiveSmart platform has been great with MM and LBLA. She announced that if anyone brought LBLA Auction items, they can deliver them to the Alumni and Development office this weekend.

She shouted out the entire committee for being rock stars with MM planning and set up, thanked everyone for their support, and encouraged all to head to the event directly after the meeting at Shattuck Lawn.

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 gave the following report:

This committee has written news releases for MUW's 2024 Magnolia Mingle, MUWAA award winners, faculty award recipients, MUWAA student scholars, Homecoming, BLUE and the election of the newest MUWAA President Elect and Board of Directors.

This committee has collaborated with the DMC and the *Spectator* to support the campus newsource through advertising.

Past Presidents
Chair: Katherine Shell Benson

President Stone gave the following report in her absence:

This committee reconnected as a group during Welty weekend, sponsored the MUWAA Long Blue Line Auction, and led the Homecoming ribbon restock. President Stone thanked the committee for all their support of MUW.

VII. Special Committee Reports

Membership Recruitment
Chair: Monique Jenkins

President Stone gave the following report in her absence:

The "Why do you 'W'" campaign will kick off Monday, April 8th, right after Homecoming. This committee also participates in all three commencements throughout the year, purchasing, preparing, and presenting the welcome gifts to the newest members of the Long Blue Line.

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

Mentoring
Chair: Andrea Fulgham Germany

President Stone gave the following report in her absence:

This committee sponsored Spring Fling on Thursday for juniors and seniors to take professional headshots and resume tips. This committee leads the annual BLUE professional development

session, where the Executive VP at St. Jude and an alumni panel talked with students. Both events were successful!

Strategy & Support

Chair: Jermarra Jones-Price

Jermarra Jones-Price gave the following report:

This committee sent out the end of year board survey to last year's board members and committee chairs, which was successful!

This committee also began the conversation about Beta testing a Homecoming app. They partnered with the PR committee to fine tune MUWAA committee external one-sheeters that will be sent out later this year to promote more clarification on what each committee does, and an internal one-sheet for committee chairs to pass down to future chairs.

This committee also created buttons for all the MUWAA Board to wear with a QR code that directs to the interest survey. JJ highlighted her committee and thanked them for their service to the Strategy and Support committee.

Diversity, Equity, & Inclusion

Chair: John Jacob Miller

President Stone delivered the following report in his absence:

DEI speaker series will kick off in the spring! This program is open to both students and alumni who are interested in professional development while keeping DEI at the forefront.

Digital Marketing

Chair: Bridget Smith Ellis

Bridget Smith Ellis gave the following report:

DMC focused on crafting organic content while sharing the "W" story on social media. This committee partnered with MUWAA committees to promote alumni events such as BLUE, Magnolia Mingle, Nominations and Elections, among others.

They also worked hard on campaigns to promote content for alumni spotlights, campaigns for Black History Month, Women's History Month, Founder's Day, Charter Day, "Refer a Student" Day in collaboration with the office of Career Services, and general Association news.

Social media numbers are up! Bridget encouraged all to follow, like, and comment on the MUW Alumni Association social media channels, including the MUWAA page, BLUE, Magnolia Mingle, and Long Blue Line Auction accounts

- VIII. Presidential Commendations
- IX. Recognition of 2024 Alumni Award Winners

2024 MUWAA Award Recipients:

- Alumni Achievement Award: Elizabeth Yoste Whittington, '00
- Alumni Service Award: Katy Canion Pacelli, '00
- Distinguished Achievement Award: Wahnee Sherman
- Outstanding Recent Graduate Award: Captain Taylor Vick, USAF, '16

Student Scholarships

- Katelyn Francisco: Legacy Scholarship
- Laura MacLellan: Southern Grace
- Alisa Smith: Office of Undergraduate Research
- Ayoowula Ilesanmi: Office of Undergraduate Research

Faculty Awards

- Dr. Travis Hagey: 2024 Faculty Enhancement Grant
- Dr. Cecilia Brooks: 2024 New Faculty Award

X. Recognition of departing members

- Symone Bounds, Pearl, MS, '12
- Ashley Dean, Lebanon, TN, '06
- Bridget Smith Ellis, Arlington, TN, '04
- M. Clare Haefner, Round Rock, TN, '03
- Michelle R. Wescovich, Diamondhead, MS, '07
- Nicolas T. Wright, Baltimore, MD, '14

XI. Installation of 2024-2025 MUWA Officers and Board Members

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

President for the 2024-2025 Term:

- Jermarra Jones-Price, Southaven, MS, '08

XII. Open Forum

Kristi Mosley, class of 1999, asked about when the governing documents would reflect fiscal vs calendar year in Section E of the Bylaws.

President Stone stated that the Bylaws committee is currently reviewing the verbiage and is expecting that the verbiage in the governing documents will be completed by the end of her term.

XII. Passing of Gavel and Incoming President's Remarks

President Stone passed the gavel to newly elected MUWAA President Jermarra Jones-Price. In return, Incoming President Jermarra Jones-Price presented Past-President Heather Stone with a branded MUW lapel Pin.

Incoming President Jermarra Jones-Price expressed gratitude to President Stone for her dedication during her term, and addressed members of the Association. She extended a warm welcome to Homecoming festivities and encouraged all attendees to fully engage in the weekend's activities.

XIII. Adjournment

Meeting adjourned at 5:59 pm CST.

Mississippi University for Women Alumni Association
Treasurer's Report | Restricted Accounts
As of 02/28/25

Restricted Accounts – Activity through Feb. 28, 2025

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 02/28/25)
Alumni Association Activities Fund (26062)	\$16,105.12	\$210.00 (\$7,864.91) Net deficit: (\$7,654.91)	\$8,450.21
Long Blue Line Auction Fund (26108)	\$26,089.72	\$26,614.64 (\$27,980.83) Net deficit: (\$1,366.19)	\$24,723.53
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00	\$3,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00	\$1,893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28	\$1,000.00	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$1,816.94 (\$851.99) Net: \$964.95	\$8,523.54
LBL Undergraduate Research Scholarship Fund (28224)	\$431.21	\$1,000.00 (\$50.00) Net: \$950.00	\$1,381.21
Magnolia Mingle Event Fund (28238)	\$ 17,975.18	\$1,134.18 (\$10,239.94) Net deficit: (\$9,105.76)	\$8,869.42
MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$2,100.00 (\$500.00) Net: \$1,600.00	\$3,865.00
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$35,875.76 (\$47,487.67)	\$64,391.53

*MUWAA has initiated two transfers of funds of \$ 10,000.00 each into the Shattuck fund (28246).The first was transferred on 9/25/24 and the second on 2/11/25, for a total of \$ 20,000.00.

Mississippi University for Women Alumni Association
Treasurer's Report | Endowed Accounts
As of 2/28/25

Endowed Accounts

Account Name (Account Number)	Balance
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	\$60,115.79
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,449.77

*Totals are as of 02/28/2025.



Committee Name: Nominations & Elections Committee

Committee Members: Stephanie Paige Bivens, Umekki Curry, Bridget Smith Ellis, Amy J. Lewis, Sam Garrie (Alternate)

Chair: Heather Fasciocco Stone, Immediate Past President
2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Committee Meeting held to determine election style, committee role and election timeline
- Committee received permission from MUWAA President/Alumni Office to test pilot a new, earlier nominations/elections timeline to avoid running into annual Spring events and fundraisers, including fast track elections results ahead of Homecoming when newly elected board members are recognized and take the oath of office
- Set Nomination & Election Period based on new test timeline with Alumni Office
- Set Social Media Schedule for Announcements with Social Media Chair
- Opened Nomination Period for 2025-2026 MUWAA Board of Directors & President-elect
- Nomination Communication sent to General Membership including MUWAA Board
- Committee partnered with Office of Development & Alumni in accordance with the MUWAA Bylaws & Policies and Procedures to solicit nominations, hold General Elections, and certify election results
- General Elections were held from January 27-February 9, 2025; held separate voting window to support new graduates from February 14-27, 2025. The Office of Development and Alumni processed the Elections results and delivered to the committee on February 28, 2025.
- The Certified Results were sent to the MUWAA President, Board, and the Office of Development and Alumni

Please summarize the committee's accomplishments for the year

- A total number of 21 Nominations were received by the Office of Development & Alumni
 - o 5 nominees were not eligible to serve
 - o 7 received more than one nomination
 - o 9 were determined eligible to serve
 - o 7 individuals accepted nomination for consideration (6 for Directors, 1 for President-elect)
- The Nominations & Elections committee determined a contested election style with write-in options as stated in the Bylaws as opposed to traditional style of slate presented in 2023-2024.
 - o 6 alumni were placed on the ballot for Board Director
 - o 1 alum was placed for President-elect

The total number of ballots cast was 206. None of those ballots were paper ballots.

Of the above total, the following breakdown is detailed:

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

In accordance with Association Bylaws and based on a majority of votes cast in the affirmative, the Nominations & Elections Committee confirms the following results for the MUWAA Board of Directors for the 2025-2026 term:

For President-Elect:

Bayleigh Herron Vick

Class of 2016 & 2020, Baltimore, MD

For Board of Directors:

Carrie De Leon Niemet,
Class of 2006, Starkville, MS

Bridget Smith Pieschel
Class of 1979 & 1981, Columbus, MS

Sydney I. Pittman
Class of 2016, Cleveland, MS

Nicole C. Rensink
Class of 2022, Farmington, AR

Terri S. Stewart
Class of 1986, Arlington, VA

Are there any shining stars on your committee?

- Kudos to a virtual team across 5 out of 6 states. Collaboration, strategic thought and time commitment is key with this committee and each member met the expectation 110%! Well done!

Recommendations for next year's committee:

- This year we received no questions or concerns in our style of election decision or the process/timeline.
- There were quite a few alums who were nominated, but did not meet the two-year active member requirement to serve in an elected office in accordance with the MUWAA bylaws. In the follow-up communication to the nominee, the chair ensured to share thanks and appreciation as well as highlight in the conversation proactive ways the nominee could stay actively involved with MUWAA to be eligible in future elections i.e. member of local chapter, next year's volunteer interest survey for committee participation. The chair also provided multiple touchpoints with those nominated throughout the process to ensure the process was ongoing and to ease the nominee. This enhanced communication style is recommended and reflected in new chair docs.
- Based on the committee's test timeline, the committee will make a recommendation to the board to adjust the Policies & Procedures to prevent overlapping Spring Events and provide quicker results for those elected ahead of annual Homecoming.



Committee Name: Bylaws & Policies and Procedures

Committee Members: Clare Haefner

Lydia Quarles, Spence Andrews, Del Ohms Hamilton

Amy J Lewis, Monique Jenkins, Lynne Schneider

Chair: Terry Gargano Coffey, Chair

2024-2025 Year-End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Goal 1: Renew and refresh the Bylaws & P&P documents for grammatical errors and updated language.
- Goal 2: We are considering including templates in the P&P document to ensure ease of use and standardization.
- Goal 3: Work in partnership with the Digital Marketing and Chapters and Constituency Group Committees will determine whether the new branding guidelines, & chapters and constituency group guidelines should be added to the governing documents for standard reference.

Please summarize the committee's accomplishments for the year

- The Bylaws and P&P committee updated language, corrected grammatical errors, and edited both the governing documents for clarity.
- The templates (motion card, quarterly reports to the board, and the final board report for the year) have been placed in the Policies and Procedures document so that committee chairs and others making reports to the Board of Directors can easily access them.
- As directed by our President, the committee will present the Bylaws and P&P 2025 editions to the MUWAA Board of Directors following the Homecoming Weekend but before July 1, 2025.
- These documents will describe the One MUW special committee, extend the deadline for student scholarship applications to June 1, and change Article 2.21 in the Bylaws to reflect the change in the association's affiliation agreement with MUW.

Are there any shining stars on your committee?

- All Bylaws & P&P committee members are to be applauded; everyone has worked to make our governing documents clear and understandable to all readers. You don't have to have a Law degree to comprehend them!
- Thanks to each member for their willingness "to keep on keepin' on" working as the President needs us to do... right up to the end of June 2025!

Recommendations for next year's committee:

- Don't count on a linear-sequential amount of time to accomplish tasks and complete your goals; there is no specific timeline; you attend to your goals all year long...from July 1 through June 30 and brand-new tasks can pop up quite unexpectedly!



Committee Name: Recruitment and Retention

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

Chair: LeAnn Alexander

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Oversee the Alumni Awards Process by abiding by timeline set forth.
 - o Created spreadsheet of all nominees and divided out names to each committee member to contact and request appropriate information. Additionally, each committee member was responsible for notifying winners and non-winners
- Coordinated with MUW Provost to ensure select of Faculty Awards and Grants was completed.
- Coordinated with MUW Alumni Relations to select Student Scholarship Committee.
- Coordinated with PR Committee and Digital Media committee to ensure proper marketing and promotion was executed for all tasks and recognitions.
- Partnered with DEI Committee to develop a "40 Under 40" type recognition called The W GUILD.

Please summarize the committee's accomplishments for the year

- Created a digital form to collect award nominee information, which proved to work well.
- Created a gmail account for this committee in an effort to have all award winner information and correspondence in one location.

Are there any shining stars on your committee?

- This whole committee truly were ROCKSTARS!

Recommendations for next year's committee:

- N/A



Committee Name: Chapters/Constituency Groups
Committee Members: Cynthia Kittrell, Nicole Rensink, Brynn Morgan, Maddy Sielu, Anne Foster, Denise Geter, Melissa Roberts, Amelia Smith
Chair: Cynthia Kittrell
2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

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

Please summarize the committee's accomplishments for the year

We have taken the following sub-team approach to accomplish our goals. Many activities have been completed or are underway by each sub-team.

1. Serve as liaisons to the existing chapters and constituency groups (#1 goal)
 - a. We completed contacting each of our assigned groups and provided the alumni office with an updated spreadsheet/list for updating the webpages.
 - b. We will continue to be in touch with these groups as their statuses change.
2. Respond to requests to organize new groups (#1 goal)
 - a. We have created a digital request form to be sent to groups requesting information. (#4 goal)
 - b. Using our new digital request form, we contacted those that have shown interest. We currently have 8 potential new groups.
 - c. We created a "Quick Reference" document to help new groups get a jump start.
 - d. We will reach out to any other new groups that express interest, especially after our workshop.
3. Relaunch a workshop in the spring timeframe (#2 goal)
 - a. We will host this virtual workshop on Saturday morning, April 26th.

- b. This will allow us to announce and encourage sign-ups for the workshop at Homecoming at the SOAC Lounge. (#3 goal).
- 4. General activities
 - a. We collaborated with the Public Relations Committee chair to prepare an article to appear in the next “Visions” publication.
 - b. We are currently updating the C&CG guidelines document.
 - c. We will ensure all current documents, forms, etc. are posted on the alumni website. We expect to complete this in spring, 2025.

Are there any shining stars on your committee?

- Everyone pulled their load to accomplish our goals for the year. The alumni office was exceptional in helping us with many tasks. Many thanks to JJ for her advice on organizing into 3 sub teams.

Recommendations for next year’s committee:

- Keep on keeping on!!



Committee Name: Special Events

Committee Members: Danielle Bialka-Tappan, Elysa Maclellan, Katelyn DuBose, Sara McKie, Candie Willis, Bridget Smith Pieschel, Karla Ayers

Chair: JMarkus DuBose, Chair

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Plan and execute the 12th Annual Long Blue Line Auction in Fall 2024 and 4th Annual Magnolia Mingle during Spring Homecoming.
- Implement new LBLA Fundraising intern to assist with the planning, inventory and coordination of auction items and events.
- Partner with the MUWAA Digital Marketing and Public Relations Committees to create an online campaign following the Auction to highlight bidding stories.

Please summarize the committee's accomplishments for the year

- Successfully hosted the 12th Annual Long Blue Line Auction raising \$18,234.87 thanks to LBLA 2024 Subcommittee- Bayleigh Vick (Chair), Audrey Littlejohn (Co-Chair), J'Markus Dubose, Bridget Smith Pieschel, Abi Wiggins, Katelyn Ayers DuBose, Karla Ayers, and Lyndsay Cumberland
- Worked with the Alumni and Development Office to establish a working headquarters for LBLA on campus with SAA assistance of promoting and packing items.
- Bidding highlights are currently being drafted for promotional assistance for the 13th Long Blue Line Auction.
- Long Blue Line Auction intern position has been reposted on campus with new interest.
- Successfully launched the Magnolia Mingle purchasing site on the GiveSmart platform for Homecoming weekend
- Planning with the committee and Alumni Office are underway for a successful 4th Magnolia Mingle
- Secured an exceptional donation for Magnolia Mingle

Are there any shining stars on your committee?

- I want to say thank you to all my committee
- Special shout out to Dr. Pieschel for her efforts in securing a huge donation for Magnolia Mingle.

Recommendations for next year's committee:

- Take advantage of summer advertisements over MUWAA channels and on campus digital signage to promote LBLA Intern.
- Early planning and item logging for 13th Long Blue Line Auction with new local storage unit.



Committee Name: Finance

Committee Members: Sunshine Bradshaw Burgess, Elaine Evans, Kim Jobe, Dana Jackson

Chair: Anne Swearingen, Chair

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

1. Work with the Alumni Office to create a basic Finance SOP for reconciliation needs with quarterly reports.
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.

Please summarize the committee's accomplishments for the year

- Provided quarterly updates to the Board regarding Association funds and finances.
- Approved various requests for fund disbursements supporting MUWAA goals.
- Met with the new Foundation Accountant to better understand process of quarterly finance terms and how they align with MUWAA initiatives for approving funds and the movement of funds from one account to another in order to create the Finance SOP.

Are there any shining stars on your committee?

Recommendations for next year's committee:

- Continue checkpoints with Foundation Accountant for accuracy of account totals throughout the year.



Committee Name: Public Relations Committee
Committee Members: Brandi Pannell Pillow, Brandy Larmon, Lynne Lott Schneider, Cindy McDonald Bearden, Cordie Forrester and Troy Lewis
Chair: Annie Oeth, Chair
2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Promoting MUWAA events including the Long Blue Line Auction, BLUE and Homecoming through news releases to media outlets throughout the state and region
- Sharing news about MUWAA elections and MUWAA Awards to faculty and alumni through news releases
- Writing and disseminating news releases about MUWAA scholarship recipients to spotlight our awards as well as MUW students
- Working with the Digital Marketing Committee in creating MUWAA ads for The Spectator to congratulate graduates prior to commencement and to increase student involvement in Homecoming while also supporting student journalism at MUW
- Writing for Long Blue Line and Visions as needed

Please summarize the committee's accomplishments for the year

- News release on new MUWAA president and board directors that was shared with photos from the summer board meeting
- News release advancing the Long Blue Line Auction
- News release on MUWAA scholarship winners
- Spectator ad congratulating December graduates
- BLUE news release
- Homecoming news release
- Homecoming ad in The Spectator
- Story for Visions about MUWAA Chapters and Constituency Groups
- MUWAA elections news release (coming after Homecoming)
- MUWAA Faculty Award winners with photos from Homecoming (coming after Homecoming)
- MUWAA Alumni Award winners (coming after Homecoming)

Are there any shining stars on your committee?

- Lynne Lott Schneider, Cordie Forrester and Troy Lewis have been generous with their time, volunteering to write for our committee and the MUWAA

Recommendations for next year's committee:

- We recommend that media relations continue to increase membership and awareness of the MUWAA. Advertising in The Spectator should also continue to support student journalism and encourage graduates to become MUWAA members.



Committee Name: Past Presidents Committee

Committee Members: Katy Canion Pacelli, Jenny Katool, Andy Thaggard, Deborah Hodges, Courtney Murtaugh, and Heather F. Stone, Immediate Past President

Chair: Symone Bounds, Chair

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

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

Please summarize the committee's accomplishments for the year

- Encouraged Past President giving & support
- Sponsored BLUE at the \$250 Level
- September Committee Meeting Conducted on Sept. 25, 2024
- Puckett House Refresh Started
- MUWAA Business Card with QR Code submitted
- Puckett Refresh Article submitted the Public Relations Committee to be placed in Visions
- Started a list of items and a budget that need to be replaced/purchased in the Puckett House

Are there any shining stars on your committee?

- The committee has been outstanding this year, especially with the creative ideas shared to refresh our beloved Puckett House. It's been a true pleasure working with everyone, and I'm looking forward to finishing the year strong together!

Recommendations for next year's committee:

- Continue with the Puckett House Refresh – example: starting an Amazon wish list of items for Alumni and Friends of the University to purchase specific items; consult with the classes that have sponsored items in the House to purchase an updated version of the current item; work with Resources Management to keep up with the progress of the repairs to the exterior and walls of the house



Committee Name: Membership Recruitment
Committee Members: Austin Rayford, Brynn Morgan, Carrie Niemet, Leta Palmiter, Debra Porter
Chair: Monique Jenkins

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Goal 1: Distribute the MUWAA gift to new members of the Long Blue Line at each University commencement service on campus.
 - Complete
- Goal 2: Collaborate with Campus Recreation as well as the alumni office to produce a first-time alumni pep rally as a precursor to an indoor game opportunity during Homecoming.
 - Complete. The pep rally was changed to be a line dance competition between the students and the alumni.
- Goal 3: Create and execute the annual 'Why Do You W?' campaign with a focus on introducing more digital content for promotion across the MUWAA social media accounts.
 - In Process – The campaign will run from April 8th – April 12th
 - This year we will have social media posts soliciting alumni to participate sent twice prior to Homecoming.
 - Committee will ask alumni to record their videos during Homecoming to take advantage of being on campus.
- Goal 4: Consider creating and launching a Virtual Membership Mixer to take place in the Fall with an emphasis on recruiting new graduates, first-time Homecoming attendees, newly started or refreshed alumni chapters, and possibly new alumni donors.
 - Complete. Decided to host this event in the Spring on March 5th.
 - Targeted audience was focused on new and recent graduates (2023 and 2024).

Please summarize the committee's accomplishments for the year

- Held the first "Winter Blues Party with the W" virtual membership mixer to encourage connecting before Homecoming.

Are there any shining stars on your committee?

- Austin Rayford and Leta Palmiter were consistently engaged and offered excellent ideas during each committee meeting.

Recommendations for next year's committee:

- Host the pep rally!!
- Work with alumni office to expand the virtual mixer to include new alumni donors and those who have never attended Homecoming.



Committee Name: Mentoring

Committee Members: Trey Harper, Amber Parker, Jitoria Hunter, Sonny Lemmons, Courtney Murtaugh, Jennifer O'Connell, Audra Odom, Janet Watson. Maddy Sielu. Leslie Randle

Chair: Kristie Metcalfe, Chair

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Goal 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.
- Goal 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.
- Goal 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.

Please summarize the committee's accomplishments for the year

- The 8th Annual B.L.U.E. networking event was advertised in early November ahead of its Spring launch with increased socials across all three MUWAA social channels.
- The theme for the 8th Annual B.L.U.E. event was "Empowering Futures: Elevating Financial Literacy and Professionalism".
- The B.L.U.E. event featured two keynote speakers, 2001 alum Matti Gordon and Dr. Jackson Akwaowo speaking on financial literacy and professionalism respectively.
- B.L.U.E. event was held in the Pope Banquet Room on campus on February 20th with 40+ attendees this year in hybrid format with 2 keynote speakers, 2 virtual breakout room sessions for online attendees, a catered spread by Sodexo, Q & A session moderated by Dean of Business and Professional Studies, alumni keynote introduction by SGA President, printed magazine-style ad booklets for sponsors, and newly introduced printed display boards for event feedback and easy navigation.
- The committee has secured specifications for backdrop setup this year for professional headshots during Spring Fling which has a registration list this year of 80+ attendees.

Are there any shining stars on your committee?

- Jennifer O'Connell and Audra Odom for securing both keynote speakers this year.
- Courtney Murtaugh and Amber Parker for moderating both breakout session rooms during B.L.U.E.
- Jitoria Hunter and Maddy Sielu for leading efforts at Spring Fling 2025.

Recommendations for next year's committee:

- To continue communications with the Center for Professional Development and find collaborative ways to increase mentorship opportunities for students.
- To continue sharing student-focused graphics for events on the digital boards and monitors around campus for more students and faculty exposure for BLUE.



Committee Name: Strategy and Support
Committee Members: Ashley Dean, Phillip Cockrell, Debra Sturgis-Stamps, Annie Oeth, Andrea Germany
Chair: Ashley Dean, Chair
2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Distribute the Year End Board Service Survey to all 2023-2024 Board members and Committee Chairs.
Progress: Completed (16/22 surveys completed)
- Research at least 3 like-size or regional college or university alumni associations for a comparison analysis of board structure, committee listing and layout, as well as alumni office interaction.
Consider recommending changes upon completion of research.
Progress: Completed (No recommended changes at this time)
- In partnership with the Past Presidents Committee, identify current student curriculums in technology and collaborate to create a beta test of Homecoming smartphone App featuring campus check-in and maps, daily schedule, and event alerts.
Progress: Started but not completed. Leads potentially identified for next year.
- Consider adding the infographics to the Homecoming buttons worn by the Board for an ease of selection for alumni prior to the rollout of the 2025 Committee Interest Survey.
Progress: Completed. Infographics will not be included in the survey; however, committee descriptions and detailed tasks are included in the survey.

Please summarize the committee's accomplishments for the year

The Strategy and Support Committee made notable progress on its 2024–2025 goals, including the successful distribution of the Board Service Survey (73% response rate) and the completion of a benchmarking study across four peer alumni associations. These institutions—Delta State, Athens State, Fairmont State, and Henderson State—provided valuable insight into varying board structures, member terms, student representation, and engagement practices.

Key findings indicate a wide variance in board size (14–28 members), typical board service terms of 1–3 years, and a minimum donation requirement (~\$100) for board participation. Student involvement on alumni boards is a shared practice, while committee visibility and strategic planning documentation remain largely absent from public platforms. Membership benefits differ substantially, with some institutions offering robust perks while others list none.

The Homecoming app project has begun but is still in progress, with potential leads identified for future

development. The idea to include infographics on Board buttons was explored but ultimately not implemented; instead, detailed committee descriptions are included in the survey. Next steps include launching the Committee Interest Survey at Homecoming via QR code buttons worn by Board members and Committee Chairs, followed by a social media campaign to promote participation.

Are there any shining stars on your committee?

THANK YOU to the Strategy and Support Committee for a productive and successful board year!

Recommendations for next year's committee:

None



Committee Name: One MUW (formerly DEI)

Committee Members: Terry Coffey, Jianwen Crump, DeMarias Banner, Noelle Avenmarg Theis, Sonny Lemmons, and Symone Bounds

Chair: Tekita Bankhead, Chair

2024-2025 Year End Committee Report

Function of the Committee

This committee will work to cultivate stronger relationships with alumni of all lived experiences to enjoy a collective environment of representation, support, and engagement while cultivating intentional opportunities for personal and professional growth.

Please list the items undertaken by the committee this year:

- Research & consider recommendation to MUWAA board regarding committee name change that proactively prevents legislative concerns surrounding DEI initiatives in institutions of higher education.
- 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.
- Create a new Homecoming event to introduce forward moving conversations focused on equitable experiences and inclusive conversations for alumni and students.
- Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the 40 under 40 campaign and Homecoming event.

Please summarize the committee's accomplishments for the year

- Successfully changed name from Diversity, Equity, and Inclusion committee to One MUW Committee to reflect expanded efforts on intentional outreach
- Successfully collaborated with the Recruitment and Retention Committee on the inaugural W Guild (Graduates Upholding Innovation, Leadership, & Distinction) 40 under 40 modeled campaign that this committee will continue to present in future years.
- Successfully created the "Regroup and Recharge" Workshop Series to provide developmental programming for all alumni and new graduates.
- Registration for the workshop series is now open.

Are there any shining stars on your committee?

- Sonny Lemmons – outstanding help and consistently a valuable contributor.

Recommendations for next year's committee:

- Try to schedule committee meetings for the entire year ahead of time; it helps to maintain the momentum of committee activities and planning.
- It is my recommendation that Sonny Lemmons be considered for committee Chair next term.



Committee Name: Digital Marketing

Committee Chair: Clare Haefner

Committee Members: Jonathan Cumberland, Madeline Gardiner, Carrie Niemet, Nicole Rensink, Ariel Seawell

2024-2025 Year End Committee Report

Function of the Committee

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

Please list the items undertaken by the committee this year:

- Promoting MUWAA events and activities, sharing the story of alumni, chapter and constituency groups, the Board and its Committees on Facebook, Instagram and X.
- Working with other committees to promote key campaigns and initiatives, including Alumni Awards, Board Elections & Nominations, the Long Blue Line Auction, Magnolia Mingle and Homecoming, B.L.U.E., Why Do You W?, One MUW series.

Please summarize the committee's accomplishments for the year

- We continue to expand MUWAA's reach on social media, seeing gains in impressions and engagement, especially on Instagram.
- We completed work on MUWAA Brand Guidelines that will help ensure social media posts, emails and flyers for MUWAA events have a consistent look and feel. The document, reviewed by the Board during the Spring 2025 meeting, is the culmination of two years of work by Digital Marketing Committee members to outline best practices and approved logos, fonts and colors.

Are there any shining stars on your committee?

- Jonathan Cumberland's expertise in branding and graphic design helped us refine and finalize MUWAA Brand Guidelines to ensure a consistent look and feel in our future marketing and event materials.

Recommendations for next year's committee:

- Implement MUWAA Brand Guidelines and ensure Canva brand kits match. Consider expanding the brand kit to include slideshow presentations and other materials to make the kit easier to use.
- Continue searching for the best platform for social media scheduling and analytics.
- Work to increase engagement on our social media channels.
- Consider whether we should expand our social media channels to reach more alumni (Bluesky, for example), and if X is still worth using as followers and engagement decline.