



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

MUWAA 2025-2026 Winter BOARD OF DIRECTORS MEETINGS

January 24, 2026 | Virtual Meeting via Zoom

For Zoom Credentials, please contact mcborder@muw.edu

Saturday, January 24th

DEVELOPMENT SESSION, 10:00 a.m. CST

Zoom | MUW Speech Language Pathology Department

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

Zoom | MUW President, Nora Miller, Class of 1983

BUSINESS SESSION, 11:30 a.m. CST

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
 - Next Steps for MUWAA support
- XI. New Business
 - Special Events Committee Members (Magnolia Mingle)
- XII. Open Forum
- XIII. President's Closing Comments
- XIV. Adjournment

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Fall Board Meeting

October 25, 2025

Hybrid | Welty Board Room & Zoom

I. Call to Order & Roll Call

President Ashley Dean called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:31 PM

The roll was called. MUWAA Board Members present were:

Ashley Dean
Deborah Hodges
Jermarra Jones-Price
Elysa Havery MacLellan
Annie Oeth
Debra Sturgis Stamps
Nicole Rensink
Dana Jackson
Bayleigh Vick

MUWAA Board Members present via teleconference:

Clare Haefner
Anne White Foster
Bridget Pieschel
Terri Stewart
J'Markus Dubose
Trey Harper
Carrie Niemet

MUWAA Board Members absent:

Jonathan Cumberland
Andrea Germany
Sydney Pittman

Guests:

Heather F. Stone
Troy Lewis
LeAnn Alexander
Sonny Lemmons
Kristen Pate
Katy Pacelli
Mariah Spiva, Stewardship Coordinator

Ex-Officio Members present:

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

President Ashley Dean called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by Bayleigh Vick. The motion passed with 16 of 19 board members approving.

III. President's Welcome

President Ashley Dean gave her opening remarks and welcomed all Board members, committee chairs, and guests to the meeting. She is glad to be back and ready to keep on working towards goals for the year. Recalls the summer meeting about our "why" and serving to stay connected. Ashley wants us to continue our momentum and keep celebrating our progress.

IV. Ratify Votes

Since our Summer 2025 Board Meeting, we have held two electronic votes. Please note that no additional vote is required and ratifying the votes during the meeting simply captures our actions in between executive sessions for the minutes.

1. MUWAA Fall Board meeting minutes – MUWAA Board voted by email on August 10, 2025, with 19 of 19 voting in approval.
2. MUWAA Standing and Special Committee Appointments and the MUWAA Board voted by email on August 10, 2025, with 19 of 19 voting in approval.

V. Alumni Office Report

Cathryn shared the Alumni Office Report after the previous board meeting. There has been some new hires added to MUW for the Alumni office. Kara Gibson is the new accountant and undergoing training. Devin who is coming from Starkville Daily News. Rachel took over Katie's position. The Long Blue Line auction was successful. LEAP is back up and running. Linda Ross Aldy is finalizing and getting ready to release the newsletter. It is expected to be released on November 15th. Homecoming schedule is getting prepared for the weekend. Organizing the first "hoot and holler" event to support athletics. STEM Conference happened and the group who is led by Shannon James coordinated a successful networking event with science and math professors and students. The event was received well by students and has helped gain this constituency group some momentum.

VI. Foundation Report

Foundation Chair Deborah Hodges commented about Chef Jeff from Welty Gala. Encouraging to give money to Foundation because that is what helps our students to be able to have opportunities like collaborating with Chef Jeff at the Welty Gala. Supporting the student body who is currently on campus with funding through the foundation.

VII. Alumni Recruitment Team

Katy Pacelli class of 2000 provided an Alumni Recruitment team update.

A recruitment team has been established with 15 members. Some key activities for this team is: attending college fairs, presenting scholarships, and supporting admissions. The W Past, Present and Future recruitment fund supports recruitment efforts amid the budget cuts the W is facing. Counselor luncheons and career coach engagement are

some recruitment strategies. Counselor engagement led to increased student interest as reported from a recent college fair that was attended. The admissions office faces employee retention challenges due to low pay. The upcoming preview day may see lower attendance because the dates conflict with USM.

VIII. MUWAA Officer Reports

Parliamentarian

Wesley House Garrett was absent.

Secretary

Nicole Rensink had nothing to report for the Office of Secretary.

Treasurer

Dana Jackson presented the following Treasurer report: With office changes, there are no numbers to report currently, and will report numbers when they are ready.

IX. Standing Committee Reports

Nominations & Elections | Chair Jermarra Jones-Price

Chair Jermarra Jones-Price presented the following report:

They have had several meetings since the new committee was put together. Save the dates went out on October 20th on social media. Reminding us to share what they are putting out on social media to maximize the outreach. Begin preparing a candidate list for next year's Board Class because the nominations window opens on November 3rd. Next steps will be pushing out the nomination window for the next Board class on November 3rd, start receiving recommendations, and prepare for the next leadership class.

Bylaws | Chair Deborah Sturgis Stamps

Chair Deborah Sturgis Stamps presented the following report:

The bylaws were updated back in May, and everything is up to date. No reports to be made during the meeting. They are excited and ready to do whatever comes their way.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn Alexander presented the following report:

Award season is underway. Alumni awards are closing on October 27th. There will be a meeting about sending out award nominees, and the members of the committee will be contacting the nominees about filing out their packets to be voted on. After receiving the packets and winners are chosen, the committee will update the winners and congratulate them.

Chapters & Constituency Groups | Chair Ariel Seawell

Chair Ariel Seawell was absent, but her report is in the packet.

Special Events | Chair Kristen Pate

Chair Kristen Pate presented the following report:

The 13th annual Long Blue Line auction was held on September 26-27th. The fundraising goal was \$25,000 and they exceeded the goal by raising \$26,000. The monetary donation goal of \$10,000 was also met during the Long Blue Line auction. Future planning on trying to recruit a co-chair to prepare for 2026 Long Blue Line Auction and considering hiring an intern to assist with tasks. Next steps for the committee is Magnolia Mingle for homecoming, and first call for that to be in mid-November – early December.

Finance | Chair Dana Jackson

Chair Dana Jackson presented the following report:

All check request and payments made for the quarter since last board meeting. Working to remove budget from the president and intends to build budget with a team approach. Their goal is to avoid the president from having to manage the budget. Next steps are to schedule a committee meeting to discuss the budget and reduce the president's responsibility.

Public Relations | Chair Troy Lewis

Chair Troy Lewis presented the following report:

Kick-off meeting was held in September. They have drafted the new release for the Long Blue Line auction. Completed press releases for post-auction and scholarship recipients. The press releases have been sent to Cathryn and Ashley for review. They expect to distribute them soon. Future plans will be to focus on December graduates and planning for next year's Blue's event over the next month.

Past Presidents | Chair Heather F. Stone

Chair, Heather F. Stone presented the following report:

First of four goals were completed by having a Past Presidents brunch with 10 of 40 living presidents on campus on October 25th. They had a personal tour with 2 alumni of Martin Hall, the nursing building. Upcoming projects will include launching a campaign to refresh soft goods in the living, sitting, and sleeping quarters of the Puckett House. Two additional goals are in progress and to be completed at homecoming this coming year with the introduction of "passing the gavel" to honor the past MUWAA President and the upcoming MUWAA President.

X. Special Committee Reports

Membership Recruitment | Chair Annie Oeth

Chair Annie Oeth gave the following report:

A virtual meeting was held on August 13th to kick off the year. The student vs alumni dance off was a hit so it will be happening again at homecoming. Launched the "Each One Reach One" campaign on social media which aims each member to invite one colleague or friend that does not usually attend events to attend. Travel coffee mugs have been ordered for upcoming graduates with special thanks to Mariah and Cathryn for making that happen.

Mentoring | Chair Bridget Pischel

Bridget Pischel gave the following report:

The Blues event is scheduled for February 19th. The art exhibit at MUW Art Gallery to coincide with the event to start incorporating programs. November they will have a full committee meeting. Starting to communicate with the Women's College, Honors college, and

Student Success Center to boost student participation. In the future, planning for spring events such as the interviewing practice, headshots, and networking event.

Strategy & Support | Chair Bayleigh Vick

Chair Bayleigh Vick presented the following report:

Surveys were completed with 13/24 responding. She and Ashley will review those soon. Upcoming testing out an app to see about using it for homecoming this coming April. This will allow streamlined event check-in, agendas, enabling in-app purchases for the homecoming store, photo sharing, maps for where events are, etc. The final app choice will be communicated when it is chosen.

The One MUW Committee | Chair Sonny Lemmons

Chair Sonny Lemmons was absent, but his report is in the packet.

Digital Marketing | Chair Clare Haefner

Chair Clare Haefner presented the following report:

Zoom meetings haven't been scheduled due to busy schedules, but they have had communication via email. They are actively promoting events through all social media platforms. Shout-outs to Bridget Ellis for helping with the Long Blue Line posts. There has been good social media traffic from the auction. Thanks to Mariah and all of us for liking and sharing post to get more engagement on social media platforms. The plan is to incorporate more videos into the social media content. Moving forward, they are currently promoting the alumni awards nominations and preparing for election posts. Also, evaluating whether they should continue to use the platform "X" or move over to Blue Sky.

XI. Unfinished Business

There was no unfinished business to discuss.

XII. New Business

New business: The Mortar Board Faculty Member of the Year, Faculty enhancement Grant, and Faculty of the Year award status has been filled for 2024-2026. Shattuck commitment ends after the 2025-2026 Board year.

Discussion on the future of the MUW Alumni Association funding and initiatives. Options are endowing the first-gen scholarship, creating a broader scholarship, or funding campus engagement programs (getting high schoolers on campus for preview days) to show future students' life on campus, and to help admissions out. Bringing them on campus allows them to see what it is like for a day for a college student and show the values that the W offers to students. With that, a proposed dining event was said to highlight the culinary arts department and highlight their work to attract students to campus when they attend tours. Nothing was voted on just yet about what the next steps are but just wanted to get the conversation started to get ideas of the future plans.

XII. Open Forum

There were no open forum comments.

XIV. President's Closing Comments

Recapping on upcoming events stated by committee chairs in their packets. Board reports are due January 2nd with updates. Dates not mentioned in regular Board Meeting, Winter

Board meeting scheduled for January 24th all virtual. The BLUE event is scheduled for February 19th . Celebrating past and future coming birthdays. The Board challenge for the Long Blue Line Auction Ashley set back in July for us was met with 20 out of 25 Board Members and committee chairs participating, and \$850 was raised. Our next challenge is to nominate someone for the Board of Directors when those nominations come out.

XV. Adjournment

The meeting was adjourned at 2:48pm

Restricted Accounts – Activity through September 30, 2025

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 02/28/25)
Alumni Association Activities Fund (26062)	\$933.83	\$70.00 (\$5,261.73) Net deficit: (\$5,191.73)	(\$4,257.90)
Long Blue Line Auction Fund (26108)	\$25,018.53	\$37,718.30 (\$27,912.08) Net: \$9,806.22	\$34,824.75
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$0.00	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$0.00	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28	\$0.00	\$2,685.28
#BLUE Event Fund (28119)	\$7,677.91	\$0.00	\$7,677.91
LBL Undergraduate Research Scholarship Fund (28224)	\$1,064.24	\$1,000.00 (\$0.00) Net: \$1,000.00	\$2,064.24
#Magnolia Mingle Event Fund (28238)	\$ 33,225.04	\$0.00 (\$10,000.00) Net deficit: (\$10,000.00)	\$23,225.04
MUWAA First Generation College Student Scholarship (28253)	\$3,615.00	\$1,250.00 (\$0.00) Net: \$1,250.00	\$4,865.00
The W Guild Fund (28304)	\$1,500.00	\$300.00 (\$0.00) Net \$300.00	\$1,800.00
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$78,613.17	\$40,338.30 (\$43,173.81)	\$75,777.66

On 8/18/25, a total of \$20,000 was transferred into the Shattuck Fund (28246), consisting of \$10,000 from the LBL Auction Fund (26108) and \$10,000 from the Magnolia Mingle Fund (28238).

Additionally, \$2,000 was transferred from the LBL Auction Fund (26108), with \$1,000 allocated to the MUWAA First Generation Fund (28253) and \$1,000 to the LBL Undergraduate Fund (28224).

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 (36111)	\$25,000.00
MUW Legacy Scholarship Endowed (38051)	\$60,115.79
LBL Undergraduate Research Scholarship Endowment (38116)	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,449.77

*Totals are as of 09/30/2025.



Committee Name: Nominations and Elections

Committee Type: Standing

Meeting: Winter 2026

Date Submitted: January 1, 2026

Submitted by: Jermarra Jones-Price, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

This Committee 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

- Tina Morgan, Kim Jobe, Angharad Teague Dees, Terry Gargano Coffey
- Ryan Ahrens (Alternate)

Committee Activities

- Committee met on December 5th via Zoom to review and vet nominations
- Email communications with the Alumni Office and social planning timeline with the Digital Marketing Committee are underway for the 2025 Fall Nominations & 2026 Spring Elections seasons.
- Elections Save Dates blasted via email and social media on December 22nd

Goals and Progress to Date

- **Complete** | Secure nominations for all open MUWAA positions for Board of Directors & President-Elect
 - Nominations were held November 3-23rd
 - A total number of **17** Nominations were received by the Office of Development & Alumni:
 - 6 nominees were not eligible to serve
 - 4 received more than one nomination
 - 11 were determined eligible to serve
 - 8 individuals accepted nomination for (7 for Directors, 1 for President-elect)
 - The Nominations & Elections committee determined a contested election style with write-in options:
 - 7 alumni were placed on the ballot for Board Director
 - 1 alum was placed on the ballot for President-elect

Next Steps

- General Elections are January 12-25th
- Coordinate with the MUWAA Digital Marketing team to highlight new PE/board members
- Partner with MUWAA Public Relations team to plan press release on new PE/board members

Celebrations or Accolades

None at this time

Concerns or Motions for Action

None at this time



Committee Name: Bylaws/Policies and Procedures

Committee Type: Standing

Meeting: 2026 January Board Meeting

Date Submitted: December 20, 2025

Submitted by: Debra Sturgis-Stamps

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

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

Function of the Committee

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

Committee Members

Terry Gargano Coffey, Spence Andrews, Jmarkus Dubose, Del Ohms Hamilton, and Vanita Phinisey

Committee Activities

It has come to our attention that the Long Blue Line Auction was voted to be relocated to the full weekend in September, but this change was never incorporated into the Policy and Procedures.

Goals and Progress to Date

The committee will review the MUWAA Policies and Procedures from July 2021, as amended in June 2025, and examine the 2021 Fall Board Meeting minutes.

Next Steps

We, as a committee, will work diligently to establish a process for incorporating this event into the policy, ensuring compliance with our Bylaws.



Committee Name: Recruitment and Retention

Committee Type: Standing

Meeting: Saturday, January 25, 2026

Date Submitted: January 2, 2026

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

Turquoise Holmes, Lamon Stapleton, Cydney Archie, Nicole Rensink, TaNaya Cooks, Deja Townsend, and Kristopher Sullivan

Committee Activities

- **Meetings:** No formal meeting has been held since last Board Meeting.
- **Emails:**
 - o October 26: Email was sent out to R&R with committee next steps regarding contacting eligible candidates to submit nomination packets.
 - o November 6: Email was sent out to R&R committee with contact assignments and instructions
 - o November 18: Nomination Bio Packets were submitted to Cathryn Borer
 - o November 19: Original email sent to BOD to invite them to vote for alumni awards.
 - o December 5: Correction email sent out for voting due to glitch in original link.
 - o December 16: Run-off email was sent.
- **Calls:** All winners of each award were called and sent a follow up email with information regarding HC recognition. The committee also notified all the non-winners via email.

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 timeline of the first week of November. Progress:
 - o Nominations were received, vetted, and each person notified to submit a nomination packet.
 - o This year we created a Flipbook to showcase all our nominees to the BOD for voting
 - o November 19: Sent email to Dr. Tollison regarding Faculty Awards

- December 22: Notified BOD of Alumni Award winners
- December 22: Sent PR information for marketing rollout of winners.
- **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: A request to the PR and Digital Marketing committee was sent via email on December 22 with information on each winner.

Next Steps

- Begin preparations for PR rollout of winners
- Follow up on Faculty Awards with MUW Provost, Dr. Tollison.

Celebrations or Accolades

We recently had two committee members earn their doctorate degrees:

- Dr. Turquoise Holmes, DNP
- Dr. Kristopher Sullivan, EdD

- Additionally, Mr. Lamon Stapleton passed his national exam and became a certified teacher.

Concerns or Motions for Action

None at this time.



Committee Name: Chapters/Constituency Groups

Committee Type: Standing

Meeting: 2026 Winter Board Meeting

Date Submitted: January 1, 2026

Submitted by: Ariel Seawell, 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

Ariel Seawell, Brynn Morgan, Anne Foster, Mary Beth Thorman, Lyndsey Cumberland, Del Hamilton, Terry Coffey, Brandi Pillow, Clare Haefner

Committee Activities

The Winter was fairly quiet for C&CG, it was determined to start social media blasting in the new year to increase potential traffic of starting up new groups and keeping existing group momentum.

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.

Progress to Date

1. Several alumni events have been held across several states. Will be using some photos to showcase the fun in social posts.
2. Annie Oeth and I partnered for the Each One, Reach One campaign that officially came out in Visions recently.
3. Continued gentle outreach for the interest in a Blues/Owls CG
4. New interest in a Charlotte, NC chapter formation.

Next Steps

Social media blasting to encourage community and ideally to drive people to get ready for Spring Homecoming!

Celebrations or Accolades

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

Concerns or Motions for Action

None at this time



Committee Name: Special Events

Committee Type: Standing

Meeting: October Board Meeting

Date Submitted: January 9, 2026

Submitted by: Kristen Pate

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

Kristen Pate
Dustin Nolan
April Sylvia
Elysa McClellan
Pooja S.
Mandy Brownlee
Meagan Backes
Bridget Ellis

Committee Activities

Zoom meeting: 12-10-2025

Zoom meeting: 1-20-2026

Created Magnolia Mingle Give Smart link to go live

Goals and Progress to Date

1. Host Signature Fundraising Events: Plan and execute the 13th Annual Long Blue Line Auction in Fall 2025 and the 5th Annual Magnolia Mingle during Spring 2026 Homecoming.
 - Completed LBLA-raised over 26,000
 - Magnolia Mingle-in progress/drawdown tickets go on sale 2-1-2026
2. Onboard and utilize a new Long Blue Line Auction Fundraising Intern to assist with planning, inventory management, and coordination of auction items and logistics.
 - Not started, but have plans to start in April
3. Collaborate with the Digital Marketing and Public Relations Committees to launch a post-auction online campaign that highlights unique bidding stories and donor engagement.
 - Completed
 - Digital Marketing/Public Relations advertising is ongoing for Magnolia Mingle

Next Steps

Continue planning Magnolia Mingle

Celebrations or Accolades

Concerns or Motions for Action



Committee Name: Finance
Committee Type: Standing
Meeting: Winter 2026 Board Meeting
Date Submitted: January 2, 2026
Submitted by: Dana Jackson, 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, Sheila Vickery, Terri Stewart, Madeline Gardner

Committee Activities

The committee will be meeting soon to work through the 2026/2027 budget.

Check requests approved for payment to date for the previous quarter:

Fund Number - Name	Date	Description	Amount
26108 – Long Blue Line Auction Fund	10/9	Reimbursed LBLA Expenses to Ashley Dean (Advertising, Signage, & Shipping Fees Line in Budget)	\$226.60 ¹
26062 – Alumni Association Activities Fund	10/9	July – September Travel Expenses for Ashley Dean (Travel Line in Budget)	\$249.50 ²
26108 – Long Blue Line Auction Fund	12/1	26062 Alumni Association Activities Fund (Restricted Account)	\$16,500.00
TOTAL			\$16,976.10

¹ Expenses appeared on the Financial Reports for July 1, 2025, to September 30, 2025, because they were incurred during that timeframe.

² Expenses appeared on the Financial Reports for July 1, 2025, to September 30, 2025, because they were incurred during that timeframe.



Committee Name: Public Relations

Committee Type: Standing

Meeting: 2026 Winter Board Meeting

Date Submitted: January 2, 2026

Submitted by: Troy Lewis, 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

Lynne Lott Schneider, Cordie Forrester, Madeline Giancola, Clare Haefner, Mandy Bowers, Elizabeth Yoste Whittington, Pooja Shaunak, Troy Lewis (chair)

Committee Activities

- The 2025-2026 Public Relations Committee held a kick-off meeting on September 14th, 2025 via Zoom meeting arranged by Cathryn Borer, Director of Alumni Relations and Donor Engagement. The meeting was attended by MUWAA President Ashley Dean, two committee members, and the committee chair Troy Lewis. After introductions, Troy reviewed the function of the committee, the 2025-2026 goals as outlined by the MUWAA President, and the projected timeline of committee deliverables.
- The committee drafted a press release for the Long Blue Line Auction in coordination with the MUWAA President, Director of Alumni Relations and Donor Engagement, and 2025-2026 MUWAA Special Event Chair Kristen Pate.

Goals and Progress to Date

- Completed a News Release on the Long Blue Line Auction and funds raised.
- Completed a News Release announcing MUWAA's new president, president-elect and new members.
- Completed a News Release announcing MUWAA's Announce MUWAA scholarship winners.
- Coordinated for an ad in the November edition of *The Spectator* recognizing December graduates.

Next Steps

- Coordinate News Release for upcoming BLUE event.

Celebrations or Accolades

- Kudos to committee members for quick turnarounds on the news releases and ads mentioned previously.

Concerns or Motions for Action

None at this time



Committee Name: Past Presidents

Committee Type: Standing

Meeting: 2026 Winter Board Meeting

Date Submitted: January 10, 2026

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

2025-2026 Committee Members

- Lynne Bryson Curtis, Kristi Hipp Mosley, Cheryl Jackson Cooper, Emily Garner Myers, Rebecca Rogers, and Jermarra Jones-Price, IPP
- Heather Fasciocco Stone, Chair

Committee Activities

- Chair personally called each of the 40+ Past Presidents to introduce self as the new chair, invite to the Past President Brunch/Welty Gala, and invite them to participate in the new Homecoming tradition "Pass-the-Gavel".
- Chair and Committee will kick-off the new year with a welcome letter to MUWAA Past Presidents sharing 2025-2026 engagement and participation opportunities like B.L.U.E. Sponsorship, PP Fund amount, how to give to various funds, and Pucket House refresh campaign preview, Pass the Gavel and more.
- On 10/25/25, Committee hosted an MUWAA Past President Brunch in Welty Hall Atrium followed by exclusive Nursing Department Tour. Ten past presidents participated.
- MUWAA Past Presidents were also invited to attend MUWAA Board's on-campus 'Ghost' Tour and be guests in the gallery during the Fall Board Meeting.

Goals and Progress to Date

1. Involve Past Presidents in continuing the [refresh of the Puckett House](#) > In Process
2. Host a [Past Presidents Brunch](#) to foster connection and recognition > Complete
3. Refresh and restock the [Homecoming ribbons](#) > In Process
4. Plan and coordinate the [Gavel Pass](#) of Past Presidents during Convocation > Planned

Next Steps

- Committee received Homecoming Ribbon inventory from Alumni Office. Committee will digitize the inventory list for future use and identify existing ribbon re-order needs and new ribbon additions. Possible alum survey to facilitate the latter.
- Committee beginning Pucket House Refresh Campaign with soft good wish list & campaign letter, campaign naming and launch in time for Homecoming.

Celebrations or Accolades

- Special thanks to the Committee and MUWAA Past Presidents for participating and engaging at the MUWAA Past Presidents Brunch and Nursing Tour, especially Welty Gala.

Concerns or Motions for Action

- Committee will vote internally on 2026 B.L.U.E. Sponsor level



Committee Name: Membership Recruitment
Committee Type: Standing
Meeting: 2026 Winter Board Meeting
Date Submitted: Dec. 31, 2025
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 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

Dr. Torilyn Draper-Cook, Dr. Brandy Larmon, Leta Palmiter, Audra Odom, Marilyn Young Ford, Andrea Germany, Brynn Morgan, Monique Jenkins (past chair), Annie Oeth (chair)

Committee Activities

- The Membership Recruitment Committee held a virtual kick-off meeting Aug. 13 to discuss plans for the year. It was agreed to once again host the Students vs. Alumni Line-Dancing Competition during Homecoming and the Why Do You W? Campaign following Homecoming.
- A travel coffee mug was approved as a gift for new graduates at upcoming commencements. Thanks go to Cathryn Vaughn Borer, director of alumni and donor engagement at MUW, and Mariah Spiva, stewardship coordinator, for their help.
- The MUWAA year was started with our new Each One Reach One campaign on social media. The campaign encourages all MUWAA members to reach out to at least one classmate or fellow W graduate to encourage them to go to a local MUWAA chapter event, join in annual events such as the virtual Long Blue Line Auction and Homecoming, or become an active MUWAA member. Thanks go to our Digital Marketing Committee and Chair Clare Haefner for helping make this campaign possible.

- Committee Chair Annie Oeth contacted LeAnn Alexander to ask her to lead and DJ the upcoming Students vs. Alumni Line-Dancing Competition, set for 2-3 p.m. Friday, April 10, during Homecoming. She agreed, which will make the event a fun experience for all.
- An email update has been sent to Membership Recruitment Committee members asking them to send in either a short phone video or a photo and statement for the Why Do You W? campaign, which will be launched the week of April 13. Brynn Morgan has already sent two from alumni Amie Dowe, Class of 2022, and Misty McDermitt-Taylor, Class of 2001. Their photos and information have been sent to Digital Marketing Chair Clare Haefner to prepare for social media use during the campaign.

Goals and Progress to Date

- o Each One Reach One week Sept. 1-5 was launched successfully on MUWAA social media channels.
- o The Students vs. Alumni Homecoming event is set for 2 p.m. April 10, and LeAnn Alexander will once again lead.
- o Plans are underway for Why Do You W? this year, and two submissions have been received so far.

Next Steps

- More content for the Why Do You W? campaign is coming in from Membership Recruitment Committee members.
- We will follow up on our Homecoming event to make sure it's a fun and successful event as in 2025.
- We will look for opportunities to film and photograph alumni during Homecoming for the Why Do You W? campaign.

Celebrations or Accolades

Thanks go to Clare Haefner and the Digital Marketing Committee for their help in designing the social media posts for the Each One Reach One campaign and for helping with our Why Do You W? campaign.

We also thank Cathryn Vaughn Borer, director of alumni and donor engagement at MUW, and

Glen Halbert, MUW director of facilities operations and intramurals, for their help with our Students vs. Alumni Homecoming event.

Thanks also go to Membership Recruitment Committee member Brynn Morgan for being the first to add content to the Why Do You W? campaign for 2026.

Concerns or Motions for Action

None at this time



Committee Name: Mentoring

Committee Type: Special

Meeting: Winter 2026

Date Submitted: 1-9-2026

Submitted by: Bridget Pieschel

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

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

Function of the Mentorship Committee:

This 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

1. Bridget Smith Pieschel(chair)
2. Trey Harper (board)
3. Brandy Larmon
4. Sonny Lemmons
5. Audra Odom
6. Terry Coffey
7. Lynn Lott Schneider
8. Consultant: Tekita Bankhead

Committee Activities

Finalizing details for B.L.U.E.

Zoom Meeting Wednesday, November 19

Goals and Progress to Date:

1. Plan and execute the 9th Annual B.L.U.E. Networking Event with a focus on student professional development. The event will feature a relevant, engaging theme, a diverse panel of alumni speakers, and a compelling keynote presenter.
 - In progress: B.L.U.E. Date: Thursday, February 19 with the Theme of: “Resilient Leadership: Adapting, Overcoming, and Moving Forward”
2. Partner with the Digital Marketing and Public Relations Committees to build anticipation for B.L.U.E. by developing a social media campaign, including a “Save the Date” announcement by October of the fall semester.
 - In progress
3. Collaborate with the Women’s College to establish an alumni mentoring network and actively promote the Spring Fling mentoring event held during Homecoming.
 - In progress: Spring Fling scheduled during Homecoming on Thursday, April 9

Next Steps

Zoom meeting 1-16-2026 to coordinate final details for B.L.U.E.

Celebrations or Accolades

N/A

Concerns or Motions for Action

N//A



Committee Name: Strategy and Support

Committee Type: Special

Meeting: 2026 Winter Board Meeting

Date Submitted: 12/16/2025

Submitted by: Bayleigh Herron Vick, Chair

Mississippi University for Women Alumni Association

COMMITTEE REPORT

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

Function of the Committee

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

Bayleigh Vick, Carrie De Leon Niemet, Bridget Smith Pieschel, Sydney Pittman, Nicole Rensink, Terri Stewart

Committee Activities

- Emails: 11/7/2025 & 12/16/2025
- Zoom meeting after the holidays

Goals and Progress to Date

- Distribute the Year End Board Service Survey to all 2024-2025 Board members and Committee Chairs.
 - *Progress:* Completed (13/24 surveys completed)
- Identified and selected Whova as the Homecoming App to improve event communication, engagement, and logistics. With the Board's approval, we completed purchase of the platform and initiated onboarding. We're preparing to pilot the app during this year's Homecoming, with full implementation and evaluation continuing in progress.
 - *Progress:* In Progress

Next Steps

- Begin pilot setup for the Homecoming App using Whova.
- Partner with DMC to develop a passive social media campaign encouraging alumni to download the app and self-enter their information, allowing full control over shared content.

Celebrations or Accolades

- None at this time.

Concerns or Motions for Action

- None at this time.



Committee Name: One MUW
Committee Type: Special
Meeting: Winter 2026
Date Submitted: January 12, 2026

Mississippi University for Women Alumni Association
COMMITTEE REPORT
longblueline.muw.edu/alumni/alumni-association-agendas

Function of the Committee

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

Committee Members

- Sydney Pittman (BD), Jermarra Jones-Price (PP), Natalie Hoyt, Katie Nelson, Torialyn Draper-Cook, Jianwen Jackson, Ariel Sewell, Grace Gibbons, Janet Watson, Kris Sullivan, Elois Smith

Committee Activities

None at this time

Goals and Progress to Date

1. Continue to develop and host the One MUW Speaker Series, providing meaningful engagement opportunities for the MUWAA Board of Directors, alumni, and students.
2. Present and promote a slate of alumni award nominees for the inaugural cohort of The W G.U.I.L.D., adhering to the early August nominations submission timeline.
 - Completed
3. Collaborate with the MUWAA Public Relations and Digital Marketing Committees to enhance digital recognition and visibility of The W G.U.I.L.D. Alumni Program.
 - In progress

Next Steps

- Work with the Digital Marketing Committee to advertise 2025 W Guild class bios ahead of HoCo 2026.
- Work with Public Relations Committee to prepare an article of 2025 W Guild class.

Celebrations or Accolades

None at this time

Concerns or Motions for Action

- The committee will submit recommendations for process changes for the 2026 W Guild timeline before Spring Board meeting.



Committee Name: Digital Marketing

Committee Type: Special

Meeting: 2026 Winter Board Meeting

Date Submitted: Jan. 2, 2026

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.

2025-26 Committee Members

Clare Haefner, Chair (board member)

Troy Lewis

Kelsey Cockrell

Monica Vandenbranden Abner

Jonathan Cumberland (board member)

Bridget Ellis

Kris Sullivan

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: Analyze post engagement from high-traffic events during the 2024–25 Board year to collaborate with Public Relations and all Board committees. Use these insights to develop ongoing monthly social media content and support the launch of new initiatives targeting similar audiences.
 - Ongoing project to be worked on throughout the Board year.
- Goal 2: Evaluate the continued use of the social media platform X and consider transitioning to Bluesky as a potential replacement.
 - Beginning work to develop survey for input from MUWAA members on their social media platform use/preferences to determine interest in X, Bluesky and other platforms.

- Goal 3: Partner with the Office of Alumni and Development to align messaging by developing and maintaining a shared promotional calendar in coordination with the Public Relations Committee. This calendar will support timely promotion of both MUWAA and MUW events.
 - Ongoing project, we're gearing up for BLUE and Homecoming in late winter/spring.
- Goal 4: Collaborate monthly with the Board of Directors to source organic and event-related content that entertains, educates, inspires, and drives engagement to amplify the MUWAA story across platforms.
 - We've worked on promoting Alumni Awards and Nominations & Elections this fall/winter and have started planning Why Do You W with Membership Recruitment and Magnolia Mingle with Special Events.

Social Media Analytics

- Data for the main MUWAA Facebook, Instagram and X for Oct. 1 to Dec. 31, 2025.

Facebook | Oct. 1 to Dec. 31, 2025 | 3.3 K followers

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>
28	30	21.82%	8,055	66.2K
56%	-25%	157.24%	293.1%	70.1%

Posts with Top Engagement

- 10-22: W Guild Inaugural Recipients | 26.89% engagement
- 10-28: Meet MUWAA Board Members | 23.21% engagement
- 10-25: Last Call for Board Nominations | 21.09 % engagement-

Posts with Most Impressions (greatest reach)

- 10-22: W Guild Inaugural Recipients | 14,940 impressions
- 10-28: Meet MUWAA Board Members | 4,624 impressions
- 12-06: Volunteers needed for Dec. commencement | 1,715 Impressions

Instagram | Oct. 1 to Dec. 31, 2025

Total views	Accounts Engaged	Total Followers
8,867	1337 1107	956
F: 5,480 NF: 3387	F: 956 NF: 381	0
-24.91%	-17.20%	0%

Top Engagement (most interaction)

- 10-22: Meet W Guild Inaugural Recipients
- 10-28: Meet MUWAA Board Members
- 10-25: Last Call for Board Nominations

Top Reach (most views)

- 11-29: W Holiday Concert free tickets for alumni
- 10-28: Meet MUWAA Board Members
- 10-22: Meet W Guild Inaugural Recipients

X | Oct. 1 to Dec. 31, 2025

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>
-3	30	927	736
	-6.25%	-3	54.30%

Top Engagement

10-14: Nominate Distinguished Alumni

10-31: Happy Halloween

10-28: Meet MUWAA Board Members

Top Reach

11-03: Nominations open for MUWAA Board & President

10-30: N&E FAQs

11-18: Nominations for Board Elections end soon

Next Steps

- We'll continue working to promote MUWAA events and alumni news heading into Homecoming 2026.
- Reminder to 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 her initiative in getting a jump start on designing posts for Magnolia Mingle 2026.

Concerns or Motions for Action

None at this time.