

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

<http://longblueline.muw.edu/alumni/alumni-association>

MUWAA ANNUAL MEETING of the MEMBERSHIP

Friday, March 23, 2018

3:30 – 4:30 PM

Kossen Auditorium, Poindexter Hall

I. CALL TO ORDER

The annual meeting of the Mississippi University for Women Alumni Association (MUWAA) membership was held on the MUW campus in Kossen Auditorium, Poindexter Hall on March 23, 2018, with President Courtney Ballard Murtaugh presiding. President Murtaugh called the meeting to order at 3:35 PM.

II. ASSOCIATION PRESIDENT'S WELCOME

President Murtaugh welcomed everyone to the annual meeting and thanked all alumni for their continuing support of the MUW Alumni Association and the University.

III. UNIVERSITY PRESIDENT'S REMARKS

Dr. Jim Borsig, University President thanked Courtney Murtaugh for her leadership of the MUWAA. He highlighted the following regarding the status of the University:

- *MUW is in sound financial shape. The 'W' is in the top 4 of the 8 Mississippi state institutions in regard to endowments.
- *Enrollment is stable and, in fact, increased this past year.
- *The 'W' graduates 33 of every 100 students, which is more than the other 7 state institutions.
- *Over half of the students enrolled are in Nursing and healthcare related fields.
- *The 'W' is well into its Strategic Plan.
- *The 'W' has good leaders and faculty. Faculty positions need to be moved where degrees are being offered and not maintained in departments providing degrees that are no longer feasible.
- *The 'W' has a tuition driven budget. In the year 2000, 70% of the budget was state funded. As of July 1, 2017, 35% of the funding came from state funds. Student tuition provides the other 65%.
- *This is the first year that millennials were the predominant enrollees at the 'W'. Dr. Borsig described them as "the most serious". He also said that 80% of these students work and 40% work full time as they attend college.
- *75% of the students enrolled in post secondary classes are over the age of 25
- *'W' students are provided a rich student life given the great academics provided and the recent return to athletics.

*Dr. Borsig encouraged everyone to continue to support the 'W' financially and to encourage other alums and friends to give, as private funding will be essential to the ongoing success of the University.

IV. READING AND APPROVAL OF THE MINUTES

Sue Freeman moved to dispense with the reading of the minutes. Motion carried.
Courtney Murtaugh moved that the minutes be approved. Motion carried.

V. MUWAA PRESIDENT'S REPORT, OFFICERS & COMMITTEE REPORTS

MUWAA President Courtney Murtaugh reported that:

The MUWAA Board has continued to work on increasing alumni involvement and finding ways to help fund student scholarships and faculty awards/grants.

The Back2Blue campaign this year resulted in almost 12% alumni involvement.

The Chapters and Constituency Group Committee was challenged to create 5 new alumni chapters this year. 4 of those 5 have been created and the 5th is in the works. Co-leaders of a male alumni chapter have been established and the creation of that chapter has begun.

The 2017 Long Blue Line Silent Auction raised \$15,000.00. Chair of the Special Events Committee, Kristi Mosley, and her committee were applauded for their efforts.

A new event, BLUE (Building Leadership, Understanding, and Education) was held on January 27, 2018, in the Cochran Ballroom with Frances Lucas as the keynote speaker. The attendance goal of 35 was met but the goal of engaging 15 W students was not met, as only 5 students were able to attend. A total of 42 alums and students attended BLUE. President-Elect, Katy Pacelli, plans to continue this event next year.

The Officer and/or Chair of each committee provided individual reports:

Treasurer Erica Woodard reported a current balance of \$28,390.15 as of February 28, 2018, and provided information on each of the accounts. Of special note was the recent fully endowed Legacy Scholarship Endowment in the amount of \$60,065.79.

Ms. Woodward also noted that two persons, Antwann Richardson and Dawn Gibbons, served on past finance committees with her and were recently elected to positions on current Board. Ms. Woodward encouraged other alumni to become involved on committees and the MUWAA Board of Directors.

Past-President Deborah Hodges stated that “the **Nominations Committee** had one job and we did it!” She then praised the members of her committee, cited the nominations process, and presented the current slate that included the President-Elect and the Class of 2021 Board of Directors. Ms. Hodges noted the committee’s recommendation for changes in the nominations process attached to her report that has been approved by the Board.

Chair of the **Elections Committee**, Pam Rhea, stated that she and the committee accepted the report of the Nominations Committee. The Elections Committee and the MUW Alumni Office confirmed the elections process, which included electronically submitted and mailed ballots. Brief biographies were composed for each candidate. Ballots were distributed on February 27, 2018, and voting continued through midnight of March 6, 2018. Results of the elections process were submitted to the MUWAA President and the Alumni Office on March 12, 2018. Ms. Rhea indicated that more alumni voted this year than last, which is a positive.

Sunshine Burgess, Chair of the **Recruitment and Retention Committee**, reported on the work of the committee during the past year, primarily in regard to identifying and recognizing recipients of scholarships and special awards/grants. Hosting events, such as the New Faculty Welcome Luncheon in August and 100th night in January are also functions of this committee.

The **Chapters and Constituency Group Committee** Chair, Heather Fasciocco Stone, thanked the members of her committee and the work they have done in creating new and maintaining old chapters and groups. The creation of the “Grow & Start A Chapter” Toolkit and Chapter Roundtable webinars are only two of their accomplishments. The initiation of an all male alumni chapter is particularly exciting. She encouraged alum interested in starting a new chapter to tune in to the upcoming webinar on Saturday, April 14, 1-2 PM CST. Ms. Stone reminded all that the success of the C&CG Committee is due to the enthusiasm and commitment of its members to grow, sustain, educate and communicate tactics necessary to support chapters and constituency groups.

Chair of **Special Events**, Kristi Hipp Mosley, emphasized the 2018 Long Blue Line Silent Auction and stated that the auction already has \$5,000.00 in donations and sponsors. Committee members and volunteers have worked tirelessly to procure items for the auction, provide a sneak peek of the items via social media, and establish a website through which items can be viewed and purchased. Close to 200 items will be presented at the auction. Ms. Mosley reminded the alumni of the tremendous impact the auction has on student scholarships and faculty awards/grants and encouraged everyone to participate.

Amy Harris, Chair of **Public Relations**, stated that the responsibility of her committee is to work with the Alumni Office to produce and disseminate information on behalf of the MUWAA to project a positive image of MUW, the Association, and former students. Faculty awards/grants, student scholarship

recipients, alumni awards, the Long Blue Line Silent Auction, BLUE, and MUWAA Board members have been profiled on Facebook. Ads have been placed in the *Spectator* during December and May graduations and during Homecoming to encourage membership in the MUWAA.

The **Former Presidents Committee**, chaired by Jenny Katool, contributed money to the Past Presidents Fund and donated \$250.00 to sponsor the BLUE event. The committee will assist the Alumni office throughout Homecoming by hosting various events.

Rebecca Rogers, Chair of the **Membership Recruitment Committee**, stated that the work of her committee is to increase alumni involvement. The Back2Blue campaign in August resulted in 84 total gifts to the university, over \$5,000.00 in contributions, 27 new donors and 14 first time gifts. Working with other committees in the Alumni Association toward common goals (i.e., Chapters & Constituencies with Back to School Parties, or recruiting attendees for BLUE) could prove beneficial. Web conferences are recommended in the future to aid the committee in accomplishing their goals. Flash Mobs could also be implemented to focus on a particular group for recruitment.

New Graduates/Young Alums Chair, Melissa Gilmore, indicated the importance of staying focused on the engagement of this group into the Alumni Association "because they are our future". A member of this committee attended each MUW graduation and also worked with the Chapters and Constituency Group Committee to make photos of graduates in front of the MUW banner. The graduates were encouraged to post their photos on social media.

Ms. Gilmore spoke to nursing groups about becoming involved in the MUWAA and/or a local alumni chapter upon graduation. MUW graduates are already forming nursing chapters in some areas.

The **Strategy and Support Committee**, chaired by Katy Pacelli, President-Elect, represents the MUWAA in the university's strategic planning process, focusing on maximizing volunteer support for the mission, vision and strategic initiatives of the university. The work of the committee this year revolved around the finalization of the MUWAA Strategic Plan. The committee also developed an evaluation tool for projects/events of the MUWAA that can be used as a pre, mid, and post evaluation.

The BLUE (Building Leadership, Understanding, & Education) Event, also chaired by Katy Pacelli, was planned to bring together alumni and students for networking and mentoring purposes. The committee not only planned the event but also raised the funds to support BLUE. The event had net revenue of \$497.82. Forty-two people attended BLUE, 37 of whom were alumni and 5 were students. More specific information can be obtained from the written report provided by Ms. Pacelli on the MUWAA website. Plans are to continue the event next year. The committee will work with MUW faculty and Student Life to increase student

involvement. Live streaming the event for interested alumni who simply live too far away will also be discussed.

VI. RECOGNITION OF 2017-2018 MUWAA OFFICERS & BOARD MEMBERS

President Murtaugh recognized all of the current Board members by asking each member seated in the audience to stand.

VII. RECOGNITION OF DEPARTING BOARD MEMBERS

Special recognition was given to those Board members rotating off this year, which included: Sunshine Bradshaw Burgess, Sue Simmons Freeman, Kristi Hipp Mosley, Rebecca Rogers, Deborah Stockman Hodges and Erica Woodard (Treasurer). Rebecca Rogers, elected to serve the unexpired term of Courtney Murtaugh when she was elected MUWAA president last year, was re-elected to serve on the Class of 2021 board. Kristi Hipp Mosley was elected to the role of President-Elect.

VIII. OPEN FORUM

Malinda Mabry-Scott voiced an appreciation from the audience for the contribution Courtney Ballard Murtaugh has made the past year as MUWAA president.

IX. INSTALLATION OF 2018-2019 MUWAA OFFICERS & BOARD MEMBERS

MUWAA President, Courtney Ballard Murtaugh, presented and installed the slate of officers and directors who were elected to serve.

MUWAA Board of Director to Serve the Vacancy 2016-2019 Term:
Nita Byrd Lumpkin, Class of 1967

MUWAA Board of Directors to Serve the 2018-2021 Term:
Dawn Kershaw Gibbons, Class of 1997
Patty Outlaw, Class of 1967
Antwann Richardson, Class of 2008
Rebecca Rogers, Class of 2000
Pat Stutsy-Waldrep, Class of 1989, 1996

Board of Directors Officers Elected to Serve the 2018-2019 Term:
Pat Stutsy-Waldrep, Secretary
Antwann Richardson, Treasurer

President-Elect for the 2018-2019 Term:
Kristi Hipp Mosley, Class of 1999

President for the 2018-2019 Term:
Katy Canion Pacelli, Class of 2000

X. PASSING OF THE GAVEL & INCOMING PRESIDENT'S REMARKS

MUWAA President, Courtney Ballard Murtaugh, invited the newly elected President, Katy Canion Pacelli, to the stage in order to pass her the gavel. President Pacelli then presented Ms. Murtaugh with a Past President's pin.

President Pacelli thanked Courtney Murtaugh and Lyndsay Cumberland for their support. She welcomed alumni and talked of our common experiences and our legacy in regard to the 'W'. President Pacelli presented her Plan of Action for the MUWAA and for the Board, which will work to develop measurable action items in support of the Strategic Plan. She spoke specifically about:

- *Cultivating membership in the Alumni Association and increasing alumni involvement to 12%
- *Connecting with current students
- *Awarding faculty and students for their work
- *Encouraging alumni to get involved by being a part of a committee or starting a local alumni chapter

President Pacelli's Plan of Action for 2018-1019, which will begin implementation of the MUWAA Strategic Plan, include:

Goal 1: To inspire by supporting strategic and effective programs and communications among alumni, friends, and the University.

Goal 2: To support the goal of the University's Leadership to establish a comprehensive culture of philanthropy for alumni and friends through communications and programs.

Goal 3: To be knowledgeable about the University's priorities for the future.

XI. ADJOURN

As there was no further business, the meeting was adjourned at 4:26 p.m.