



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

## **2024-2025 MUWAA BOARD OF DIRECTORS SPRING MEETING**

April 3, 2025 | 3:30 – 5:00 P.M.  
Hybrid | Fant Library, Gail Gunter Room & Zoom

For Zoom credentials, please contact [mcborer@muw.edu](mailto:mcborer@muw.edu).

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### **THURSDAY, APRIL 3<sup>rd</sup>**

#### **DEVELOPMENT SESSION, 3:30 p.m.**

Hybrid | Penny Mansell, '02, Director, Center for Education Support

#### **UNIVERSITY UPDATE**

Hybrid | MUW President Nora Miller, '83

#### **BUSINESS SESSION**

Hybrid | See Agenda Below

# MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

## Board of Directors | Order of Business

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- I. Call to Order & Roll Call
- II. Adoption of the Agenda
- III. President's Welcome
- IV. Ratify Votes
- V. Alumni Office Report
- VI. Foundation Report
- VII. MUWAA Officer Reports
  - Parliamentarian
  - Secretary
  - Treasurer
- VIII. Standing Committee Reports
  - Nomination & Elections
  - Bylaws
  - Recruitment & Retention
  - Chapters & Constituency Groups
  - Special Events
  - Finance
  - Public Relations
  - Past Presidents
- IX. Special Committee Reports
  - Membership & Recruitment
  - Mentoring
  - Strategy & Support
  - One MUW
  - Digital Marketing
- X. Unfinished Business
- XI. New Business
  - Annual Renewal of 501(c)3 Status
  - MUWAA Branding Guidelines Review from Digital Marketing Committee
- XIV. Open Forum
- XV. President's Closing Comments
- XVI. Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

**Winter Board Meeting**

January 18, 2025

Online via Zoom

**I. Call to Order & Roll Call**

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:16 am CST.

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

Phillip "Flapp" Cockrell  
Terry Gargano Coffey  
Jonathan Cumberland  
Ashley Dean, MUWAA President-elect  
J'Markus Dubose  
Anne White Foster  
Andrea Germany  
Clare Haefner  
Dana Jackson  
Jenny Katool, Foundation Chair  
Cynthia Kittrell  
Elysa MacLellan, Board Secretary  
Annie Oeth  
Jermarra Jones-Price, MUWAA President  
Debra Sturgis Stamps  
Heather Fasciocco Stone, MUWAA Immediate Past President  
Anne Swearingen, Board Treasurer  
Bayleigh Vick

**MUWAA Board Members absent:**

Trey Harper

**Guests:**

Wesley House Garrett, Parliamentarian  
Symone Bounds  
Kristie Metcalfe  
Tekita Bankhead  
LeAnn Alexander  
Monique Jenkins

**Ex-Officio Members present:**

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

**II. Adoption of the Agenda**

President Jones-Price called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by Heather Fasciocco Stone. The motion passed with 17 of 19 board members approving.

**III. President's Welcome**

President Jones-Price gave her opening remarks welcoming all Board members, committee chairs and guests to the meeting. She proceeded with appreciation to everyone for tuning into the development session earlier in the morning featuring the Director of the Career Services and Professional Development Center, Elise Wilson. Mrs. Wilson spoke to attendees about the current student body professional service offerings, mentoring opportunities, the importance of student connections to alumni, and professional excursions her office has procured for the students. Lastly, she reminded alumni of opportunities shared with students such as the Handshake app.

President Jones-Price shared a recap of her vision for the year and the three goals for which the year is operating- reassessing our individual alumni networks, redesigning alumni programming that represents our entire association, and lastly, discovering collaborative approaches to early student engagement. In this attention to goals, she reviews how strong of a start we already have by advertising for the upcoming BLUE event for students scheduled for February 20<sup>th</sup>, the variety of alumni-facing events scheduled during and post-Homecoming in addition to the early connection efforts of the upcoming Winter Blues Party targeted for recent graduates and graduating seniors. President Jones-Price shared we have started the board year off strong, tackling each one of these through behind-the-scenes work in the committees. She urged all in attendance to understand that the work we are doing sets the tone for how we will accomplish committee goals and make ourselves proud.

#### **IV. Ratify Votes**

There was one vote presented to ratify:

1. We ratified votes for the approval of the Fall 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **November 15, 2024, with 14 out of 19** board members voting in approval.

#### **V. Alumni Office Report**

Cathryn shared updates about the office being fully staffed again with the hiring of new team members since our last meeting. She shared that Homecoming is the biggest agenda item right now for her office and highlighted how there will be some old favorites but new changes as well. and that we are currently amid an early bird special of only \$20 until March 1<sup>st</sup>. She shared how there are two days approaching at the Mississippi Capitol- January 29<sup>th</sup> for students with a planned dinner the night before with students using their time to promote the Nursing and Culinary programs to impart the impact The W has on the state and then Charter Day on March 12<sup>th</sup> including a luncheon at Old Capital Grille which registration is currently open now to get an accurate headcount. Cathryn urged all in attendance to be there as we lunch, rally and pose on the capital steps for a photo in blue. Lastly, she spoke about Mississippi on the Mall on June 7<sup>th</sup> in Washington, DC and Mississippi in the Park on June 14<sup>th</sup> in New York City. She asked all attendees to save those dates and begin checking the W website for further updates on these events. There will be more activities and details soon to come at the Spring Board meeting.

#### **VI. Foundation Report**

Foundation Chair Jenny Katool started by talking about donors. From July to December 2024, we are down 55 donors from 2023 to 2024 with that number shifting from 1,436 to now 1,381. In fiscal year 2023, 2,373 donors gave just north of \$2.9 million and in fiscal year 2024, we had a lower number of donors at 1,873 but we were up in dollars at \$3.4 million. Right now the focus is to reclaim those donors at the lower tier amounts of giving

\$100 and below. The expectancy is that this fix will be easy but Jenny encouraged us all to reach out to our networks and ask for donors to give to any fund they are passionate about so we can see those numbers begin to increase.

There is a new all purpose athletic space which is designed for lounge, group study and team game prep. It will greatly help with the retention of student athletes. It will be housed in the former Hogarth Auditorium with hopes of having it completed by Homecoming. The Legislative dinner on the January 28<sup>th</sup> is sponsored by the Foundation inviting Senate and the House along with lobbyists, students and staff from The W. The Foundation will also sponsor the Charter Day in March. In closing Jenny shared the confirmation of the Welty Gala speaker is being finalized pending a contract signature.

## **VII. MUWAA Officer Reports**

### **Parliamentarian**

Wesley House Garrett had nothing to report for the Office of Parliamentarian.

### **Secretary**

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

### **Treasurer**

Anne Swearingen discussed the numbers from the Endowed and Restricted accounts shown below. The accounts are mostly unchanged but will soon see movement once the scholarships are paid out.

### **Endowed Accounts**

<b>Account Name (Account Number)</b>	<b>Balance</b>
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	\$25,000.00
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
<b>Total MUWAA Endowed Funds held at MUW Foundation</b>	<b>\$227,424.77</b>

\*Totals are as of 12/31/24

**Restricted Accounts – Activity for quarter ended Dec. 31, 2024**

<b>Fund Name (Fund Number)</b>	<b>Beginning Balance</b>	<b>Revenue/ (Expense)</b>	<b>Balance (as of 9-30-24)</b>
Alumni Association Activities Fund (26062)	\$16,105.12	\$110.00 (\$2,228.46) Net deficit: (\$2,118.46)	\$13,986.66
Long Blue Line Auction Fund (26108)	\$26,089.72	\$13,228.42 (\$15,541.87) Net deficit: (\$2,313.45)	\$23,776.27
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		\$7,558.59
LBL Undergraduate Research Scholarship Fund (28224)	\$431.21	\$1,000.00	\$1,431.21
Magnolia Mingle Event Fund (28238)	\$17,975.18	\$14,301.17 (\$239.94)	\$ 17,735.24
MUWAA First Generation College Student Scholarship (28253)	\$2,702.50		\$2,702.50
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$76,440.94	\$31,639.59 (\$18,010.27)	\$75,769.09

**VIII. Standing Committee Reports**

**Nominations & Elections | Chair Heather Fasciocco Stone**

Chair Heather presented the following report:

The Nominations and Elections Committee has been working in preparation to vet the nominees with next steps to meet tomorrow to formerly review the eligible nominees and then present a slate to President Jones-Price. The active voting link will go live to active alumni January 27<sup>th</sup> for two weeks according to the Bylaws followed by a formal announcement of the incoming Board Class and President-elect. The committee is piloting a new timeline to give more time for the nominees to accept and prepare to be at Homecoming to be sworn in. A dedicated email was created for the N&E Committee this year by President Jones-Price to streamline communications between nominees and committee members in addition to the roll out of a Google form to capture packet information and headshots. The committee has had a pleasant trial period of their new timeline and look forward to presenting this recommendation to be adapted into the governing documents.

## **Bylaws | Chair Terry Gargano Coffey**

Chair Terry presented the following report:

Terry shared that the Bylaws committee are waiting on the greenlight from the President and Board Directors to place approved documents in the governing documents as shown in their outlined board goals for the year.

## **Recruitment & Retention | Chair LeAnn Alexander**

Chair LeAnn presented the following report:

Chair LeAnn shared her committee has been busy with the selection of this year's Alumni Award winners. She thanks those who helped market the call for nominations and the announcement of winners which rolled out on all MUWAA socials last week. The official recognition of the winners will be held at Homecoming. The beginning stages of faculty awards is underway with communications already out to Dr. Tollison. LeAnn will accompany President Jones-Price to 100<sup>th</sup> Night on January 29<sup>th</sup>. LeAnn concluded by sharing new ideas for additional alumni awards are being discussed and will be shared later in the meeting by partner committee, DEI..

## **Chapters & Constituency Groups | Chair Cynthia Kittrell**

Chair Cynthia presented the following report:

Chair Cynthia shared her committee has met four times via Zoom with a scheduled meeting for the coming Thursday. Currently, they are wrapping up completing updates to the list existing chapters and constituency groups. She said they are working on new groups and for those on the Board that have messaged or shared during meetings they'd like to start a new group she will be reaching out using the newly created interest form that was just finished.

Her committee is helping four chapters to reactivate- Little Rock Arkansas, MS Delta, Birmingham Alabama and Oktibbeha County (Starkville area). The new C&CG workshop which is scheduled for April 26<sup>th</sup> and completely virtual will target new groups that want to get started and what that looks like, a section for existing groups to learn steps for reactivating and to affirm for other groups that it is fine in informal settings is all they want through social media only.

The new Houston Chapter is hosting a meeting on February 8<sup>th</sup> with Linda Ross Aldy coming to share a LEAP presentation and Cynthia encouraged other chapters that may want to know how they can be of assistance during legislative times to the W from outside of Mississippi that this option would be beneficial. Lastly, all documents to the alumni website are being updated and the SOAC Lounge will be open Thursday-Saturday for alumni to use freely of which the new STEM group will be using on Saturday of Homecoming to meet. She lastly shared that she is working with Annie Oeth and Public Relations on a Visions article to highlight the work of this committee.

## **Special Events | Chair Bayleigh Vick**

Chair Bayleigh presented the following report:

Chair Bayleigh is presented for J'Markus Dubose who will be voted on during New Business. J'Markus and his committee are scheduled to meet next week to finalize plans for a successful Magnolia Mingle which will take place on Friday at Homecoming. The final decisions about the cups and koozies that will be sold is on their agenda in addition to the draw down tickets which will go on sale February 1. Alumni attending Homecoming are encouraged to bring their auction items with them as the committee will be collecting across the weekend for the 13<sup>th</sup> Long Blue Line Auction. President-Elect Ashley Dean asked if food

trucks were being confirmed this year to which J'Markus and Bayleigh shared that due to financial loss on the food trucks, we are moving in the direction of food stations catered by Sodexo this year.

### **Finance | Anne Swearingen**

Chair Anne presented the following report:

Chair Anne shared that the committee has had light movement as notated in the diagram below. The committee will be working with the Digital Marketing to schedule social media reach out to gain donors.

<b>Fund Number - Name</b>	<b>Date</b>	<b>Description</b>	<b>Amount</b>
26062 – MUWAA Activities Fund	12/15	Spectator ¼-page ad	81.00
26062 – MUWAA Activities Fund	12/11	MUWAA president’s travel July-Nov.	699.62
26108 – LBLA Fund	12/13	LBL Auction postcards	242.25
28238 – Magnolia Mingle Fund	9/27	Magnolia Mingle save-the-date cards <sup>i</sup>	239.44
<b>TOTAL</b>			<b>\$ 1,262.31</b>

### **Public Relations | Annie Oeth**

Chair Annie presented the following report:

Chair Annie shared that this has been a busy quarter for the committee. They are currently working on and planning news releases for the BLUE event and Homecoming, a Spectator ad about student-facing events during Homecoming, and Visions stories for board elections and the alumni groups. When asked about upcoming communications regarding BLUE from Terry Coffey, Annie shared that that article was in the works and should be ready for publication soon.

### **Past Presidents | Symone Bounds**

Chair Symone presented the following report:

Past President Symone shared that the committee has been busily working on their Puckett House refresh and collaborating with the Office of Development and Alumni. With Cathryn’s assist on campus, the refresher is coming together. There are items in the Puckett House that were recently appraised through an appraisal donation from Stewarts Antiques, Appraisals and Estate Sales in Columbus because the owner says he has a special love in his heart for The W and would love to donate his time checking out the furniture and if it would be original pieces or recreations. A list has now been created of all items in Puckett House, and the committee plans to move forward by launching a giving campaign to help updating furniture, replacing the roof and other items Resources Management deems necessary. Being that the Puckett House is a designated MS landmark, the committee is working with Archives and History grants for future funds. There is also a brunch being planned to assess needs as a committee with the intention to sponsor and attend BLUE and a cleaning day scheduled the following day for all Past Presidents in attendance. For now, the group is looking forward to an article to keep the charm and history of the Puckett House alive and can’t wait for it to be shared.

## **IX. Special Committee Reports**



## **Membership Recruitment | Chair Monique Jenkins**

Chair Monique shared upcoming events the committee are finalizing with the virtual Winter Blues Party planned for March 6. This is an opportunity to engage recent graduates, get them informed about Homecoming, and learn about the benefits of being involved with The W post-graduation. The save date announcements have already been shared inside the graduate gift from the recent Fall commencement. The committee also hopes to use it as a small fundraiser, but those details are being ironed out. At Homecoming, the committee will be hosting an alumni-vs-students "Dance through the Ages" competition in partnership with Campus Rec. Alumna LeAnn Alexander will DJ the event in addition to teaching line dances representing different generations. The "Why do you 'W'" series will be the final push for this committee's goal this year which will happen the week following Homecoming. The committee will continue to support commencement services with the distribution of gifts.

## **Mentoring | Chair Kristie Metcalfe**

Chair Kristie presented the following report:

The committee will host B.L.U.E. on Thursday, February 20, 2025, at 6:00pm in Pope Banquet Room. Chair Kristie shared that BLUE will feature two keynote speakers this year in lieu of an alumni panel. This development is to allow the students to have increased time with the two keynotes for questions and networking. The two speakers will present on professional development and financial literacy. Donor emails have been sent and the next committee meeting will focus on the building out of Spring Fling. Chair Kristie took the opportunity to thank President Jones-Price for her help along with committee members Amber Parker, Jennifer O'Connell and Courtney Murtaugh.

## **Strategy & Support | Chair Ashley Dean**

Chair Ashley presented the following report:

Chair Ashley shared that the committee has been working hard, and she paused to reflect on just how dedicated our MUWAA Board is to the title of "working board" as her committee has researched like size universities for similarities or takeaways to share. In doing their research, which is shared in the packet, Ashley noted that these universities do not share much information regarding their alumni associations on their websites or the work, if any, that they perform as a membership. She shared that her committee researched four institutions and some of the findings were there are varying terms for their board directors, no online presence for their association, and no recent or updated governing documents unlike ours which are publicized for all to see. There are no recommendations currently to what we are doing as an alumni association but that may develop over time. She met with Symone as part of their committee collaborations to see about the building of a Homecoming app and from talks with Cathryn they have a direction they are heading in.

## **Diversity, Equity & Inclusion | Chair Tekita Bankhead**

Chair Tekita presented the following report:

Chair Tekita greeted everyone following by the announcement that one member of the DEI committee is rolling off due to military obligations but that the input and work she gave is appreciated and they are thankful. The committee has an upcoming meeting being scheduled. The committee has finalized the recommendation of their new name as One MUW which will better capture the work of the committee without compromising the commitment of building an inclusive alumni community without misrepresenting the work that is being done.

The committee is working with the Recruitment and Retention Committee to come up with

an award campaign based on the idea of “40 Under 40”. Planning is underway for a workshop series, “Regroup and Recharge”, that will improve engagement for young alumni and alumni going through different stages of transitions. The topics of this 3-part series are “Taking the Next Step after Graduation” targeting new graduates, “Different Generations in the Workplace” targeting how we learn and adapt to working among different ages and lived experiences, and “Rest, Liberation, and Understanding the Importance of Juneteenth” to take place in June 19 to provide context for cultural approaches. These are working topics, and the committee welcomes suggestions for other titles. This series will take place starting in April to iron out details and publicize it.

## Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

Chair Clare shared that the committee has been busy promoting events such as MUWAA elections and BLUE. The committee will be assisting in building out graphics for promoting upcoming board elections and Homecoming. They have also been working on the MUWAA brand guidelines updates and hope to have that ready for the Spring Board meeting in April. Claire reviewed the different social media analytics which reflect that some growth is down, but engagement is up. It is expected for numbers to ramp up heading into Homecoming and other events. They are still looking at other analytic platforms and plan on presenting findings at the next board meeting. Clare encourages all committees to contact her with any digital marketing needs or join the upcoming media drop-in scheduled for Monday.

### Facebook | Oct. 1, 2024 to Dec. 31, 2024

Page Growth	Total Posts	Page Engagement	Post Engagement	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Percentage of users who interacted with content during time period)</i>	<i>(Number of users who interacted with posts during time period)</i>	<i>(Total times posts reached a user's feed)</i>
-4	22	5.87%	577	13.0K
-200%	0%	-48.56%	23.95%	-69.95%

#### Posts with Top Engagement

- 12-13: Congrats to new Long Blue Line members | 17.29% engagement
- 11-28: Happy Thanksgiving/Gratitude list | 12.89% engagement
- 11-18: Are you willing to serve on MUWAA Board? | 8.15% engagement

#### Posts with Most Impressions (greatest reach)

- 12-13: Congrats to new Long Blue Line members | 1469 impressions
- 10-8: Seeking nominations for Alumni Awards | 791 impressions
- 10-26: Alumni Awards nomination deadline reminder | 405 Impressions

### Instagram | Oct. 1, 2024 to Dec. 31, 2024

Account Reach	Account Engaged	Total Followers
942	56	884
F: 296   NF: 646	F: 53   NF: 3	1
44.03%	-27.3%	0.01%

#### Top Engagement

- 12-13: Congrats to new Long Blue Line members
- 12-24: Happy Holidays (reel and story)
- 11-28: Happy Thanksgiving/Gratitude list

#### Top Reach

- 12-13: Congrats to new Long Blue Line members
- 10-8: Seeking nominations for Alumni Awards
- 10-15: Distinguished Achievement Alumni Award post

## X (Twitter) | Oct. 1, 2024 to Dec. 31, 2024

### Page

Growth	Total Posts	Followers	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Total number of people following our account)</i>	<i>(Total times posts reached a user's feed)</i>
<b>0</b>	<b>22</b>	<b>940</b>	<b>724</b>
No change	-20.83%	-21	-24.5%

\*Social Bee does not guarantee accuracy of these analytics.

### Top Posts

10-31: Happy Halloween

11-28: Happy Thanksgiving

11-11: Veterans Day

## X. Unfinished Business

There was no unfinished business to discuss.

## XI. New Business

President Jones-Price presented the recommendation from the Special Events committee for the approval of the 2025 Special Events co-chairs and members for Magnolia Mingle as presented. She called for a motion from the floor to accept the 2025 Special Events co-chairs and members for Magnolia Mingle as presented. The motion to accept the 2025 Special Events co-chairs and members for Magnolia Mingle was presented by Bayleigh Vick. The motion passed with 18 of 19 board members approving.

President Jones-Price presented the recommendation from the Diversity, Equity and Inclusion Committee for the approval of the proposed name of One MUW Committee as presented. She called for a motion from the floor to accept the proposed name of One MUW Committee as presented. The motion to accept the new name as One MUW Committee was presented by Tekita Bankhead. When asked for discussions, Immediate Past President Heather Fasciocco Stone wanted clarification if the word "One" would be an acronym or standard writing with a capitalized letter 'O' to which Chair Tekita confirmed it would be in standard writing format. The motion passed with 18 of 19 board members approving.

## XIV. Open Forum

Terry Coffey asked for clarification as to what type of movement had been going on with the ART Team to which President Jones-Price reference the recent email sent from the University with an official update of progress for this team and their office as whole. Past President Katy Pacelli will be invited to the Spring Board meeting to share more but President Jones-Price said that from the recent article it seems this team had a great Fall recruitment season. Debra Sturgis-Stamps shared more from her hand-on work with the team this recruitment season saying they have been instrumental in participating in high school and junior college career fairs and that the travel has been great and she's been to new areas around the state. She did share they have been limited in swag giveaways, but she is excited about the work being done. Anne Foster has what efforts have been made to attract the incoming Freshman class. Debra shared that they have interest cards they have students to complete and then turn those over to the Admissions Office. Terry Coffey then asked if there was anything additional that the alumni membership could do informally to help bolster engagement in pushing student towards The W. President Jones-Price urged patience while this office wraps up their season and Katy is able to report on what we can do and the direction from this office. She also asked alumni to continue to spread the great works of The W whenever opportunities were available to inform students and parents of what The W offers and what our time here provided.

## **XV. President's Closing Comments**

President Jones-Price began her closing remarks by acknowledging Winter Board Member and Committee Chair birthdays. Birthdays announced were Jonathan Cumberland (1/15), Clare Haefner (1/17), Andrea Germany (1/29), Annie Oeth (2/06), Heather Stone (2/10), Trey Harper (2/27) and Elysa MacLellan (3/3). President Jones-Price also introduced and shared nine Gingko Spotlights of congratulating Bayleigh Vick being named Administrator of the Year with her institution of work, Tekita Banked being voted as Outstanding Recent Graduate and J'Markus Dubose on receiving the best Christmas gift of a new baby boy, Trey Harper receiving a new appointment for the Mississippi Conference, Elysa MacLellan for being a social media rockstar, Debra Sturgis for making the Board proud through her dedication with the ART Team, Cynthia Kittrell for such an impressive handle on Board work and team member accountability, Jonathan Cumberland for bringing his expertise to the MUWAA branding guideline updates and Anne Swearingen for her patience with processes and procedures for campus guidelines as we build the finance SOP.

President Jones-Price shared the following announcement for everyone:

- **Media drop-in:** January 20<sup>th</sup> (*which will serve as a drop-in call for anyone that has actual approvals to discuss with the PR Committee or social posts to confirm with Digital Marketing*)
- **100<sup>th</sup> Night:** January 29<sup>th</sup> (*which President Jones-Price will be joined by Chair LeAnn Alexander*)
- **BLUE:** February 20<sup>th</sup> (*everyone asked to make sure they register and share the posts on their socials to help boost attendance and sponsorships*)
- **Media drop-in:** March 3<sup>rd</sup> (*which will serve as a drop in call for anyone that has actual approvals to discuss with the PR Committee or social posts to confirm with Digital Marketing*)
- **Winter Blues Party:** March 6<sup>th</sup>
- **W Charter Day:** March 12 (*all alumni invited to attend the luncheon in-person or wear their blue and post on their socials on the day*)
- **Spring Board Reports DUE:** March 20<sup>th</sup> (*President Jones-Price is asking all chairs to submit reports as soon as they wrap early Spring meetings so the packets can be created ahead of Homecoming*)
- **Spring Board Meeting:** April 3<sup>rd</sup> (*Homecoming Meeting and more info will come soon*)
- **Homecoming: April 3-6** (*Make sure you register during early registration and be sure to share the posts on socials in your networks*)

As President Jones-Price ended, she reminded us that we are meeting people where they are this year in terms of sharing the great work of this board and the alumni association. All Board Members and Chairs were thanked for their observation and participation in making the time in their schedules to attend virtually this weekend. She reiterated that the hard work of everyone does not go unnoticed and is appreciated as we work towards the duration of this board year together.

## **XVI. Adjournment**

The meeting was adjourned at 12:49 p.m.

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**

<b>Account Name (Account Number)</b>	<b>Balance</b>
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
<b>Total MUWAA Endowed Funds held at MUW Foundation</b>	<b>\$227,449.77</b>

\*Totals are as of 02/28/2025.



**Committee Name:** Nominations & Elections

**Committee Type:** Standing

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Heather Fasciocco Stone, Chair

**Mississippi University for Women Alumni Association**

**COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- The committee worked with the Office of Development & Alumni in accordance with the MUWAA Bylaws & Policies and Procedures to solicit nominations, hold General Elections, and certify election results according to the below schedule for 2025 Elections.
- Nominations were held from December 2-22, 2024
- Nominations team met virtually on
- General Elections were held from January 27-February 9, 2025; new graduates voted from 2/14-27
- The Office of Development & Alumni received the Election results and delivered to the committee on February 28, 2025
- The Certified Results were sent to the MUWAA President & Board, and Office of Development & Alumni
- Held separate digital & social strategy with Digital Marketing chair Clare Haefner to promote awareness and engagement during 2024 Nominations & 2025 Elections seasons.
- 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

## Goals and Progress to Date

- Goal 1: Partner and secure nominations for all open MUWAA positions with a focus on aligning with our alumni population
  - Complete
- Goal 2: Provide a slate of no more than 10 nominees to University Director of Alumni Relations and MUWAA President according to Policy and Procedure recommended timeline.
  - Progress
  - Progress

## Next Steps

- Coordinate with the MUWAA Digital Marketing team to highlight new PE/board members
- Partner with MUWAA Public Relations team to plan press release on new PE/board members

## Celebrations or Accolades

- 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!

## Concerns or Motions for Action

- Prior to the end of the 2024-2025 fiscal year, the N&E Committee will make a recommended motion to examine and consider a refresh on the General Elections timeline to better align with MUWAA events timeline and fast track in advance of annual Homecoming festivities





**Committee Name:** Bylaws and Policies & Procedures

**Committee Type:** Standing Committee

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 14, 2025

**Submitted by:** Terry Gargano Coffey, Chair

**Mississippi University for Women Alumni Association**

**COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- We have collaborated through emails and texts.

## Goals and Progress to Date

- Goal 1: Renew and refresh the Bylaws & P&P documents for grammatical errors and updated language.
  - All members have read and suggested edits to correct grammatical errors, update language, and clarify the document.
  - Policies and Procedures are ready to upload onto the MUW website following Homecoming 2025.
- Goal 2: Consider adding frequently used Board templates such as the motion card, board report and annual report templates to governing documents for continued standard use.
  - Following the direction of our President, we have added the Motion Card, Board Report, and the End of the Year Board Report templates into the P&P document to ensure ease of use and standardization by Committee Chairs.
- Goal 3: Work in partnership with the Digital Marketing and Chapters and Constituency Group Committees to determine whether the new branding guidelines and Chapters and Constituency Group guidelines should be included in the Policies and Procedures document.

- It was determined that the branding guidelines and the guidelines for chapters and constituency groups should **not** be placed in the governing documents but instead will have their own spots on the Alumni Page on the MUWAA website.

## Next Steps

- Following the email vote by the Board of Directors amending Article 2.21 of the affiliation agreement, we will ensure that this action is reflected in the Bylaws Document.

## Celebrations or Accolades

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

## Concerns or Motions for Action

None at this time



**Committee Name:** Recruitment and Retention

**Committee Type:** Standing

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** LeAnn Alexander, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- Meetings: No formal meetings have been held since the January 18th Board Meeting.
- Emails:
  - o Final committee correspondence was sent out at the close of Alumni Award notifications.
  - o **Feb 4:** Emailed Director of Alumni Relations to request list of alumni that currently work at MUW in order to propose members for the Student Scholarship Committee.
  - o **Feb 20:** Sent a reminder email to provost about faculty awards/grants
  - o **Feb 25:** Sent proposed list of Student Scholarship Committee names in. 5 proposed names all accepted the invite to serve.
  - o **Mar 3:** Sent Digital Media Request for 2025 Faculty Awards to PR and Digital Media Committee.
  - o **Mar 5:** Notified via email each Faculty award winner of their selection.
  - o **Mar 13:** Sent bios and headshots to PR and DM Committee for faculty awards promotion.
- Attended 100th Night alongside MUWAA President

## Goals and Progress to Date

- **Goal 1:** Adhere to Policies & Procedures for the process of Alumni Awards to present and promote a slate of alumni nominations to the Association within the new timeline of the first week of November.
  - o **Progress:** We stayed steady with our original timeline of deadlines. We met each goal set forth.
- **Goal 2:** Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the Faculty Grants, Student Scholarships & Alumni Award recipients.

- **Progress:** Completed, worked closely with both committees to ensure we promoted the winners of each awards and to also promote for student application submission.
- **Progress:** Emailed all necessary bios and headshots to both chairs.
- **Goal 3:** Partner with the Diversity, Equity, and Inclusion Committee to research, create, and launch a 40 under 40 campaign to recognize the thriving and diverse members of our alumni membership
  - **Progress:** Met with the chair of the now One MUW Committee to brainstorm ideas on Top 40 Under 40 recognition. We came up with the following:
    - **The W GUILD:** Graduates Upholding Innovation, Leadership, & Distinction is an inaugural award that recognizes outstanding MUW alums who are leaders in their respective fields.
    - **Honoree Eligibility** has been determined as:
      - a. Graduated from the W at least 5 years prior to nomination
      - b. Demonstrated exceptional distinction in professional, civic, or philanthropic endeavors
      - c. Positive representation of MUW
    - The timeline and May launch are being finalized with MUWAA President before being presented for approval.

## Next Steps

- Homecoming Convocation to recognize alumni award winners, scholarship winners, and faculty/grant winners.
- Meetings: N/A

## Celebrations or Accolades

**I am pleased to recognize members of our committee who will be serving on the MUWAA Board of Directors 2025-2026:** Sydney Pittman, Carrie Niemet, Nicole Rensink, and Bayleigh Vick (President Elect)! It's also worth mentioning the 2025-2026 MUWAA Incoming President is the immediate-past chair of the Retention and Recruitment Committee, Ashley Dean!

## Concerns or Motions for Action

None at this time



**Committee Name:** Chapters/Constituency Groups

**Committee Type:** Standing

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 18, 2025

**Submitted by:** Cynthia Kittrell, Chair

**Mississippi University for Women Alumni Association**

**COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

Zoom meetings were held on September 26, October 22, December 12, 2024 and January 23, 2025. Next meetings scheduled for March 27, and May 15, 2025.

## Goals

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

## Progress to Date

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) – Amelia, Denise, Melissa, [Cynthia]
  - 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 learned that many groups have been inactive since COVID and are looking for ways to get re-energized.
    - c. Many groups are active on Facebook only.
    - d. We will continue to be in touch with these groups as their statuses change.
  2. Respond to requests to organize new groups (#1 goal) – Anne, Brynn, Nicole, [Cynthia]
    - 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) – Cynthia, Maddy (other team members will assist)
    - a. We will host this virtual workshop on Saturday morning, April 26<sup>th</sup>.
    - b. This will allow us to announce and encourage sign-ups for the workshop at Homecoming at the SOAC Lounge (#3 goal).
    - c. We will use past workshop agendas and slides as a starting point. This will be a completely virtual workshop via Zoom.
    - d. We will advertise and promote this with emails and social media posts. (#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.

## Next Steps

**Work our plan!**

## Celebrations or Accolades

**Everyone on the team has participated in all activities, especially with updating the list of current groups. We have maintained contact with these groups and are available to help them in any way they request. This has been an amazing team of alums!!**

## Concerns or Motions for Action

None at this time



**Committee Name:** Special Events Committee

**Committee Type:** Standing Committee

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** JMarkus DuBose, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://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

JMarkus DuBose

Elysa Maclellan (board)

Katelyn DuBose

Danielle Bialka-Tappan (co-chair)

Sara McKie

Candie Willis

Bridget Smith Pieschel

Karla Ayers

## Committee Activities

- The committee is actively seeking members for the 2025 year to help with the LBLA.
- Meeting via Zoom
- Email correspondence

## Goals and Progress to Date

- Goal 1: Host a successful Magnolia Mingle (4/4/25)
  1. The committee held a Zoom meeting on March 18<sup>th</sup> to finalize and update the following details
    - Food Stations (Sodexo)
    - Signature Drink
    - Cup/Koozie
    - Media creations
    - Entertainment
- Goal 2: Start planning for the auction
  1. Plan and successfully execute the 13th Annual Long Blue Line Auction
  2. Try to get the LBL intern position filled
  3. Start receiving items for the LBLA during Homecoming

4. Get the GiveSmart site up and running so alums can start shipping and donating items to the LBLA

## Next Steps

- Start planning and getting social media coverage for the auction designed and approved.

## Celebrations or Accolades

- Thanks to Dr. Pieschel
- Thanks to my committee for being awesome.

## Concerns or Motions for Action

None at this time





**Committee Name:** Finance  
**Committee Type:** Standing  
**Meeting:** Spring 2025 Board Meeting  
**Date Submitted:** March 20, 2025  
**Submitted by:** Anne Swearingen, Chair  
**Mississippi University for Women Alumni Association**  
**COMMITTEE REPORT**  
[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

### Function of the Committee

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

### Committee Members

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

### Committee Activities

Scholarships awarded in the fall of 2024:

Fund Number	Fund Name	Recipient	Amount
28253	First Generation Scholarship	Precious Davis	\$500.00
35287	Culinary Arts Scholarship	Claten Hall	625.00
36062	Southern Grace Scholarship	Isabella Commodore	1,200.00
38051	Legacy Scholarship	Candra Broome	1,250.00

Check requests approved for payment to date<sup>i</sup> for the quarter:

Fund Number - Name	Date	Description	Amount
28119 – Blue Event Fund	1/13	Prographics	394.56
28119 – Blue Event Fund	2/6	Hotel Room for Blue Event Speaker	128.78
28238 – Magnolia Mingle Fund	2/6	Transfer of Shattuck Commitment	\$10,000.00
28119 – Blue Event Fund	2/20	Booklets for BLUE Event	171.74
28119 – Blue Event Fund	2/20	Vinyl Display Boards for BLUE Event	285.69
28119 – Blue Event Fund	2/20	Catering for BLUE Event	1,487.28
26062 – MUWAA Activities Fund	2/26	Gifts for Alumni Awards	507.88

26062 – MUWAA Activities Fund	3/14	Gifts for outgoing MUWAA Board members	545.77
26062 – MUWAA Activities Fund	3/17	Alumni lapel pins	1,544.89
26062 – MUWAA Activities Fund	3/18	½ page ad in The Spectator	135.00
<b>TOTAL</b>			<b>\$15,201.59</b>

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<sup>i</sup> February 28, 2025



**Committee Name:** Public Relations Committee

**Committee Type:** Standing

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** 02/20/2025

**Submitted by:** Annie Oeth, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- Emails

## Goals and Progress to Date

- BLUE news release
  - A news release advancing BLUE was shared by MUW.
- Homecoming ad for The Spectator
  - The Public Relations Committee worked with Digital Marketing Chair Clare Haefner to create an ad for Homecoming events that was published in The Spectator.
- Homecoming news release
  - A news release sharing registration information and Homecoming events was shared by MUW.
- MUWAA Elections news release
  - A news release about newly elected MUWAA Board members is being written by MUWAA Public Relations Committee Members.
  - Draft will be ready after Homecoming.
- MUWAA Alumni Award winners news release
  - A news release about winners of MUWAA Alumni Awards is being written by MUWAA Public Relations Committee members including Cordie Forrester and Annie Oeth and will be shared with media after Homecoming so photos of award winners can be included.
  - Draft will be ready after Homecoming.
- MUWAA graduation ad for The Spectator

- The Public Relations Committee will work with the Digital Marketing Committee in creating a half-page ad for publication in The Spectator congratulating spring graduates.

## Next Steps

- Drafts of Alumni Award Winners and Elections news releases will be shared with those quoted plus President Jermarra Jones-Price, President-elect Ashley Dean and Cathryn Borer, MUW director of alumni and donor engagement, and edits will be made.
- Media contact lists will be created for both to tailor the audience to the news releases.

## Celebrations or Accolades

Thanks go to committee members and Digital Marketing Committee Chair Clare Haefner for their support during the past year.

## Concerns or Motions for Action

None at this time



**Committee Name:** Past Presidents Committee

**Committee Type:** Standing

**Meeting:** 2025 Winter Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Symone Bounds, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

### Function of the Committee

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

### 2024-2025 Committee Members:

Katy Canion Pacelli

Jenny Katool

Andy Thaggard

Deborah Hodges

Courtney Murtaugh

Symone Bounds, Chair

Heather F. Stone, Immediate Past President

### Committee Goals

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

### Goals and Progress for 2024-2025

- Encouraged Past President giving & support
- 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
- 

### Next Steps

- Schedule a Past President's Lunch
- Schedule a Puckett House clean out weekend

- Decide on item(s) to contribute to the refresh of Puckett House
- Work with the Strategy and Support Committee to collaborate on a smartphone app

**Celebrations or Accolades:**

None at this time

**Concerns or Motions for Action:**

None at this time



**Committee Name:** Membership Recruitment

**Committee Type:** Special

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Monique Jenkins, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- Event: (Upcoming)
  - o Alumni vs Student Line Dancing Competition – Homecoming (April 5)
  - o Membership Recruitment Campaign – Why Do You “W”? (April 8 – 12)
- Meetings (Zoom Calls):
  - o March 20 – Discussed final plan for line dancing competition. Finalized plan for membership drive
- Emails: 1/12 to discuss details of virtual mixer; 2/24 to review final agenda and details for the “Winter Blues Party with the W”; 3/3 follow-up email to 2/24 email sent; 3/8 to recap “Winter Blues Party with the W” and schedule final meeting; 3/13 meeting invitation sent for 3/20 meeting to finalize plan for membership drive

## Goals and Progress to Date

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

## Next Steps

- Events: Membership Campaign - April 8<sup>th</sup> – 12<sup>th</sup>

## Celebrations or Accolades

None at this time

## Concerns or Motions for Action

None at this time





**Committee Name:** Mentoring

**Committee Type:** Special

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Kristie Metcalfe, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](http://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- The committee communicated mostly through text messages and emails.
- There has also been two scheduled Zoom meetings.

## Goals and Progress to Date

- Goal 1: Plan & execute the 8th Annual B.L.U.E. networking event focused on the professional development of students.
  - Progress- 8<sup>th</sup> Annual B.L.U.E. event was held hybrid style on February 20<sup>th</sup> at 6pm.
  - Progress- The event featured two keynote speakers, alum Matti Gordon and Dr. Jackson Akwaowo speaking on financial literacy and professionalism respectively.
  - Progress- The online experience this year included breakout rooms to accompany the in-person networking portion which moderated by committee members Amber Parker and Courtney Murtaugh.
  - Progress- The in-person networking portion was successful accompanied by speaker introductions from the current Student Government Association president Laila Wrenn and Q&A moderation by the Dean of Business & Professional Studies, Dr. Kelly Woodford.
- Goal 2: Plan and execute a new Spring event during Homecoming that produces mentorship relationships between Junior/Senior students.
  - Progress- Committee members Jitoria Hunter and Maddy Sielu will lead efforts on this event.
  - Progress- The committee plans to partner with the Women's College on this event to pair the professional headshots being offered with their mentoring event.

- 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.
  - Progress- B.L.U.E. save date was created and shared on MUWAA socials in late fall.
  - Progress- B.L.U.E. article was written and published in January on the MUWAA alumni website.
  - Progress- Promotional and thank you graphics for B.L.U.E. events, speakers and hosts were shared on MUWAA socials in addition to promotional posts for Spring Fling.

## Next Steps

- Execute a successful Spring Fling event on Thursday, April 3<sup>rd</sup> of Homecoming weekend with efforts lead by Jitoria Hunter and Maddy Sielu.

## Celebrations or Accolades

President Jones-Price provided major support for BLUE. This event would not have happened without her. Jennifer O'Connell and Audra Odom were instrumental in securing the keynote speakers for BLUE. Courtney Murtaugh and Amber Parker ensured that the online attendees had a great experience. Cathryn Borer and staff also provided crucial support. Committee members and alums provided financial support for the event.

## Concerns or Motions for Action

None at this time



**Committee Name:** Strategy and Support

**Committee Type:** Special

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 16, 2025

**Submitted by:** Ashley Dean, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

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

## Committee Activities

- Emails: multiple emails sent regarding Homecoming App and Committee Interest Survey

## Goals and Progress to Date

- Distribute the Year End Board Service Survey to all 2023-2024 Board members and Committee Chairs.  
*Progress:* Completed (16/22 surveys completed)
- Research at least 3 like-size or regional college or university alumni associations for a comparison analysis of board structure, committee listing and layout, as well as alumni office interaction. Consider recommending changes upon completion of research.  
*Progress:* 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 task are included in the survey.

## Next Steps

- Committee Interest survey will be live at Homecoming. Board of Directors and Committee Chairs will wear buttons with QR code to the survey.
- Social Media post to promote Committee Interest Survey will be posted after Homecoming.

## Celebrations or Accolades

Thank you to the Strategy and Support Committee for a successful board year!

## Concerns or Motions for Action

None



**Committee Name:** One MUW

**Committee Type:** Special

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Tekita Bankhead, Chair

**Mississippi University for Women Alumni Association**

**COMMITTEE REPORT**

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## 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.

## Committee Members

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

## Committee Activities

- No Committee Meeting; currently being scheduled

## Goals and Progress to Date

- Goal 1: Research & consider recommendation to MUWAA board regarding committee name change that proactively prevents legislative concerns surrounding DEI initiatives in institutions of higher education.
  - Progress: Goal completed
- Goal 2: Partner with the Recruitment and Retention Committee to research, create, and launch a 40 under 40 modeled campaign to recognize the thriving and diverse members of our alumni membership.
  - Progress: In progress- Met with the chair of the Recruitment and Retention Committee Chair to brainstorm ideas on Top 40 Under 40 recognition. We came up with the following:
    - **The W Guild** (Graduates Upholding Innovation, Leadership, & Distinction) will be an inaugural award that recognizes outstanding MUW alums who are leaders in their respective fields. Currently the nomination form, criteria, timeline and May launch are being finalized.
    - **Honoree Eligibility** has been determined as:
      - Graduated from the W at least 5 years prior to nomination
      - Demonstrated exceptional distinction in professional, civic, or philanthropic endeavors
      - Positive representation of MUW

- Goal 3: Create a new Homecoming event to introduce forward moving conversations focused on equitable experiences and inclusive conversations for alumni and students.
  - Progress: Confirming speakers for “Regroup & Recharge Series;” more details forthcoming but the registration page and zoom links have been created
- Goal 4: Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the 40 under 40 campaign and Homecoming event.
  - Progress: Contact has been made with the Digital Marketing Committee to alert them to graphic needs for socials that will accompany the launch of a new award recognition. Graphics have been created already for the Regroup and Recharge Speaker series to begin circulation the week of Homecoming.

## Next Steps

- Events
  - Confirmed Dates for “Regroup & Recharge Summer Series”
    - Thursday, April 24, 2025 at 6pm – Working Topic: Taking the Next Step After Graduation
    - Wednesday, May 28 at 6pm – Working Topic: Different Generations in the Workplace
    - Thursday, June 29 at 6pm – Working Topic: Rest, Liberation, and Juneteenth
    - The flyer with registration link has been shared in this packet.
- Meetings
  - Next committee meeting currently being scheduled

## Celebrations or Accolades

None at this time

## Concerns or Motions for Action

Prior to the end of the 2024-2025 fiscal year, the One MUW Committee will make a recommended motion to include The W Guild award recognition to the MUWAA lineage of annual acknowledgement for the alumni association and officially launch its first cohort.



*Join us*

# ONE MUW COMMITTEE WORKSHOP SERIES

REGISTER  
TODAY!



## JOIN US

**APRIL 24, 2025**

6:00 P.M. CDT

**Focus:** Taking the Next Step After  
Graduation

**MAY 28, 2025**

6:00 P.M. CDT

**Focus:** Different Generations in the  
Workplace

**JUNE 19, 2025**

6:00 P.M. CDT

**Focus:** Rest, Liberation, and Juneteenth



**Committee Name:** Digital Marketing

**Committee Type:** Special

**Meeting:** 2025 Spring Board Meeting

**Date Submitted:** March 20, 2025

**Submitted by:** Clare Haefner, Chair

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

[longblueline.muw.edu/alumni/alumni-association-agendas](https://longblueline.muw.edu/alumni/alumni-association-agendas)

## Function of the Committee

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

## Committee Members

Clare Haefner, Chair (board member)

Madeline Gardiner

Nicole Rensink

Jonathan Cumberland (board member)

Carrie Niemet

Ariel Seawell

## Committee Activities

- Emails exchanged to create and get approval for posts needed to share MUWAA news and events on social media.

## Goals and Progress to Date

- Goal 1: Create and maintain MUWAA Board and Committee sponsored events publicity (ongoing throughout the year)
  - In January, we promoted B.L.U.E., Board elections, Alumni Award winners and MLK Day.
  - In February, we promoted Board elections, B.L.U.E., Valentine's Day and the Winter Blues Party.
  - In March, we promoted Board election results, International Women's Day, and all MUWAA's upcoming Homecoming events/registration, including Magnolia Mingle.
- Goal 2: Continue to improve our reach and engagement on MUWAA's social media channels.
  - See Social Media Analytics below for January-March 2025.
- Goal 3: Finalize Digital Marketing Brand Guide for MUWAA.
  - We revised and finished the MUWAA Brand Guide and are presenting it to the MUWAA Board at the Spring 2025 meeting for review and a vote for approval so it can be

adopted and made available to all MUWAA Board members and Committee chairs for use in promoting events.

- Goal 4: Review/suggest a social media scheduling/analytics platform for MUWAA.
  - We're reviewing the capabilities and costs of Social Bee (our current platform), Hootsuite and looking for one or two others to make recommendations to the Board at the Summer 2025 meeting.

## Social Media Analytics

- Data for the main MUWAA Facebook, Instagram and X for January to March 2025.

-

### Facebook | Jan. 1, 2025, to March 20, 2025

Page Growth	Total Posts	Page Engagement	Post Engagement	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Percentage of users who interacted with content during time period)</i>	<i>(Number of users who interacted with posts during time period)</i>	<i>(Total times posts reached a user's feed)</i>
<b>3</b>	<b>35</b>	<b>16.84%</b>	<b>994</b>	<b>36.3K</b>
<b>-150%</b>	<b>75%</b>	<b>157.57%</b>	<b>96.75%</b>	<b>251.29%</b>

#### Posts with Top Engagement

03-12: Congrats to new MUWAA Board and President-elect | 24.25% engagement

02-06: Meet 6 nominees for MUWAA Board of Directors | 23.94% engagement

03-08: International Women's Day | 10.42% % engagement

#### Posts with Most Impressions (greatest reach)

03-03: Congrats to Alumni Award winners | 10,121 impressions

03-12: Congrats to new MUWAA Board and President-elect | 5,607 impressions

02-06: Meet 6 nominees for MUWAA Board of Directors | 1,320 Impressions

### Instagram | Jan. 1, 2025, to March 20, 2025

Account Reach	Account Engaged	Total Followers
<b>1845</b>	<b>99</b>	<b>898</b>
F: 356   NF: 1489	F: 88   NF: 11	<b>14</b>
<b>95.85%</b>	<b>76.78%</b>	<b>1.65%</b>

#### Top Engagement

01-03: Congrats to Alumni Award winners

02-06: Meet nominees for MUWAA Board

03-12: Congrats to new MUWAA Board & President-elect

#### Top Reach

01-03: Congrats to Alumni Award winners

03-12: Congrats to new MUWAA Board & President-elect

02-01: Call for B.L.U.E 2025 sponsors



## X (Twitter) | Jan. 1, 2025, to March 20, 2025

### Page

<b>Growth</b>	<b>Total Posts</b>	<b>Followers</b>	<b>Reach</b>
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Total number of people following our account)</i>	<i>(Total times posts reached a user's feed)</i>
<b>0</b>	<b>22</b>	<b>937</b>	<b>466</b>
No change	29.41%	-3	-32.85%

\*Social Bee does not guarantee accuracy of these analytics.

### Top Posts

01-03: Announcing Alumni Award winners

02-06: 2025 Nominees for Board and President-elect

01-01: Happy New Year

## Next Steps

- We'll continue preparing social media posts to promote events, activities and accomplishments of W alumni and work on finding the best platform to manage our social media channels.
- April promotions include Homecoming events and the Why Do You W? campaign in collaboration with the Membership/Recruitment Committee.
- When Brand Guidelines are approved, we will update Brand Kits in Canva to ensure colors, fonts and logos are easily available for use in creating flyers and graphics for use going forward.

## Celebrations or Accolades

Special thanks to Jonathan Cumberland for his help finalizing the MUWAA Brand Guidelines.

## Concerns or Motions for Action

That the Board approve the MUWAA Brand Guidelines revised in 2025 for use in promoting MUWAA events and activities to ensure a consistent look and feel in all social media, email and other marketing efforts.



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ALUMNI  
ASSOCIATION

**BRAND GUIDELINES // 2025**



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ALUMNI  
ASSOCIATION

## MISSION

The Alumni Association exists to promote the mission of the University by: Establishing and maintaining a mutually supportive relationship between the University and its alumni, former students, and friends  
Serving the University through awards and other appropriate recognitions to students, alumni, and faculty for their contributions to the University and community  
Promoting the general welfare and interests of the University by alumni service to the University

## VISION

To continually improve the Alumni Association by effectively advocating and communicating the great value of The W's academic programs in service to our University, our communities and to the world, through the talents and contributions of well informed and loyal alumni.



OFFICIAL LOGO OF MUWAA



## COLORS, FONTS, AND TRADEMARKS

Branding is vital for establishing and maintaining a distinct identity, fostering trust and building long-term relationships. It goes beyond just a logo or a name; it encapsulates the essence of the alumni association and university, encompassing their values, missions and the promises. Following branding is of the utmost importance as it ensures consistency, reinforces messaging, facilitates recognition and reflects a commitment to professionalism, all of which contribute to the overall success and sustainability of a brand.

# OFFICIAL COLORS

This versatile color palette is inspired by Mississippi's natural landscapes, along with the University's storied history and beautiful campus. The colors also represent the personality of The W, especially when combined with photos that depict our people and their impacts.

## PRIMARY COLOR



W Blue is our primary color and an integral part of our brand. It is a color that has been associated with our University since its founding when every student wore dark blue uniforms.



HEX# FFD451



HEX# D6D6D4

## SECONDARY COLOR



Welty Blue and white serve as secondary colors for the University brand.



HEX# B5BF00



HEX# F3F4DB

# FONTS

We use two typefaces in all of our externally produced communications: Helvetica Neue and Adobe Caslon Pro.

*Both fonts should be crafted with care to ensure a premium look.*

## PRIMARY DISPLAY FONT

# Helvetica Neue

Helvetica Neue is a sans-serif companion font and should be used for title and incidental text for print publication. If Helvetica Neue is not available, Arial can be used as an acceptable alternative.

## SECONDARY FONT: REGULAR, SEMIBOLD, BOLD, ITALIC

# Adobe Caslon Pro

Adobe Caslon Pro is a serif companion font and should be used as body text for print publication. If Adobe Caslon Pro is not available, Georgia can be used as an acceptable alternative.

Century is dedicated as the typeface for The W logo.



Times New Roman is the serif font used for the university word mark. It is used for both the name of the university and legal branding on the word mark.



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ALUMNI  
ASSOCIATION

**EVENT MARKS**

# EVENT MARKS // LONG BLUE LINE AUCTION

When referencing the LBLA, the first reference should always be MUWAA Long Blue Line Auction. The second and additional references can be shortened to LBL Auction. LBL and A must always be capitalized in each reference, whether in a social media post, letter, magazine article, etc.

*Previous used hashtags include:*

#LBSneakPeek

#LBLAuction

#LBLAuctionSponsorSpotlight

While marks may be used interchangeably, it is worth noting *Aesthet Nova Regular* is the font used for Long Blue Line and may be utilized as a display font for headings in text on promotional material for the auction.



PRIMARY MARK



SECONDARY MARK



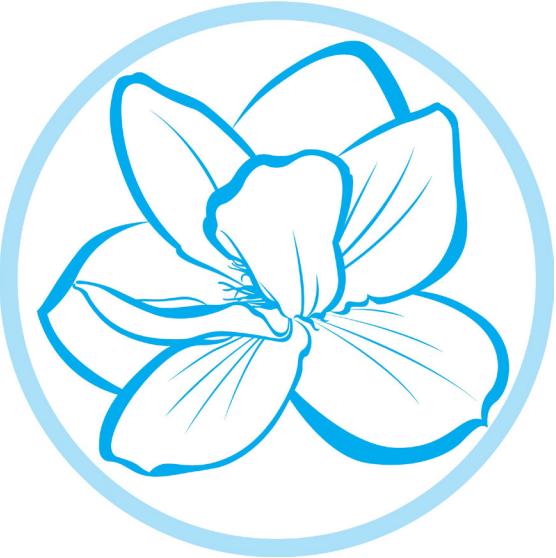
YEAR SPECIFIC MARK



EVENT MARKS // MAGNOLIA MINGLE



PRIMARY MARK



ICON



## FONTS

**Arial Nova** is the Canva Font for Magnolia Mingle

**Apricots**, used for Mingle, can be used sparingly as a secondary font.

When referencing MM, the first reference should always be The W Magnolia Mingle.

## COLORS



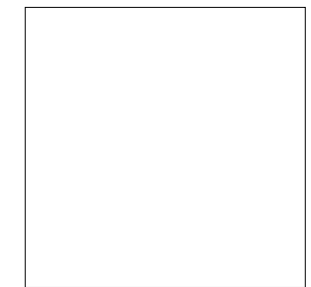
#1a75cf



#00a6de



#aae0fa



#ffffff

# EVENT MARKS // MAGNOLIA MINGLE



**The W Alumni Association** logo should be included in all promotional material for **Magnolia Mingle**.



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ALUMNI  
ASSOCIATION

# SOCIAL MEDIA GRAPHICS // GUIDELINES

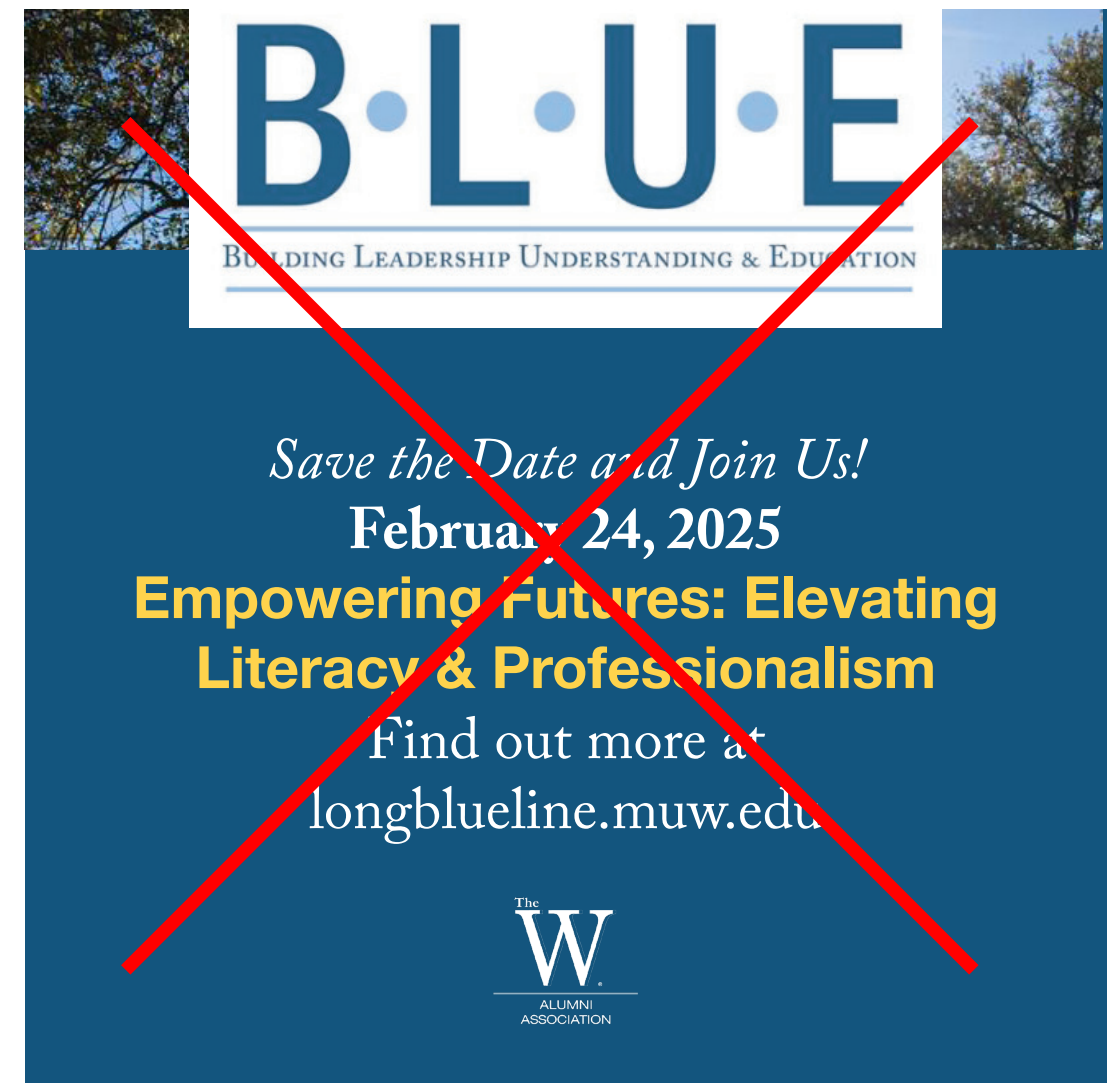
# COLOR / CONTRAST

Color contrast is crucial in social media graphics as it helps make key elements stand out, grabbing the viewer's attention quickly. High contrast between background and text ensures readability, even on small screens or in low-light environments. Additionally, using contrasting colors can evoke specific emotions or highlight important messages, improving engagement and communication effectiveness.



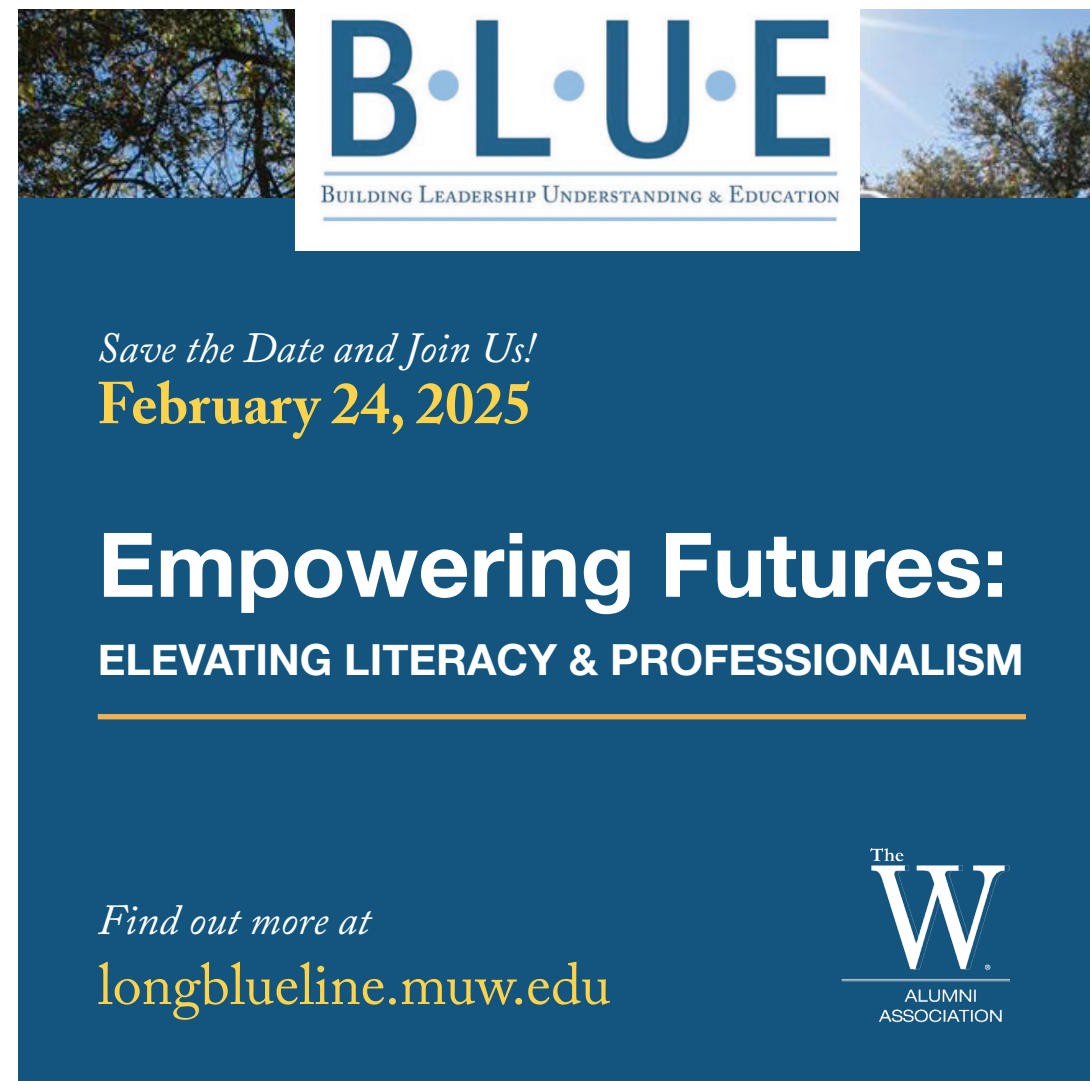
# SCALE / HIERARCHY

Hierarchy in social media graphics guides the viewer's eye, ensuring that the most important information is noticed first. By using size, color, and placement strategically, hierarchy helps break down complex content into digestible sections, enhancing clarity and focus. This visual organization not only improves user experience but also increases the likelihood of audience engagement with key messages or calls to action.



# SPACE / PROXIMITY

Space and proximity in social media graphics help create a clean, organized design by preventing overcrowding and allowing key elements to breathe. Proper use of white space between text, images, and other elements enhances readability and makes the graphic feel more balanced. Additionally, grouping related elements together through proximity strengthens the connection between them, making the message clearer and more visually cohesive.



# FIGURE GROUND

Figure-ground contrast in social media graphics helps distinguish the main subject from the background, ensuring the message or focal point stands out clearly. By using contrasting colors, textures, or shapes, this principle makes key elements more visible and engaging. Effective figure-ground design guides the viewer's attention and prevents visual clutter, improving the overall clarity and impact of the graphic.

