



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

MUWAA 2024-2025 WINTER BOARD OF DIRECTORS MEETINGS

January 18, 2025 | Virtual Meeting, via Zoom

For Zoom credentials, please contact mcborer@muw.edu.

SATURDAY, JANUARY 18th

DEVELOPMENT SESSION, 10:00 a.m.

Zoom | Elise Wilson, '08, Director of Career Services

UNIVERSITY PRESIDENT'S UPDATE, 11:00 a.m.

Zoom | MUW President Nora Miller, '83

BUSINESS SESSION, 11:30 a.m.

Zoom | Agenda Below

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Board of Directors | Order of Business

- I. Call to Order & Roll Call
- II. Adoption of the Agenda
- III. President's Welcome
- IV. Ratify Votes
- V. Alumni Office Report
- VI. Foundation Report
- VII. MUWAA 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
 - Diversity, Equity & Inclusion
 - Digital Marketing
- X. Unfinished Business
- XI. New Business
 - Special Events Committee Members (Magnolia Mingle)
 - Diversity, Equity & Inclusion Committee Name Change
- XIV. Open Forum
- XV. President's Closing Comments
- XVI. Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Fall Board Meeting

October 26, 2024

Hybrid | Welty Board Room & Zoom

I. Call to Order & Roll Call

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:51 am CST.

The roll was called. MUWAA Board Members present were:

Annie Oeth
Anne White Foster
Ashley Dean
Cynthia Kittrell
Dana Jackson
Elysa Harvey MacLellan
Jermarra Jones-Price
Trey Harper

MUWAA Board Members present via teleconference:

Anne Swearingen
Bayleigh Vick
Clare Haefner
Debra Sturgis-Stamps
Heather Fasciocco Stone
J'Markus Dubose
Terry Gargano Coffey

MUWAA Board Members absent:

Andrea Germany
Jenny Katool
Jonathan Cumberland
Phillip "Flapp" Cockrell

Guests:

Wesley House Garrett, Parliamentarian
Symone Bounds
Kristie Metcalfe
Tekita Bankhead
LeAnn Alexander
Asia Duren
Katy Canion Pacelli

Ex-Officio Members present:

Nora Roberts Miller, University President
Andrea Nester Stevens, Executive Director of Development and Alumni
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 Anne White Foster. The motion passed

with 15 of 19 board members approving.

III. President's Welcome

President Jones-Price gave her opening remarks and welcomed all Board members, committee chairs and guests to the meeting. She proceeded with appreciating to everyone in person and virtually that tuned in for the development session with Director of Student Life, Asia Duren as she spoke to us about our current student body, their interests and how we can move forward with future event planning that will not only engage them but get them excited about the day they join the Long Blue Line. President Jones-Price also thanked everyone for their attendance of the Welty Gala and how a great time was had by all. She shared a recap of her vision for the year with an overview of the three goals for which the year will operate- reassessing our individual alumni networks, redesigning alumni programming that represents our entire association, and lastly, discovering collaborative approaches to early student engagement. 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 making ourselves proud.

IV. Ratify Votes

There were three votes presented to ratify since the MUWAA Summer 2024 Board Meeting:

1. We ratified votes for the approval of the Summer 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **August 13, 2024, with 17 out of 19** board members voting in approval.
2. We ratified votes for the approval of newly added committee members to the 2024-2025 Standing & Special Committees. Please note that another vote is not needed. The newly added committee members to the 2024-2025 Standing and Special Committees were approved by an Email vote on **August 13, 2024, with 17 out of 19** board members voting in approval.
3. We ratified votes for the approval of the reclassification of funds for \$1,000.00 to be moved from the line-item Insurance Policy to line-item Student Graduation Gifts for the Next 2 Years. Please note that another vote is not needed. The reclassification of funds was approved by an Email vote on **September 30, 2024, with 18 out of 19** board members voting in approval.

V. Alumni Office Report

Cathryn shared updates about LEAP and why it is vital for the future of MUW. Alumni need to know how to effectively contact legislators, impress on them how valuable MUW is to the State of Mississippi. She shared that within LEAP is the Key Person Network headed by Kristi Hipp Mosley and that each region has a captain with key people under the captain who can motivate other alumni and alert them to the need for action. Cathryn announced that a new Capitol Day will be on January 29, 2025, and Charter Day is scheduled for March 12, 2025. She urged attendees to share these dates with alumni they know and encourage other alumni to show up. Also announced was the replacement of Ginger Smith, Jammie Stewart. Puckett House refresh is underway along with the preparation for Blues Week.

Additional highlights shared were that the Vision articles are essential to the alumni story and she encouraged Board members to consider topics for articles and submit those to

President Jermarra as soon as possible, that Homecoming 2025 preparations are underway and to expect some old favorites but new changes as well, and that the Good News updates come out biweekly via email on Wednesdays and are a great way to spread W stories of successes. She encouraged alumni to send in their Good News stories so they can be featured. Board Secretary Elysa MacLellan asked if stories could be shared on other platforms which Cathryn thought was a great idea to work on for future releases.

VI. Foundation Report

Foundation Chair Jenny Katool was unable to join us so Executive Director of Development and Alumni, Andrea Stevens provided the report. Andrea began by thanking everyone for attending the Welty Gala. She went on to share that as of June 30th, there are 1,116 LYBUNTS (donors who gave last year in FY23 but not in FY24) and of recent attempts, there were 27 responses to the LYBUNT letter. Despite donors being down 20% (1,973 from 2,373), dollars have increased over \$400,000 in comparison to FY23. Included in that number were 476 new donors. FY24 yielded a strong impact awarding 685 students with 366 scholarships for a total of \$2,489,939.00. Ending this first quarter, numbers are ahead for this year at 626 donors.

There is one matching gift challenge currently being advertised for the MUW Mock Trial team as they prepare for the 10th Annual Arizona Cactus Classic Invitational. Alums Jayne Perkins-Brown and Don Spaulding have joined together pledging \$5000 each for a combined total of \$10,000. The efforts to match this gift are already close to \$8,000.

Event reminders highlighted were upcoming Scholarship Donor Appreciation Luncheon on November 15th, and Charter Day at the Capital on March 12, 2025, sponsored by the Foundation.

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 and the check request activity notated on the reports below.

Restricted Accounts - Activity from July 1, 2024 - September 30, 2024

Fund Name (Fund Number)	Balance (as of 6/30/24)	Revenue/ (Expenses) July thru Sep	Balance (as of 9/30/24)
Alumni Association Activities Fund (26062)	\$16,105.12	\$110.00 (\$2,228.46)	\$13,986.66
Long Blue Line Auction Fund (26108)	\$26,089.72	\$13,228.42 (\$15,541.87)	\$23,776.27
Mortar Board Faculty of the Year Award (28107)	\$2,000.00	\$1,000.00 (\$ 0.00)	\$3,000.00
MUW Faculty Enhancement Grants (28108)	\$893.34	\$1,000.00 (\$ 0.00)	\$1,893.34
MUW New Faculty of the Year Award (28109)	\$2,685.28	\$1,000.00 (\$ 0.00)	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$ 0.00 (\$ 0.00)	\$7,558.59
Long Blue Line Undergraduate Research Scholarship (28224)	\$431.21	\$1,000.00 (0.00)	\$1,431.21
Magnolia Mingle Event (28238)	\$17,975.18	\$ 0.00 (\$239.94)	\$17,735.24
MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$1,587.50 (\$ 0.00)	\$3,852.50
<i>Total MUWAA /Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$18,925.92 (\$18,010.27)	\$76,919.09

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	\$29,248.82
MUW Legacy Scholarship Endowed	\$73,831.39
LBL Undergraduate Research Scholarship Endowment	\$25,005.34
Total MUWAA Endowed Funds held at MUW Foundation	\$229,665.25

VIII. Standing Committee Reports

Nominations & Elections | Chair Heather Fasciocco Stone

Chair Heather presented the following report:

The Nominations and Elections Committee will begin their year with an introductory meeting in November to learn of their goals for the year, walk through their timeline, and begin

preparations for choosing the MUWAA's next class of leaders. Chair Heather excitedly explained that the committee is eager to get to work with digital and traditional marketing to alert the general membership of the nominations window and then elections to follow. She did share that the committee is comprised of great diversity with the alternate being the former SGA President. She ended with thanks to the Board for voting on the committee and asked them to share the W story about nominations and elections when that time comes.

Bylaws | Chair Terry Gargano Coffey

Chair Terry presented the following report:

The committee has been working on their goals of thoroughly scouring through the MUWAA governing documents to check for grammatical errors and consistent language. Chair Terry shared that the committee will be creating a new appendix, Appendix H, in the Policies and Procedures to include the three meeting templates used in quarterly board meetings- the quarterly board report template, year-end board report template and motion card template. The committee will also be moving forward to collaborate with Digital Marketing to discuss the addition of the MUWAA Branding Guidelines to the Policies and Procedures as well as with Chapters and Constituency Groups to see whether their guidelines should also be included in the governing documents. The committee's goal is to present the new appendix for review before or at the Winter Board meeting.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn presented the following report:

Chair LeAnn started her remarks with the announcement that her committee are nearing the end of the nominations window for the 2025 MUWAA Alumni Awards with the deadline being October 27th. The candidates will be vetted through the Development and Alumni Office and then those results shared with the committee for email correspondence to begin with nominees. She shared that in alignment with the new timeline created last year, a new digital form and dedicated google account have been created to receive nominee biography packets that will later be shared with the Board. She has worked closely with the Digital Marketing Committee to promote and advertise these efforts on behalf of her committee. Chair LeAnn also mentioned that after the announcement of the award recipients in the new year, the committee will begin partnership discussions with the DEI Committee to research, draft and launch a potential 40 under 40 campaign.

Chapters & Constituency Groups | Chair Cynthia Kittrell

Chair Cynthia presented the following report:

Chair Cynthia started her remarks celebrating the continuity of her team with five returning members this year including herself as chair. With a full 10 members this year, the committee has split into three subcommittees this year to tackle their goals. Cynthia shared that the new Houston chapter has had another meeting and though it was low in attendance, a great time was had. She highlighted that one subcommittee is looking at the current list of C&CG and reaching out to those last known contacts to see what their activity and social presence is and how they help. She also detailed that this group has assignments of 10 groups each as to not overwhelm anyone. The second subcommittee is looking at new interest and so far have heard from Theatre, Education, Paralegal, Communications and Culinary Arts as constituency groups and they will be following up on chapter interest from Central Florida, Dallas, Vicksburg/Tallulah, East Central MS and existing chapters such as Arkansas and MS Delta. This group is working on a request form so that the office as well as the Board understands the group's intentions or interests in its early stage. The third subcommittee is working on another Chapters & Constituency Groups workshop to be done in the Spring. She has current members on her team that spoke at the last workshop and

are looking forward to helping pull that off.

Special Events | Chair Bayleigh Vick

Chair Bayleigh presented the following report:

Chair Bayleigh opened by sharing the committee recently executed a well-organized Long Blue Line Auction and look forward to Spring's Magnolia Mingle. The goals that the group have accomplished regarding LBL Auction were securing a climate-controlled storage unit to house auction items, collaborating with DM and PR Committees to promote the auction, and there was a goal of hiring a student intern. Even though that did not happen, the Student Alumni Ambassadors were a huge help. Bayleigh is hopeful that next year will be more successful in placing that intern. The next steps for this committee will be to finalize reports and reconcile final figures so the official proceeds can be announced. She is waiting on Jammie Stewart in the Development and Alumni Office to give the green light that all numbers are good to go. The committee are working on a 'Thank You' email with a survey to grab feedback from alumni and university friends on how the auction went and any improvements. She gave a shout out Digital Marketing for assisting with social content, Dr. Pieschel for her engaging posts during the auction window, President Jones-Price for creating the Facebook frames, the D&A Office for their support behind the scenes and everyone that participated and donated.

Finance | Anne Swearingen

Chair Anne presented the following report:

The committee has had five check requests and four annual funds transfers being approved by the that MUWAA and paid out of the restricted funds notated in the diagram below.

Fund Number - Name	Date	Description	Amount
28224 - LBL Undergraduate Research Fund (Restricted)	9/16	Transfer	1,000.00
26062 – MUWAA Activities Fund	8/21	MUWAA Faculty Luncheon	887.78
	9/23	Blues Week T-shirts	2,492.30
28107 – Mortar Board Scholarship Fund	9/16	Transfer	1,000.00
26108 – LBLA Fund	9/16	Transfer for Shattuck Commitment	10,000.00
		Faculty Enhancement Grant	1,000.00
28109 – New Faculty of the Year Award	9/16	Transfer	1,000.00
28238 – Magnolia Mingle Fund	9/27	Magnolia Mingle save-the-date cards ¹	1,250.00
28253 – First Generation College Student Scholarship (Restricted)	9/16	Transfer	1,000.00
TOTAL			\$ 19,630.08

Public Relations | Annie Oeth

Chair Annie presented the following report:

The committee has been busy since Summertime developing news articles for the Long Blue Line Auction which were also shared via ad in the campus Spectator paper which Annie referenced on the tables. There will be a follow-up on the Long Blue Line Auction to share highlights and as well as the announcement of the total raised. Annie also shared that a new Spectator ad is being prepared, with big thanks to Clare Haefner, regarding Fall

graduation to welcome our newest graduates to the Long Blue Line. This committee is also working with Past Presidents to create a featured article about the Puckett House refresh. Trey Harper suggested that the PR Committee collaborate with Special Events to showcase the live engagement on social media and capture the stories behind the why for certain bids. The confirmation of this idea came when President Jones-Price shared that she had spoken with Special Events about highlighting these stories this year to boost engagement for the upcoming year's donations and auction socials.

Past Presidents | Symone Bounds

Chair Symone presented the following report:

This committee is incredibly excited to start working on their Puckett House refresh and collaborating with the Office of Development and Alumni. The refresh is already underway thanks to Cathryn and her team starting on rug pulls and linen changes. The committee is looking at having a furniture surveyor come in to complete an assessment of the current furniture and determine what is salvageable, what is time piece appropriate and any recommendations for removals or replacement. The goal is to maintain the historical beauty of the building. The committee will be working with Public Relations to follow them on the journey of refreshing Puckett in partnership with Dr. Pieschel on research she will include for the article. Trey Harper shared a suggestion of creating a list of dedicated items needing to be replaced and publicizing that list for alumni and friends of the university to have something tangible to donate towards. Elysa MacLellan suggested possibly donating items being pulled from Puckett to the future auction to which President Miller shared would not be allowed.

IX. Special Committee Reports

Membership Recruitment | Chair Monique Jenkins

Chair Monique was unable to attend today's meeting and President Jones-Price instructed everyone to refer to the packet for updates on the committee's progress so far this year.

Mentoring | Chair Kristie Metcalfe

Chair Kristie presented the following report:

The committee had their introductory meeting in September and mainly focused discussions on B.L.U.E. settling on Thursday, February 20, 2025, as the date. A save date is included in the packets for reference. Chair Kristie shared that when it came to the topic, the committee zoned in on financial literacy and professional development. The committee currently has some suggestions for alumni and non-alumni speakers but they want to expand that list so Kristie asked all in attendance to send her names if they knew anyone that could truly connect with our current students. A location for B.L.U.E. has not been confirmed at this time but Courtney Murtaugh, a committee member, is looking forward to working with the Development and Alumni Office to find a location that will deliver a great in-person and virtual experience. In addition to B.L.U.E. discussions, Kristie shared that she had a committee member suggest a professional dress closet resource to collect donations from alumni of professional attire that can be utilized by students as they learn during the Spring Fling Mixer about preparing for interviews and headshots. The committee's next meeting, which is being decided now, will focus on Spring Fling and its execution during Homecoming.

Strategy & Support | Chair Ashley Dean

Chair Ashley presented the following report:

The committee has successfully reviewed, edited and distributed the End of Year Board Service Survey to the chairs and board members that served in the 2023-2024 Board year. 16 out of 22 people completed the survey to which Ashley thanked for their participation. Chair Ashley shared that next steps for the committee will be to get their next meeting scheduled for the second week of November to share survey results and begin working on their second goal of researching like-size regional colleges and universities for reference of what their alumni associations are providing for alumni and their structure. The final two goals are more Spring focused, and the committee is looking forward to working on those soon.

Diversity, Equity & Inclusion | Chair Tekita Bankhead

Chair Tekita presented the following report:

The committee has begun their year with a promising start focusing their time on a proactive approach to a new name for the committee to get a head of any potential legislative strongholds that could deter the work. Chair Tekita pointed out that this is like the announcement President Miller made about the University thinking along the same path of wanting the work to continue but not allowing the name to be a deterrent. The committee has tossed around the idea of renaming the committee 'One MUW' that would serve as either a new name and/or campaign to broaden and streamline inclusion efforts. This campaign could be a multifocal campaign in the sense of thinking about alumni engagement but also being intentional with celebrating all the identities that currently make up the MUW student population. They are excited to continue fleshing out the details of what that will look like. Tekita mentioned that the committee is working closely with Recruitment and Retention to spearhead a "40 under 40" campaign and work with PR and Digital Marketing to get some buzz setup surrounding this effort soon. Lastly, Tekita shared that the committee is looking to diversify their offerings around Homecoming for programming to engage alumni and expand to find a balance between social and networking events that could provide relevant updates in a forum style event. The committee looks forward to presenting more tangible pieces of how to move these efforts forward by the next meeting.

Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

The committee is off to a slow start as a committee, but they have had their introductory meeting to assess each member's background and skills as it relates to digital marketing. The biggest task now is completing the branding guidelines that will be used as a tool to help other committees, and the alumni association know what colors, fonts and logos need to be used as we are promoting ourselves on social media. Jonathan Cumberland has agreed to spearhead this project as branding is a class he currently teaches at University of Alabama and the committee is excited to have his expertise behind this. The goal is to have it completed by the Winter meeting so it can be added to the Policies and Procedures and be a living document available for everyone to access. Chair Clare says they have been busy helping to promote the new board members, Long Blue Line Auction, Welty Gala and this month, the alumni awards. The committee will still be researching another platform due to the X platform having constant tracking changes and not being compatible with Social Bee. Heather Stone suggested reaching out to the University to ask them to cross promote a posting with our social media handles to assist with engagement and access and Clare that that was great considering how often we share their media. The analytics for the last quarter can be found below.

Facebook | July 1, 2024 to Sept. 30, 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	23	11.64%	1.4K	32.8K
-200%	-72.62%	29.14%	18.73%	-69.95%

Posts with Top Engagement

9-25: Calling All Gingko Lovers | 21.69% engagement

9-22: Happy Fall Y'all | 20.46% engagement

9-27: LBLA Bidding Open | 19.26% engagement

Posts with Most Impressions (greatest reach)

8-20: Meet MUWAA Board Class 2025 | 3847 impressions

7-1: Letter from MUWAA President Jermarra Jones-Price | 3136 impressions

8-27: Meet MUWAA Board Class of 2026 | 2500 Impressions

Instagram | July 1, 2024 to Sept. 30, 2024

Account Reach	Account Engaged	Total Followers
654	77	883
F: 364 NF: 290	F: 75 NF: 2	25
-10%	-42.60%	2.50%

Top Engagement

8-20: Meet MUWAA Board Class of 2025

9-22: Happy Fall Y'all

8-27: Meet MUWAA Board Class of 2026

Top Reach

8-20: Meet MUWAA Board Class of 2025

9-3: Meet MUWAA Board Class of 2027

8-27: Meet MUWAA Board Class of 2026

X (Twitter) | July 1, 2024 to Sept. 30, 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>
0	25	961	1.0K
-100%	-70.93%	No change	-70.51%

*Social Bee does not guarantee accuracy of these analytics.

Top Posts

9-3: Meet MUWAA Board Class of 2027

7-12: Thank you to 2024 fiscal year donors

9-27: Meet MUWAA Board Class of 2026

X. Unfinished Business

There was no unfinished business to discuss.

XI. New Business

There was no new business to discuss.

XIV. Open Forum

The floor was opened to guests to share any input or ask questions. President Jones-Price recognized Past President Katy Canion Pacelli to provide an update on the ART Team (Alumni Recruitment Team). Katy shared that during the Summer, the team had their orientation and since have been underway. They have had alumni attend 8 different college fairs of which some were solo attendance, others were paired with other alumni, and some have been alongside the admissions counselor for that area. Some folks on the team appreciated the on-the-job training learning from the counselors. Katy shared that she and David Brooking continue to discuss how this group will be shaped to support the Admissions Office and their efforts. A few items David shared with Katy were that the funds from the Recruitment Fund started in the Spring have supported 4 counselor luncheons (Desoto, the Delta, Jackson and the Coast) where over 7 counselors attend those luncheons. The Admissions Office will be hosting student dinners from that fund and will be in early December and will be in Memphis, the Delta, Jackson and on the Coast. They had a visit day in early October with 35-40 students attending considering how busy the Fall is and there is a Culinary Arts visit day coming up on October 29th with over 90 students registered so we'll be able to show off the new building. There is a Nursing Day being planned for the Spring and they can host about a 150 where they will have a morning and afternoon session. On November 7th, the office will host their Scholar Recognition Lunch where they recognize applicants that are receiving scholarships so there are lots of things going on. Lastly, Katy shared that Census Day is coming up soon where an official account of all students on campus is shared so we should see those numbers released soon.

XV. President's Closing Comments

President Jones-Price began her closing remarks by acknowledging Fall Board Member and Committee Chair birthdays. All birthdays announced were in December recognizing J'Markus Dubose (2nd), Monique Jenkins (3rd), President Jones-Price (4th), Anne White Foster (11th), Anne Swearingen (14th), and Cynthia Kittrell (25th). President Jones-Price also introduced and shared six Gingko Spotlights of congratulating J'Markus Dubose on the announcement of he and his wife's pregnancy and well wishes, asking the Board to send W love and light to Dr. Flapp on the recent passing of his father, and hats off to Special Events Committee Chair Bayleigh Vick for her outstanding leadership and thoughtful presence during the 2024 Long Blue Line Auction weekend.

President Jones-Price also expressed appreciation to Clare Haefner for being on constant flyer patrol with tight deadlines and knocking it out of the park with Digital Marketing's turnaround, Annie Oeth for beautiful articles and for keeping consistent with submissions and suggestions to keep the W story alive on and off campus, and LeAnn Alexander for rocking out as a first time committee chair with Recruitment and Retention and finding new ways to improve upon our alumni awards experience.

Announcements that followed were:

- Media drop-in: November 11, 2024
- Scholarship luncheon: November 15, 2024
- Fall Commencement: December 13, 2024 (*Any local alumni in Columbus who would like to help distributing the speckled mugs to students, please reach out to President Jones-Price and Membership Recruitment Chair Monique Jenkins.*)
- Winter board reports are due before or by January 2, 2025 (*Board chairs urged to submit reports as December calls and meetings are wrapped while the information is fresh and before the holidays*)
- Winter Board meeting: January 18, 2025 (*This meeting will be completely virtual with more details to come as we get closer to date.*)
- B.L.U.E.: February 20, 2025

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FEBRUARY 20, 2025

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The
W
ALUMNI
ASSOCIATION

As President Jones-Price ended, she thanked all Board Members and Chairs for making the time in their schedules to attend in person as well as virtually this weekend, for the hard work at just four months into the board year together and for the continued time we all have and will invest towards our quest for changes this year. She reiterated to us that the greatest ask from her to us all will be open communication as the best form of transparency to our current students, our committee work and to the alumni association. Her final prompt was reminding all attendees that the nominations window for the MUWAA alumni awards closes Sunday, October 27th at 11:59 p.m.

XVI. Adjournment

The meeting was adjourned at 1:15 p.m.

Mississippi University for Women Alumni Association
Treasurer's Report | Endowed Accounts

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	\$25,000.00
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,424.77

*Totals are as of 12/31/24

Mississippi University for Women Alumni Association
Treasurer's Report | Restricted Accounts

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

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 9-30-24)
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



Committee Name: Nominations & Elections
Committee Type: Special
Meeting: 2025 Winter Board Meeting
Date Submitted: December 30, 2024
Submitted by: Heather Fasciocco Stone, Chair

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

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

Function of the Committee

This Committee shall be chaired by the Immediate Past President of the Association. This Committee shall be responsible for identifying, contacting, and nominating at least one candidate for the position of President-elect and every vacant Board directorship from among voting members of the Association. This Committee will also carry out the process for the Nominations for the following 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

- Committee met on November 4 via Zoom for formal introduction, discussion of goals, next steps and committee confidentiality expectations and responsibilities.
- Planning digital & social strategy with Digital Marketing chair Clare Haefner to promote awareness and engagement during 2024 Nominations & 2025 Elections seasons.

Goals and Progress to Date

- Secure nominations for all open MUWAA positions with a focus on aligning with our alumni population (Board of Directors & President Elect) > Noms held Dec. 2-22, 2024 > Complete

Next Steps

- N&E Committee will review/vet nominees
- Provide a slate of no more than 10 nominees to University Director of Alumni Relations and MUWAA President per Policies & Procedures
- General Membership Election to be held est. January 27 for two weeks per Bylaws

Celebrations or Accolades

- Committee is piloting a new timeline introducing start/Nominations season ahead of new year

Concerns or Motions for Action

- None at this time



Committee Name: Bylaws and Policies & Procedures

Committee Type: Standing Committee

Meeting: 2025 Winter Board Meeting

Date Submitted: December 31, 2024

Submitted by: Terry Gargano Coffey, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

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 are perusing the Bylaws and P&P.
 - This is an ongoing process.
- Goal 2: We are considering including templates in the P&P document to ensure ease of use and standardization.
 - All committee members have copies of the three templates (Motion Card, Board Report, and End-of-Year Board Report). They are forming their ideas about placing them in the Policies and Procedures document and then referencing them in the Bylaws.
 - Progress is ongoing.
- 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 added to the governing documents for standard reference.
 - Conversations are ongoing.

- o When Digital Marketing, Chapters, and Constituency Groups are ready to collaborate, we will proceed with the branding guidelines suggestions for placement in the governing documents.

Next Steps

- Meetings: collaboration will continue via text, email, and Zoom as needed.

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: Saturday, January 18, 2025

Date Submitted: December 31, 2024

Submitted by: LeAnn Alexander, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

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

Committee Members

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

Committee Activities

- **Emails:** Several email exchanges were sent in preparation for Alumni Awards nominee and winner notifications.
- **Additional Correspondence:** Chair sent Provost Tollison initial Faculty Awards and Grants email announcement.
- **Calls:** N/A

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. Progress:
 - **October 28:** Nominees were vetted by Alumni Office
 - **November 7:** Chair emailed R&R Committee with individual tasks for notifying nominees and instructions on how to submit their bio packets (Electronically)
 - **November 19:** Chair sent BOD final slate of nominees who submitted bio packets. The ballot to vote was open November 19-December 1.
 - **December 8-9:** The committee sent individual emails to all non-winners.
 - **December 9:** The chair called all winners and followed up via email.
 - **December 14:** Chair emailed BOD with winners of Alumni Awards.
- **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:

- **December 18:** Chair sent a Digital Media & PR committee chairs a request to announce winners.
- **January 3:** Image below schedule to go out on all social media platforms.
 - **Note:** We moved the announcement up from January 7 to January 3 because there was an overlap of announcements for the 7th from other committees. We wanted an isolated rollout for the winners.



- **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: No progress has been made at this time.

Next Steps

- **January 29:** Chair will accompany President JJ at 100th Night Celebration
- **February :** Preparation for student scholarship process. Send reminder to Provost on faculty awards/grants
-

Celebrations or Accolades

2025 MUWAA Alumni Award winners.

1. Alumni Achievement- **Kimberly Jobe, 1985**
2. Distinguished Achievement- **Penny Mansell, 2002**
3. Alumni Service- **Bridget Smith Ellis, 2004**
4. Outstanding Recent Graduate- **Tekita Bankhead, 2012**

Concerns or Motions for Action

- Observation: Suggestion to incorporate more reminders to the nominees that accept their nominations to submit their bio packets.



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2025 Winter Board Meeting

Date Submitted: December 30, 2024

Submitted by: Cynthia Kittrell, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

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

Committee Members

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

Committee Activities

- Zoom meetings held on September 26, October 22, and December 12, 2024

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 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 will complete contacting each of our assigned groups by January 15.
 - b. We are learning 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.

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 will be contacting those that have shown interest. We currently have 9 potential new groups.
 - c. We will ensure all current documents, forms, etc. are posted on the alumni website. This is an activity for spring, 2025.
3. Relaunch a workshop in the spring timeframe (#2 goal) – Cynthia, Lyndsay, Maddy
 - a. We have decided to host this workshop on a Saturday morning following Homecoming 2025. Possible date is April 26th. This will allow us to announce and encourage sign-ups for the workshop at Homecoming.
 - b. We will use past workshop agendas as a starting point. This will be a completely virtual workshop via Zoom.
 - c. We will tie this to the SOAC Lounge area for Homecoming. (#3 goal)

Next Steps

Work our plan!

Celebrations or Accolades

This is a very active committee and we appreciate JJ's suggestion to have us organize in a sub-team format. This allows each of us to focus on an area for which we have expertise and enthusiasm.

Concerns or Motions for Action

None at this time



Committee Name: Special Events Committee

Committee Type: Standing Committee

Meeting: 2025 Winter Board Meeting

Date Submitted: 1/2/2025

Submitted by: Bayleigh Vick, Co-Chair

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

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

Function of the Committee

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

Committee Members

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.

Goals and Progress to Date

- Goal 1: Have a successful Magnolia Mingle(4/4/25)
 - Monthly virtual meeting to finalize the details that make this event possible
 - Food Stations (Sodexo)
 - Signature Drink
 - Cup/Koozie
 - Media creations
 - Entertainment
- Goal 2: Start planning for the auction
 - Plan and successfully execute the 13th Annual Long Blue Line Auction!
 - Try to get the LBLA intern position filled
 - Get the Givesmart site up and running so alums can start shipping and donating items to the LBLA
 - Storage Unit?

Next Steps

-Hold first meeting to decide on the design for all the MM merchandise and logo, and discuss draw down tickets sales

Celebrations or Accolades

None at this time

Concerns or Motions for Action

It is the recommendation of this committee that the new co-chairs and committee members for the 2025 Special Events Committee be approved.



Committee Name: Finance
Committee Type: Standing
Meeting: Winter 2025
Date Submitted: Dec. 31, 2024
Submitted by: Anne Swearingen, Chair
Mississippi University for Women Alumni Association
COMMITTEE REPORT
longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

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

Committee Members

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

Committee Activities

Check requests approved for payment in the second quarter, including six transfers:

Fund Number - Name	Date	Description	Amount
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 ⁱ	239.44
TOTAL			\$ 1,262.31

Next Steps

- Work with Digital Marketing to schedule some Finance promotions on our MUWAA socials.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Public Relations

Committee Type: Standing

Meeting: 2025 Winter Board Meeting

Date Submitted: Dec. 27, 2024

Submitted by: Annie Oeth, Chair

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

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

Function of the Committee

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

Committee Members

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

Committee Activities

- The committee has communicated through emails.
- In November, Lynne Lott Schneider wrote an excellent news release about our MUWAA scholarship recipients, and Cathryn Borer, MUW director of Alumni and Donor Engagement, was a great help in providing photos and information from the students.

Goals and Progress to Date

- Goal 1: Long Blue Line Auction preview
 - News release has been sent to media after approval from LBLA Chair Bayleigh Vick and MUWAA President Jermarra Jones-Price.
- Goal 2: MUWAA scholarship winners
 - News release was written by Lynne Lott Schneider and was sent to media.
- Goal 3: Graduation ad in The Spectator
 - The MUWAA Public Relations Committee and Digital Marketing Committee Chair Clare Haefner collaborated on an ad congratulating December graduates in The Spectator. Dr. Melissa Smith was very helpful in placing the ad, and the MUWAA sees this as a way to support MUW's student newspaper while reaching our future MUWAA members.
- Goal 4: BLUE

- Annie Oeth has reached out to learn more about the 2025 event and will ask MUWAA Public Relations Committee members for a volunteer to write a news release draft to share the news.
- We'll also ask for the spring publication schedule for The Spectator to plan advertising.

- Goal 5: Homecoming
 - The MUWAA Public Relations Committee would like to have a news release draft ready for review in January.

- Goal 6: MUWAA Award winners
 - This spring, the MUWAA Public Relations Committee will work on a news release about our MUWAA Award winners that can be shared with photos of them taken at Homecoming.

Next Steps

- Writers will need to be paired with news releases as BLUE and Homecoming approach
- Public Relations Committee communications will be through group emails.
- Annie Oeth will reach out to Dr. Melissa Smith for a spring publication schedule for The Spectator.
- The MUW Public Relations Committee is available to help other committees as needed in 2025.

Celebrations or Accolades

Thanks go to Public Relations Committee member Lynne Lott Schneider for her writing skills and to Digital Marketing Committee Chair Clare Haefner for her service to MUWAA and design talent.

Concerns or Motions for Action

None at this time



Committee Name: Past Presidents Committee

Committee Type: Standing

Meeting: Winter 2025 Board Meeting

Date Submitted: January 2, 2025

Submitted by: Symone Bounds, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This Committee 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
- September Committee Meeting Conducted on Sept. 25, 2024
- Puckett House Refresh Started

Next Steps

- Schedule a Past President's Brunch
- Work on a Puckett Refresh Article with the Public Relations Committee to be placed in Visions
- Schedule a Puckett House clean out weekend
- Start a list of items and a budget that need to be replaced/purchased in the Puckett House
- Decide on item(s) to contribute to the refresh of Puckett House
- Attend and Sponsor BLUE
- Sponsor Magnolia Mingle
- Work with the Strategy and Support Committee to collaborate on a smartphone app for Homecoming

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 Winter Board Meeting

Date Submitted: January 2, 2025

Submitted by: Monique Jenkins, Chair

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

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

Function of the Committee

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

Committee Members

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

Committee Activities

- Events:
 - o MUWAA Membership Mixer – March 6, 2025
 - o MUWAA Alumni vs Student Game – Homecoming (April 4, 2025)
 - o Membership Recruitment Campaign – Why Do You “W”? (Date TBD)

- Meetings (Zoom Calls):
 - o December 11th
 - o Follow-Up meetings via email in January

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 Presented gift at summer and December commencement events.

- 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 Planning in progress. Current event details:
 - Themed Indoor Event – Dance Through the Ages
 - Date – April 4, 2025
 - Time – TBD
 - LeAnne Alexander will serve as the DJ and teach a line dance from each decade.

- 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 Planning in progress.

- 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.
 - Planning in progress. Current event details:
 - Name – Winter Blues Party with the “W”
 - Date – March 6, 2025
 - Time – 6:30pm – 8:30pm EST (tentative)
 - Target Audience – New graduates and first-time donors
 - Platform – Zoom
 - Save the date postcard given to December graduates after commencement



Next Steps

- Schedule next committee meeting.
- Meet with campus rec director to discuss alumni vs. student event and finalize details.

Celebrations or Accolades

None

Concerns or Motions for Action

None



Committee Name: Mentoring
Committee Type: Special
Meeting: 2025 Winter Board Meeting
Date Submitted: 1/2/2025
Submitted by: Kristie Metcalfe, Chair
**Mississippi University for Women Alumni Association
COMMITTEE REPORT**
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
Amber Parker
Jitoria Hunter
Sonny Lemmons
Courtney Murtaugh
Jennifer O'Connell
Audra Odom
Janet Watson
Maddy Sielu
Leslie Randle

Committee Activities

- Meetings, 9/29/2024 via Zoom
- Emails to potential speakers
- Calls w/Amber Parker regarding speakers panel

Goals and Progress to Date

- Goal 1: BLUE
 - Progress. BLUE is scheduled for 2/20/2025 and will focus on professional development and financial literacy. Courtney Murtaugh will be planning the virtual portion of the event. Maddy Sielu agreed to be the Digital Marketing Liaison for the committee.
 - Progress. Speakers for BLUE
 - Jackson Akwaowo has been confirmed as Keynote Speaker 1. He is in Columbus and has agreed to donate his time. He will focus on the professional development portion.
 - Matti Gordon (W alum who works at Truist Investment Finance in Georgia) has confirmed as Keynote Speaker 2. She will focus on financial literacy portion.
 - Committee is considering a different direction for panelists.

- Goal 2: Spring Fling
 - Progress—Committee will discuss more about this event at its next meeting with plans to partner with Career Services on this event.

Next Steps

- Reaching out to past sponsors for BLUE
- Promoting BLUE registration via email and on socials
- Scheduling next meetings to plan Spring Fling

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Strategy and Support

Committee Type: Special

Meeting: 2025 Winter Board Meeting

Date Submitted: January 2, 2025

Submitted by: Ashley Dean, Chair

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

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: 10/19/2024, 11/03/2024, 11/05/2024

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 (see attached)
- 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
- 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: Not started

Next Steps

- Zoom meeting with Symone Bounds (Past Presidents Committee Chair) on 01/08/2025 to discuss next steps for committee goal #3.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time

Strategy and Support Committee Goal #2

Research at least 3 like-size or regional college or university alumni associations for comparison analysis of board structure, committee listing, and layout, as well as alumni office interaction. Consider recommending changes upon completion of the research.

Researched Alumni Associations

1. Delta State (Mississippi)
2. Athens State University (Alabama)
3. Fairmont State University (West Virginia)
4. Henderson State University (Arkansas)

Summary of Findings

- Varying number of Board of Directors (14-28)
- Varying service terms (1-3 years)
- No access to Alumni Association governing documents via website
- Most recent bylaws accessible were from 2015.
- No online presence of Alumni Association Committees/Goals
- Minimum contribution amount to the Alumni Association to serve as a Board of Director (\$100.00)
- Student Representative (SGA President/SAA President) on Alumni Association Board
- No evident alumni office interaction was found.

Recommended Changes

None at this time.

Delta State University

Student Enrollment: 2,654

Location: Cleveland, MS

Board Structure (28 members)

President

Vice President

Secretary

Treasurer

Past President

7 Presidential Appointees

Congressional District 1-4 Reps (District 2 has 2)

Foundation Board President

Members Representing

- Black Alumni
- Accounting
- DSU Faculty/Staff
- Nursing
- Education
- Music
- Athletics
- Aviation
- Golden Circle
- Young Alumni

Alumni Association Staff: Director of Alumni Affairs

Per bylaws of 2012:

The Board of Directors shall be composed of the Officers, Foundation Board President, and 18 other alumni as follows: (a) One (1) resident of each Congressional District of the State of Mississippi with two (2) from the Congressional District representing DSU totaling five (5) (b) One (1) non-resident of the State of Mississippi. (c) One (1) representative of the Athletic Alumni Association (d) One (1) representative of the Golden Circle (e) One (1) representative of the Young Alumni (f) One (1) representative of the Black Alumni (g) Five (5) alumni who shall serve at the will and pleasure of the Alumni President (h) One (1) alumnus on faculty or staff at

DSU (i) President of the Student Alumni Association (j) President of the Student Government Association

The President of the University, Executive Director Alumni & Foundation, Director of Alumni Affairs, Assistant Director of Alumni Affairs, and Senior Alumni Secretary shall be ex-officio members of the Board of Directors.

Section 1. The Officers and Board of Directors shall be elected at the annual Fall Meeting of the Board of Directors. A nominating committee appointed by the President and chaired by the Vice-President shall meet prior to the meeting to nominate new Officers and Board members for the Association.

Section 2. Vice President. Subject to Board approval, the Vice President shall succeed to the office of President at the appropriate annual Fall Meeting.

ARTICLE VI

TERM OF OFFICE

Section 1. Officers. All officers shall be elected for terms of two (2) years, beginning with the date of their election, but they shall hold office until their successors have been elected.

Section 2. Board of Directors. Directors shall serve two (2) year terms beginning immediately upon their elections or appointment.

Alumni Association Membership Benefits

- Membership Card
- Eligible for Alumni Awards
- Priority Mailings & Invitations
- Alumni Magazine
- Bookstore Discount
- Discounted tickets for select events.

Athens State University

Student Enrollment: 2,794

Location: Athens, AL

Board structure (14 members)

Per the website and not based on the bylaws that were found from 2015

President

Faculty/Staff Rep

Finance Chair

11 other members

Per bylaws as of 2015:

The business and affairs of this Association shall be managed by its Board of Directors, which shall consist of twenty-five (25) members, all of whom shall be members of the Association. The Board of Directors shall be composed of the President, President-Elect, Past President, the Athens State University Student Government Association President, one Faculty/Staff Representative, and twenty At-Large Members. The President and the Director of Alumni Affairs shall serve as exofficio members of all committees. The Athens State University president and a representative from the Athens State University Foundation shall also be ex-officio members of the Board. The student representative will be exempt from membership dues and board dues.

Election and Term of Office.

The Board of Directors, consisting of twenty-five members, shall be selected as follows:

A. The President of the Association shall appoint, in addition to the Chairman, a nominating committee, whose duty it is to present to the Board, a slate of nominees for election at the Annual meeting, this slate is to include as many members for election as there are vacancies.

B. Members of the Board of Directors shall be elected by the active members of the Association from a slate presented by the Board of Directors, at an Annual Meeting of the Association. Nominations may be made from the floor. Such nominations must include a list, presented in writing to the President, of the qualifications required of the nominee and his/her willingness to serve if elected. No name shall be submitted unless the person is a graduate of Athens State University, with a current paid membership in the Association. Members of the Board shall be elected for terms of three (3) years. All shall hold office for the term so elected and until their successors have been elected. Each member of the Board will make an annual contribution of \$100 to support the operations of the Alumni Association. A faculty/staff member of the Board of Directors shall be recommended by the Alumni Affairs Director and approved by the Board.

C. An Executive Committee, consisting of the President, immediate Past President, President-Elect, Finance Chair, Director (non-voting), and one (1) member of the Board of Directors appointed by the President, shall have the responsibility of conducting affairs of the Association between meetings of the Board of Directors

The Alumni Board of Directors meets quarterly and is responsible for hosting several events including Alumni Awards, Flag Day Ceremony, Homecoming, Golf Classic, and travel programs.

Alumni Association Membership Benefits

- Book checkout privileges at the Athens State University Library
- Employment and career advancement assistance through the University's Career Development Center
- 20% off facilities rentals at the Athens State University main campus
- Discounted membership and assessment fees at Athens Limestone Hospital Wellness Center
- Discounted room rates with Wyndham Hotel Group; includes Days Inn, Ramada, Howard Johnson, Knights Inn, Travelodge, Wingate, Amerihost, Super 8 Motels, and Baymont Inn.
- 10% off total bill at Terranova's (excluding alcohol, Athens location only)
- The Column – Biannual newsletter featuring University events and activities.
- Discounted membership and enrollment fees at the Athens SportsFit Wellness Center
- The Athens State Alumni Association Membership Card

Fairmont State University

Student Enrollment: 3,498

Location: Fairmont, WV

Board structure (28 members)

President

Vice President

Secretary

Treasurer

24 other members

No online access to bylaws.

Alumni Association Membership Benefits

- Encova Career Development Center resource access, including resume building, interview tips and coaching, and career fairs.
- Tickets at Work access
- Beneplace access
- Falcon Center Gym Membership
- Kaplan Discount
- HERC's Nutrition Discount
- Tomedes Discount

Henderson State University

Student Enrollment: 1,807

Location: Arkadelphia, AR

Board structure: Unable to locate via the website.

There are 3 sub-Alumni Chapters

- Black Alumni Chapter (President, Vice President, Secretary, Treasurer, and 13 other members=17 members) Chapter bylaws are online.
- Spirit of the Reddies Alumni Chapter
- Xi Beta Alumni Group: Chapter bylaws are online.

No bylaws were found for the Alumni Association, but there is a Henderson State University Alumni Association Chapter Handbook (September 20, 2018).

No Alumni Association Membership benefits listed.



Committee Name: Diversity, Equity, & Inclusion

Committee Type: Special Committee

Meeting: 2025 Winter Board Meeting

Date Submitted: January 2, 2025

Submitted by: Tekita Bankhead, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This Committee will strive to cultivate stronger relationships with alumni of minority groups and emphasize creating a culture of diversity and inclusion to encourage interest in active participation in the Association.

Committee Members

Tekita Bankhead (Chair), Terry Coffey (Board Member), Jianwen Crump, DeMarias Banner, Noelle Avenmarg Theis (Note: Committee Member rolling off) , Sonny Lemmons, and Symone Bounds

Committee Activities

- Second Meeting Held: Sunday, November 9, 2024
- Third Meeting Held: Saturday, December 14, 2024

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 – Finalized the recommendation of “ONE MUW” as the new committee name with a broader media campaign to market new name and intent. Motion forthcoming.
- Goal 2: Partner with the Recruitment and Retention Committee to research, create, and launch a 40 under 40 campaign to recognize the thriving and diverse members of our alumni membership.
 - Progress: No new progress at this time.
- Goal 3: Create a new Homecoming event to introduce forward moving conversations focused on equitable experiences and inclusive conversations for alumni and students.
 - Progress: To build on the committee’s desire to develop invigorative programming for current and future alumni, the committee created the “Regroup & Recharge Series.” This series is designed improve engagement of young alumni, provide capacity-building about coping with professional transitions, and enhance personal development and overall well-being of all sectors of alumni.
- 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: No new progress at this time.

Next Steps

- Explore potential programming partnerships for Black History Month with MUW Culture, Community, and Access Department via Matthew Miles. More details forthcoming.
- Collaborate with Mentoring Committee & Elise Wilson on a Spring Fling Mentoring Mixer event currently scheduled for April 4, 2025 during Homecoming.
- Initiate and complete process for renaming the MUWAA DEI Committee to “One MUW Committee” in accordance to processes and procedures outlined in MUWAA constitution and bylaws
- Once approved, collaborate with Public Relations to develop a plan for explaining the name change with a press release and/or via social media
- Develop and implement workshops for “Regroup & Recharge Summer Series” for the following tentative dates:
 - 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 19 at 6pm – Working Topic: Rest, Liberation, and Juneteenth

Celebrations or Accolades

None at this time

Concerns or Motions for Action

It is the recommendation of this committee to rename the MUWAA Diversity, Equity, and Inclusion (DEI) Committee to One MUW Committee.



Committee Name: Digital Marketing

Committee Type: Special

Meeting: 2025 Winter Board Meeting

Date Submitted: Jan. 1, 2025

Submitted by: Clare Haefner, Chair

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

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

Function of the Committee

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

Committee Members

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 October, we promoted nominations for the 2025 Alumni Awards.
 - In November, we promoted 2025 Nominations for MUWAA Board Director positions and President-Elect as well as Thanksgiving and Veterans Day. We also shared a Save the Date for B.L.U.E.
 - In December, we shared more reminders to nominate for MUWAA Board and President-Elect, posted Happy Holidays and Happy New Year messages and congratulated the W's December graduates.
 - In January, we'll promote B.L.U.E. and Board elections along with needs that arise from other committees' work.
- Goal 2: Continue to improve our reach and engagement on MUWAA's social media channels.
 - See Social Media Analytics below for October-December 2024.

- Goal 3: Finalize Digital Marketing Brand Guide for MUWAA.
 - DMC members will continue to revise and flush out the brand guide, aiming to have it ready for MUWAA Board approval at the April 2025 meeting so it can be added to Policies and Procedures before the current board year ends.
- 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 one or two others. Committee will discuss options this winter/spring, to be prepared to make recommendations to the Board at the April 2025 meeting.

Social Media Analytics

- Data for the main MUWAA Facebook, Instagram and X for October-December 2024.
-

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>
0	22	940	724
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

Next Steps

- We'll continue preparing social media posts to promote events, activities and accomplishments of W alumni and continue work on the brand guidelines and finding the best platform to manage our social media channels.

Celebrations or Accolades

Nothing to report.

Concerns or Motions for Action

Nothing to report.



**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2024 – 2025 STANDING AND SPECIAL COMMITTEES**
Proposed as of January 2025

STANDING COMMITTEE	DESCRIPTION	COMMITTEE MEMBERS
<p>Special Events Committee 2024 LBLA Chair: Bayleigh Vick 2025 Magnolia Mingle Chair: J'Markus DuBose</p> <p><u>Goals for the 2024-2025 Board Year</u></p> <ol style="list-style-type: none"> 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. 	<p>This Committee shall assist in coordinating the participation of Association members in support of formal programs and special activities planned by the Association President or the University. The committee will consult with the University's Director of Alumni Relations regarding these events.</p>	<p>LBL Auction Sub Committee (Fall 2024):</p> <ol style="list-style-type: none"> Bayleigh Vick (Chair) Audrey Littlejohn (Co-Chair) J'Markus DuBose (board) Bridget Smith Pieschel Abi Wiggins Katelyn Ayers DuBose Karla Ayers Lyndsay Cumberland <p>Mag Mingle Sub Committee (Spring 2025)</p> <ol style="list-style-type: none"> J'Markus DuBose (Co-Chair) Danielle Bialka-Tappan (Co-Chair) Elysa Maclellan (board) Katelyn DuBose Sara McKie Candie Willis Bridget Smith Pieschel Karla Ayers

NOTES:

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



ALUMNI
ASSOCIATION

Meeting: Winter 2025 MUWAA Board of Directors
Date: January 18, 2025
Submitted by: Bayleigh Vick, Co-Chair
J'Markus DuBose, Co-Chair

Mississippi University for Women Alumni Association
MOTION CARD

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

I, Bayleigh Vick, move that the MUWAA Board of Directors accept the 2025 Special Events Committee Co-Chairs and committee members as presented.

Be it noted:


[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)

	Meeting: Winter 2025 Board Meeting Date: January 18, 2025 Submitted by: Tekita Bankhead
	Mississippi University for Women Alumni Association MOTION CARD

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

I, Tekita Bankhead, move that the MUWAA Board of Directors approve the proposed name change of the MUWAA Diversity, Equity, and Inclusion (DEI) Committee to “One MUW Committee.”

Be it noted:

The reason for the proposed name change is to adopt a name that illustrates the broadened scope of efforts to ensure all alumni, current and future, are included and represented in MUWAA’s engagement efforts. This name change will also remove any unnecessary limitations of operations based on potential state and federal legislation and protect the intended focus of the committee.

[For Official Use Only]

Final vote: **Yes:** _____

No: _____

Recorded in minutes: _____

(Signature of MUWAA Secretary)