



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

MUWAA 2026-2027 FALL BOARD OF DIRECTORS MEETING

Saturday, October 24, 2026 | Welty Hall | Mississippi University for Women
Columbus, Mississippi
Hybrid Meeting

Saturday, October 24th

PAST PRESIDENTS BRUNCH, 9:30 a.m. CST

In-person in Holland Hollow, Hogarth Student Center

DEVELOPMENT SESSION, 11:00 a.m. CST

In-person in the Welty Board Room, Welty Hall, or via Zoom at

<https://muw.zoom.us/j/91900493590>

Meeting ID: 919 0049 3590

LUNCH BREAK, 12:00 p.m. CST

In-person in the Welty Board Room, Welty Hall

INTERIM UNIVERSITY PRESIDENT'S UPDATE, 1:00 p.m. CST

In-person in the Welty Board Room, Welty Hall, or via Zoom at

<https://muw.zoom.us/j/91900493590>

Meeting ID: 919 0049 3590

BUSINESS SESSION, 1:30 p.m. CST (See Order of Business)

In-person in the Welty Board Room, Welty Hall, or via Zoom at

<https://muw.zoom.us/j/91900493590>

Meeting ID: 919 0049 3590

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Board of Directors | Order of Business

Fall Board Meeting | October 24, 2026

- I. Call to Order & Roll Call**
- II. Adoption of the Agenda**
- III. President's Welcome**
- IV. Approval of Parliamentarian**
- V. Election of Officers**
- VI. Ratify Votes**
- VII. Alumni Office Report**
- VIII. Foundation Report**
- IX. MUWAA Officer Reports**
 - Parliamentarian
 - Secretary
 - Treasurer
- X. Standing Committee Reports**
 - Nominations & Elections
 - Bylaws
 - Recruitment & Retention
 - Chapters & Constituency Groups
 - Special Events
 - Finance
 - Public Relations
 - Past Presidents
- XI. Special Committee Reports**
 - Membership Recruitment
 - Mentoring
 - Strategy & Support
 - One MUW
 - Digital Marketing
- XII. Unfinished Business**
- XIII. New Business**
 - Voting on the W Guild Awards Slate
- XIV. Open Forum**
- XV. President's Closing Comments & Adjournment**

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Summer Board Meeting Minutes (Approved)

July 18, 2026

Welty Hall, Mississippi University for Women, Columbus, Mississippi

I. Call to Order & Roll Call

President Bayleigh Vick called the Summer Meeting of the MUWAA Board of Directors to order at approximately 1:07 p.m. A quorum was present with eighteen (18) voting members attending in person and virtually.

MUWAA Board Members present in person:

- Dana Jackson
- Elysa Harvey Maclellan
- Carrie Niemet
- Bridget Pieschel
- Leta Palmiter
- Kristen Pate
- Lynn Lott Schneider
- Mary Beth Thorman
- Bayleigh Herron Vick
- Bridget Smith Ellis
- Ashley Dean
- Wesley House Garrett
- Deborah Hodges

MUWAA Board Members present via teleconference:

- Anne White Foster
- Clare Haefner
- Sydney Pittman
- Terri Stewart
- Nicole Rensink

MUWAA Board Members absent:

- Jonathan Cumberland
- Ariel Seawell

Ex-Officio Members present:

- Cathryn Vaughn Borer
- Dr. Scott Tollison

II. Adoption of the Agenda

Bridget Smith Ellis moved to approve the agenda. Motion carried, 18-0.

III. President's Welcome

President Bayleigh Vick welcomed attendees to the first meeting of the 2026-2027 board year and expressed appreciation for their service.

IV. Approval of Parliamentarian

Ashley Dean moved that Wesley House Garrett be approved as Parliamentarian for the 2026-2027 Board year. Motion carried.

V. Election of Officers

- **Secretary:** Elysa Harvey MacLellan moved to elect Leta Palmiter. Motion carried.
- **Treasurer:** Carrie Niemet moved to elect Dana Jackson. Motion carried.

VI. Ratification of Electronic Vote

The Board ratified the electronic vote approving the Spring 2026 Board Meeting Minutes (approved May 19, 2026, with 19 affirmative votes).

VII. Alumni Office Report

Cathryn Borer reported that recipients for the 2026 MUWAA scholarships (Legacy, Culinary Arts Advisory, and First Generation) were notified, though no applicant met the requirements for the Southern Grace Scholarship. She reviewed upcoming events including the LOCO Chapter Meeting (July 23), New Faculty Lunch (August 12), Move-In Day (August 15), Blues Week, the Student Alumni Association Organization Fair, Luau (August 23), and Welty Weekend.

VIII. Foundation Report

Deborah Hodges reported the Foundation's endowment has grown to over \$80 million. She highlighted support for scholarships, the LEAP program, Career Services, and legislative initiatives, and she encouraged regular charitable giving and unrestricted gifts to the W Fund.

IX. MUWAA Officer Reports

- **Parliamentarian:** Wesley House Garrett reminded the Board that motions do not require a second and emphasized the need to maintain a quorum of at least 13 voting members.
- **Secretary:** Leta Palmiter had nothing to report.
- **Treasurer:** Dana Jackson reported that as of June 30, 2026, the Association held \$77,920.02 in restricted accounts and \$323,966.55 in endowed accounts.

X. Standing Committee Reports

- **Nominations and Elections:** Ashley Dean reported the successful election of the 2026-2029 Board class and conducted the nomination process for the 2026-2027 N&E Committee.
- **Bylaws:** Annie Oeth reported the committee updated governing documents for ADA accessibility, revised the W.G.U.I.L.D. Award timeline, and updated Appendix F.
- **Recruitment and Retention:** Terri Stewart reported the completion of the student scholarship selection process and notifications.

- **Chapters and Constituency Groups:** Nicole Rensink assumed leadership and reported a focus on developing new groups following recent alumni interest.
- **Special Events:** Kristen Pate reported the 13th Annual Long Blue Line Auction raised approximately \$26,000, and the 5th Annual Magnolia Mingle raised approximately \$13,000 using a new digital drawdown platform.
- **Finance:** Dana Jackson reported the development of the proposed 2026-2027 budget.
- **Public Relations:** Lynne Lott Schneider reported the completion of the annual records update and set priorities for increasing event promotion.
- **Past Presidents:** J.J. Price's report was included in the board packet.

XI. Special Committee Reports

- **Membership Recruitment:** Carrie Niemet reported the successful selection of graduation gifts, the "Each One Reach One" campaign, and the Student vs. Alumni Giving Competition.
- **Mentoring:** Bridget Pieschel reported hosting the annual Blue Event and supporting Spring Fling mentoring activities.
- **Strategy & Support:** Bridget Smith Ellis reported the successful launch of the Whova event platform for Homecoming and the administration of the annual Board Survey.
- **One MUW:** Kimberly Griffin's report was included in the packet.
- **Digital Marketing:** Clare Haefner reported strong growth across platforms, particularly during Homecoming via the Whova app.

XII. Unfinished Business

None.

XIII. New Business

- **Election of N&E Committee:** Elected Troy Lewis, LeAnn Alexander, Annie Oeth, Wilkedria Davis, and Courtney Murtaugh (Alternate).
- **Approval of Committees:** Lynne Lott Schneider moved to approve the 2026-2027 Standing and Special Committee Chairs and Members with noted corrections (Madeline Giancola replaced Madeline Gardner; Pooja Shaunak name correction; Terry Coffey added to Mentoring; Nicole Rensink, Kristopher Sullivan, and Monique Jenkins added to Membership Recruitment; Symone Bounds added to Past Presidents). Motion carried.
- **Approval of Budget:** Terri Stewart moved to approve the 2026-2027 Budget. Motion carried.

XIV. Open Forum

Board members discussed upcoming activities.

XV. President's Closing Comments & Adjournment

President Vick challenged board members to write handwritten notes of encouragement to prospective students and reminded chairs that board reports are due by October 3, 2026. Meeting adjourned at 2:21 p.m.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Nominations and Elections Fall 2026

Committee Name

Nominations and Elections

Submitted by

Ashley Dean, Chair

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.

Committee Members

- Ashley Dean (Chair)
- Troy Lewis
- LeAnn Alexander
- Annie Oeth
- Wilkedria Davis
- Courtney Murtaugh (Alternate)

Committee Goals

1. Solicit nominations for all four positions on the Nominations & Elections Committee and present a ballot of no more than 10 candidates for Board selection.
2. Coordinate the nomination and election process for the 2030 class of the MUWAA Board of Directors and the 2027–2028 President-Elect.

Committee Progress

- Congratulation/regret emails sent to committee nominees July 27, 2026.
- Welcome email sent to committee members August 18, 2026.
- Welcome committee Zoom meeting September 10, 2026.

Next Steps

- Save the Date email/socials drop (nominations season) October 19, 2026.
- Committee Zoom meeting October 29, 2026.
- Nominations season opens November 2, 2026.
- Nominations season closes November 23, 2026.
- Committee Zoom meeting December 10, 2026.
- Save the Date email/socials drop (election season) December 21, 2026.
- Election season opens January 11, 2027.
- Election season closes January 25, 2027.

Celebrations or Accolades

- All committee members are engaged and excited for the year. We have 5 decades of MUW Alumni represented on the committee.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Bylaws Fall 2026

Committee Name

Bylaws Committee

Submitted by

Annie Oeth, Chair

Function of the Committee

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

Committee Members

- Annie Oeth (Chair)
- Nicole Rensink
- Kristopher Sullivan
- Anghaarad Teague Dees
- Dana Jackson

Committee Goals

1. Welcome Bylaws Committee members via email, sharing MUWAA Bylaws and Policies and Procedures.
2. Hold Bylaws Committee office hours via Zoom to answer any questions on service.
3. Be prepared to recommend any changes to MUWAA Bylaws, Policies and Procedures as needed. As these were up to date when the MUWAA year started, no changes are needed at this time.

Committee Progress

- The Bylaws Committee stands ready to serve when needed.

Next Steps

- None at this time.

Celebrations or Accolades

- Thanks to our committee members Nicole Rensink, Kristopher Sullivan, Anghaarad Teague Dees and Dana Jackson for their willingness to serve.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Recruitment and Retention Fall 2026

Committee Name

Recruitment and Retention

Submitted by

Terri Stewart, Chair

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

- Terri Stewart (Chair)
- Winnie Clegg
- Angh Teague Dees
- Kacey Keeton
- Lynne Schneider
- Lamon Stapleton
- Kristopher Sullivan

Committee Goals

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 timeline of the first week of November.
2. Collaborate with both the MUWAA Public Relations & Digital Marketing Committees to promote digital recognition of the Faculty Grants, Student Scholarships & Alumni Award recipients.

Committee Progress

- Welcome meeting was held virtually via Teams on Wednesday, August 19th at 4:30 PM CST.
- Several email exchanges were sent in preparation for Alumni Awards marketing and promotion.
- We are on schedule to make this deadline. Our initial nominations email went out on Monday, October 5th followed by our social media graphics on both Facebook and Instagram.
- A request to the PR and Digital Marketing committee was sent via email on 10/9 to begin planning for release of graphics for Award nominations.
- Once winners are selected, we will have a request to announce those. Our timeline has a date of January 5-9.

Next Steps

- Begin preparations for notifying nominees of submitting electronic nomination packets. Options: Formsite.com and Google Forms.
- Our next meeting will take place mid-October in preparation for Alumni Nomination notifications.

Celebrations or Accolades

- None at this time.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Chapters and Constituency Groups Fall 2026

Committee Name

Chapters/Constituency Groups

Submitted by

Nicole Rensink, Chair

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

- Nicole Rensink (Chair)
- Brynn Morgan
- Anne Foster
- Allison Topcik
- Emma Morrison
- Ameila Smith

Committee Goals

1. Continue to maintain contact and up-to-date information on existing groups.
2. Increase traffic to the Google Form to establish new groups.
3. Encourage alumni participation in localized/digital group settings.

Committee Progress

- The committee worked to ensure the existing group document is up to date.
- As a result of the social media posting for the interest form in forming chapters, we did see a few alumni reach out to create/inquire about joining or creating groups – however none were formalized this year.
- Reaching out to committees about hosting events for their chapter.
- Sarah Kackley is still interested in forming Blues/Sports group but was worried about time. Nicole is reaching out to her about forming that committee.
- Continued work on a Charlotte, NC group.
- Tuscaloosa Chapter in the works of getting started. Ameila is supposed to reach out to Andy about getting one started.
- Nicole is trying to get an Arkansas Chapter reinstated.
- Emma is reaching out to Ciarra Westmoreland about her chapter, and if she wants to host a meeting.
- Amelia is trying to start with a Northeast MS Chapter.

Next Steps

- Continue to reach out to members of Chapters about hosting a meeting, and getting Chapters started or reinstated.
- Get up to date with all current chapters and committees.

- Get a date set for the Tuscaloosa Chapter.
- Continuing the good momentum we had in the past year.

Celebrations or Accolades

- Everyone is ready to work and keep alumni involved. I am excited to serve as Chair this year and get more alumni involvement.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Special Events Fall 2026

Committee Name

Special Events

Submitted by

Kristen Pate, Chair

Function of the Committee

Plan and execute the MUWAA's largest annual fundraisers.

Committee Members

- Kristen Pate (Chair)
- Pooja Shunak (Co-Chair)
- Dustin Nolan
- April Sylvia
- Elysa Mclealn
- Whitney Griggs

Committee Goals

1. Successfully execute the 14th annual LBLA and exceed \$26k.
2. Start planning Magnolia Mingle 2027.

Committee Progress

- Executed LBLA 2026 on Sept 24th and 25th, raising \$22k.

Next Steps

- Start planning MM in November.

Celebrations or Accolades

- None provided.

Concerns or Motions for Action

- None provided.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Finance Fall 2026

Committee Name

Finance Committee

Submitted by

Dana Jackson, Chair

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

- Dana Jackson (Chair)
- Terri Stewart
- Malinda Mabry-Scott
- Jennifer Thompson
- Jill Wood

Committee Goals

1. Review financial transactions to ensure they align with the approved MUWAA budget for the 2026/2027 Board Year.
2. Collaborate with the MUWAA President and the MUW Alumni Office to establish best-practice procedures for developing, reviewing, and evaluating current and future budgets and transactions.
3. Partner with the MUWAA President and the MUW Alumni Office to prepare the MUWAA Association 2027/2028 budget for review and approval by the Association.

Committee Progress

- Communicated via email with the MUWAA President and MUW Alumni Office to approve and record expenses in alignment with the 2026/2027 budget.
- Communicated via email about status and future needs for help with the 2027/2028 budget.

Next Steps

- Continue to review financial transactions to ensure they are aligned with the budget.
- Start development of the 2027/2028 budget.

Celebrations or Accolades

- None currently.

Concerns or Motions for Action

- The committee recognizes that the recent passing of the Alumni Office accountant contributed to delays in receiving financial reports. We extend our heartfelt condolences to the family and colleagues. We are grateful for the Alumni Office's continued partnership and support as it navigates this difficult transition.

Check Requests & Credit Card Expenditures

Check requests and credit card expenditures approved for payment 7/1/2026 through 9/2/2026:

Fund Number - Name	Date	Description	Amount
26062 – Alumni Association Activities Fund	7/14/26	Document Storage	\$199.00
26108 – Long Blue Line Auction Fund	7/21/26	28253 MUWAA First Generation College Student Scholarship (Restricted)	\$1,000.00
26108 – Long Blue Line Auction Fund	7/21/26	26062 MUWAA Activities Fund	\$5,000.00
28238 – Magnolia Mingle Fund	7/21/26	26062 MUWAA Activities Fund	\$17,350.00
26062 – Alumni Association Activities Fund	7/22/26	Homecoming Whova App Two-Year License (Office of Development & Alumni paid remaining balance of \$1,478)	\$3,000.00
26062 – Alumni Association Activities Fund	7/22/26	Digital Marketing Scheduling Platform	\$52.43
26108 – Long Blue Line Auction Fund	8/3/26	Auction Storage Unit	\$187.00
26062 – Alumni Association Activities Fund	8/6/26	New Faculty Luncheon	\$856.00
26062 – Alumni Association Activities Fund	8/21/26	Blues Week T-Shirts for Students (Office of Development & Alumni paid remaining balance of \$65.19)	\$2,800.00
26062 – Alumni Association Activities Fund	8/24/26	Digital Marketing Scheduling Platform	\$52.43
26108 – Long Blue Line Auction Fund	8/31/26	Amazon Purchase of Tape, Padded Envelopes, Bubble Wrap & Boxes (Advertising, Signage, Google Drive Storage & Shipping Fees Line Item)	\$205.93
26108 – Long Blue Line Auction Fund	9/3/26	Auction Storage Unit	\$187.00
26108 – Long Blue Line Auction Fund	9/2/26	LBLA Thank You Cards (Advertising, Signage, Google Drive Storage & Shipping Fees Line Item)	\$208.56
TOTAL			\$31,098.35

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Public Relations Fall 2026

Committee Name

Public Relations Committee

Submitted by

Lynne Schneider, Chair

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.

Committee Members

- Clare Heafner (Board)
- Madeline Giancola
- Pooja Shaunak
- Michelle Wescovich
- Elizabeth Whittington

Committee Goals

- (Placeholder)

Committee Progress

- The Public Relations Committee held its organizational meeting, heard from MUWAA leadership and the MUW Alumni Office, and assigned the first articles on its press release calendar. Ongoing work includes developing new publicity ideas, finding subjects for the quarterly alumni feature, and recognizing local chapters and constituency groups. This report is for information only; no board action is requested.
- **Remarks from MUWAA leadership:** MUWAA President Bayleigh Vick spoke briefly about the committee's role within the association and shared her enthusiasm for its work.
- **Partnership with the MUW Alumni Office:** Catherine Borer, MUW Alumni Director, outlined ways the committee can help the Alumni Office share news about MUWAA and alumni events. She offered her ongoing support for the committee's needs and ideas.
- **Press release calendar:** The committee reviewed its established calendar of press releases and assigned articles to members in attendance. A link to the calendar and sign-up form was shared with all committee members. Several articles will need more than one volunteer.
- **Publicity ideas discussion guide:** Members reviewed a discussion guide of questions for generating publicity ideas. Each member was asked to consider the guide's questions, along with their own ideas, and bring suggestions to a follow-up meeting. That meeting is limited to two items: completing press release sign-ups and discussing members' publicity ideas.

Next Steps

- The committee plans a follow-up meeting, held online or by email thread, during the month of October, to finalize press release sign-ups and share publicity ideas.

- Going forward, the committee will focus on three ongoing priorities:
- **New publicity channels:** continue exploring new ways to publicize alumni and university news and events.
- **Quarterly alumni feature:** continue identifying feature subjects for the quarterly alumni feature.
- **Chapters and constituency groups:** publicize and recognize local chapters, constituency groups, and the work they are doing.

Celebrations or Accolades

- The committee thanks President Vick and Director Borer for their support, and its members for their time and enthusiasm in promoting MUWAA and the MUW alumni community. We welcome article ideas and other suggestions for the public relations committee to keep building on the work we have done in the past.

Concerns or Motions for Action

- (Placeholder)

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Past Presidents Fall 2026

Committee Name

Past Presidents

Submitted by

Jermarra Jones-Price, Chair

Function of the Committee

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

Committee Members

- Jermarra Jones-Price (Chair)
- Ashley Dean
- Heather Fasciocco Stone
- Anghaarad Teague Dees
- Susan Rayner Puckett
- Ricki Rayner Garrett
- Lynne Curtis
- Symone Bounds

Committee Goals

1. Continue supporting the refresh and enhancement of the Puckett House while identifying opportunities to preserve and celebrate MUWAA history and traditions.
2. Host a Past Presidents gathering to foster connection, recognition, and continued engagement among MUWAA's past leaders.
3. Plan and coordinate the Gavel Pass of Past Presidents during Convocation as a meaningful celebration of leadership and service.

Committee Progress

- The Puckett House Refresh campaign launched on September 1st via email blast and social media posts. The campaign will run until October 31st with all alumni being encouraged to support by purchasing curated items from the Amazon Wish List or donating through the giving site.
- The Past Presidents gathering will be held Saturday, October 24th at 9:30am. The save the date went out on September 10th and registration closes October 20th.

Next Steps

- Wrap the Puckett House Refresh campaign, request a final record of donations received and assist the alumni office with an updated inventory on wish list items received.
- Host the 2026 Past Presidents brunch and tour on the MUW campus.

Celebrations or Accolades

- The alumni office confirmed that \$1,000 was contributed to Nora Miller's endowed scholarship fund from the Past Presidents Fund from an approved vote during Homecoming Weekend 2026.

Concerns or Motions for Action

- There are none currently to report.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Membership Recruitment Fall 2026

Committee Name

Membership Recruitment

Submitted by

Carrie Niemet, Chair

Function of the Committee

The Membership Recruitment Committee aims to increase membership and encourage participation in the Association and University activities by educating new graduates about the Association, hosting a membership drive to re-engage current alumni and recruit new members, and supporting University activities and events as needed.

Committee Members

- Carrie Niemet (Chair)
- Sydney Pittman (Board)
- Nicole Rensink (Board)
- Kristopher Sullivan
- Monique Jenkins

Committee Goals

1. Strengthening connections between students, recent graduates, and alumni by welcoming new Long Blue Line members at commencement, distributing the official MUWAA gift, and creating opportunities for lifelong engagement with The W and the Association.
2. Expand alumni engagement initiatives—including Each One Reach One, Why Do You W?, and the Alumni vs. Student Line Dancing Competition—to increase participation, build meaningful connections, celebrate the MUW experience, and reach 3,000 active members in the 2026–2027 fiscal year.
3. Partner with the Finance, Chapters & Constituencies, and Digital Marketing Committees to promote membership benefits, chapter involvement, alumni engagement opportunities, and develop targeted communication highlighting giving categories and ways alumni can support MUWAA.

Committee Progress

- The committee had a virtual meeting Tuesday, September 1, 2026. The committee agreed to again host the Students vs Alumni Line Dancing Competition during Homecoming and Why Do You W? Campaign after Homecoming. The Committee did discuss altering the Each One Reach One campaign into a Long Blue Line Connect initiative that has an emphasis on encouraging alumni to reach out to other alumni and creating interactive posts throughout the year highlighting polls about MUW related topics like traditions, meal items, dorms lived in, favorite Homecoming traditions, and playing on class years, clubs, and other social group engagement and pride as well as encouraging story telling through comments. This may also extend into the Whova app closer to homecoming. I reached out to Digital Marketing and

they are good with the changes and will work with us once we send over our ideas for content.

- The committee, Cathryn, and Bayleigh discussed options for the graduation gift and have been in email discussion about the available options with vendors.

Next Steps

- Final choice for graduation gift needs to be completed.
- Submissions for the Long Blue Line Connect social posts from members completed and then sent to digital marketing committee to get on the posting calendar.

Celebrations or Accolades

- Cathryn Vaughn Borer for her work with communicating with the approved vendors and insight on graduation gift options.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Mentoring Fall 2026

Committee Name

Mentoring Committee

Submitted by

Bridget Smith Pieschel, Chair

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

- Bridget Smith Pieschel (Chair)
- Kris Sullivan
- Brandy Larmon
- Aerial Seawell
- Deanisha Hopson
- Sydney Pittman
- Audra Odom
- Sonny Lemmons
- Kacey Keeton
- Shannon James

Committee Goals

1. Plan and execute the 10th Annual B.L.U.E. Networking Event with a focus on student professional development. The event should feature a relevant and engaging theme, a diverse panel of alumni speakers, and a compelling keynote presenter while creating meaningful opportunities for students to connect with alumni.
2. Collaborate with the Digital Marketing and Public Relations Committees to publicize the event through social media, press releases, and a Save the Date campaign with a goal of launching by October 2026.
3. Collaborate with the Women's College, academic departments, Chapters & Constituencies Committee, and other MUWAA committees to strengthen mentoring opportunities and create meaningful connections between students and alumni.
4. Support and promote Spring Fling mentoring activities while exploring additional opportunities for alumni to share professional experiences, networking advice, and career guidance with current students.

Committee Progress

- The date for B.L.U.E. is Thursday, February 25th, 2027!

Next Steps

- Schedule the first Zoom meeting for the members before the fall board meeting.

Celebrations or Accolades

- None listed.

Concerns or Motions for Action

- None listed.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Strategy and Support Fall 2026

Committee Name

Strategy and Support Committee

Submitted by

Bridget Smith Ellis, Chair

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

- Bridget Smith Ellis (Chair)
- Lynn Lott Schneider
- Leta Palmiter
- Ariel Seawell
- Kristen Pate
- Mary Beth Thorman

Committee Goals

1. Distribute the Year-End Board Service Survey to all 2025-2026 Board Members to gather feedback and insights.
2. Build on the success of our Whova pilot and identify ways to make the Homecoming experience even better.
3. Prepare and distribute the 2026-2027 Committee Interest Survey.
4. Take a fresh look at MUWAA's committee structure and processes to identify opportunities to streamline, reduce overlap, and help the organization work even more effectively.

Committee Progress

- Combined the 2023-24 and 2025 Year-End Board Service Survey results into a single comparison document and drafted updated 2026 survey language, incorporating committee edits and comments.
- At the Sept. 2 meeting, the committee voted to approve two new questions — a Board Buddy program question (Professional Development) and a "which committee does this relate to?" field on the Future Planning suggestion question. Final committee approval of the survey questions and distribution email was secured Sept. 12-14.
- The survey has since been built in SurveyMonkey with the Alumni Office and the distribution email to the outgoing 2025-2026 board is finalized, with a completion target of Oct. 12, 2026.

- Secured committee approval (Aug. 5) of a permanent shift in future Year-End Survey timing to May/June, beginning with the 2026-2027 cycle with a one-time exception this cycle: the new committee field requires the 2026-2027 survey to go out April 6, 2027 to align with the President-Elect's committee-assignment timeline.
- Initial inquiry going out via form early in October to set up a November committee meeting on the Whova app.
- Committee Interest Survey template is prepared based on the 2025 survey.

Next Steps

- Complete distribution of the 2026 Year-End Board Service Survey to the outgoing 2025-2026 board; completion target Oct. 12, 2026.
- Begin planning the 2026-2027 Year-End Board Service Survey (includes the new committee field) for review next spring ahead of its one-time April 6, 2027 send.
- Distribute form to create vision board and schedule a November meeting on the Whova app/Homecoming experience.

Celebrations or Accolades

- A special thank-you to Leta Palmiter, whose sharp read of the survey draft and suggestions strengthened the questions and will make board suggestions far easier for incoming committee chairs to act on.

Concerns or Motions for Action

- None at this time.

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: One MUW Fall 2026

Committee Name

One MUW Committee

Submitted by

(Placeholder), Chair

Function of the Committee

(Placeholder)

Committee Members

- (Placeholder)

Committee Goals

(Placeholder)

Committee Progress

- (Placeholder)

Next Steps

- (Placeholder)

Celebrations or Accolades

- (Placeholder)

Concerns or Motions for Action

- (Placeholder)

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Quarterly Committee Report: Digital Marketing Fall 2026

Committee Name

Digital Marketing Committee

Submitted by

Clare Haefner, Chair

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)
- Bridget Smith Ellis (MUWAA President-Elect)
- Jonathan Cumberland (Board)
- Annie Oeth
- Lynne Lott Schneider
- Elizabeth Beaty

Committee Goals

1. Promote MUWAA annual, special, and committee-led events, programs, awards, and initiatives through digital communications with the overall goal of increasing alumni awareness, engagement, and participation.
2. Partner with all MUWAA committees, the Public Relations Committee, and the Alumni Affairs Office to develop coordinated communication plans and highlight committee initiatives throughout the year, with a goal of supporting each committee through regular digital promotion opportunities.
3. Continue expanding alumni storytelling and engagement campaigns by highlighting alumni achievements, chapter and constituency activities, student experiences, volunteer opportunities, and the impact of MUWAA programs through social media, video content, alumni spotlights, and other digital storytelling efforts.
4. Evaluate MUWAA's digital presence, platform performance, and communication tools to identify opportunities for improved engagement, content planning, audience growth, and efficient use of emerging technologies and social media platforms.

Committee Progress

- We met in August via Zoom to discuss this year's goals.
- We worked with Special Events and Past Presidents Committees to promote LBLA Auction and kick off the Puckett House refresh campaigns, along with sharing information about Welty Weekend and the Welty Gala to encourage alumni participation.

Next Steps

- We will continue working to implement the committee's goals for 2026-27 and sharing information about upcoming MUWAA events and alumni news to grow our social reach.
- Reminder to all MUWAA committee chairs: Email clare.haefner@gmail.com with needs for upcoming events, committee activities or news to share on social media.

Celebrations or Accolades

- A huge thank you to Bridget Smith Ellis for designing and scheduling Long Blue Line Auction posts and to Jermarra Jones-Price for her help with posts about the Puckett House refresh.

Concerns or Motions for Action

- None at this time.

Social Media Analytics Update: Summer 2026 Quarter

Data in the tables below show stats from the main MUWAA Facebook, Instagram and X channels from July 1 to Sept. 30, 2026, compared to the Spring 2026 quarter of March 19 to June 30, 2026.

Facebook

Metric	Value
Page Followers	3,393, up 18 over previous quarter
Total Posts	37, down 26% over previous quarter
Page Engagement Percentage	16.86%
Change in Engagement Compared to Previous Quarter	Up 17.31%
Reach	34,500
Change in Reach Compared to Previous Quarter	Down 48.52%, which is common during summer season after the big spring Homecoming boost

Facebook Posts with Top Engagement

- Sept. 24: 1 Day until LBL Auction
- Sept. 22: 2 Days until LBL Auction
- Sept. 26: LBL Auction live morning check-in

Facebook Posts with Most Impressions

- July 1: Welcome letter from MUWAA President Bayleigh Vick
- Sept. 1: Kick off of Puckett House refresh campaign
- Sept. 26: LBL Auction live morning check-in (also our top viewed video of the year)

Instagram

Metric	Value
Total Views	4,481
Change in Views Compared to Previous Quarter	48% decrease
Interactions	309
Percent of Interaction Among Followers	99%
Total Followers	999
Change in Followers Compared to Previous Quarter	Up 13

Instagram Posts with Top Engagement

- July 25: Reminder to submit W Guild nominations
- Sept. 20: Five days until LBL Auction
- Sept. 24: One day until LBL Auction

Instagram Posts with Top Reach

- Sept. 1: Kick off of Puckett House refresh campaign
- July 6: W Guild nominations open
- June 30: Thanks to alumni who served on MUWAA's recruitment, special events and strategy & support committees in 25-26.

X

Metric	Value
Page Growth	1 new follower
Total Posts	28
Change in Total Posts Compared to Previous Quarter	33.33% decrease
Followers	925, up by 1 follower
Reach	866
Change in Reach Compared to Previous Quarter	No change since previous quarter

X Posts with Top Engagement

- July 1: Welcome letter from MUWAA President Bayleigh Vick
- Sept. 26: LBL Auction has ended and winners will be contacted
- July 4: Happy Independence Day post

X Posts with Top Reach

- Sept. 20: LBL Auction preview of Magnolia Mingle table
- Sept. 1: Kick off of Puckett House refresh campaign

- July 18: Why nominate alumni for W Guild Awards