

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
BOARD OF DIRECTORS' FALL MEETING**

Stark Recreation Center  
Saturday, October 24, 2015

**I. CALL TO ORDER**

The fall quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at the Stark Recreation Center on October 24, 2015, at 2:52 p.m. with President Amy Strickland Tate presiding. A quorum was present. President Tate called the meeting to order. Malinda Mabry-Scott moved to adopt the agenda. The motion carried.

**II. PRESIDENT'S WELCOME**

President Tate extended her welcome to all the board members present in person and those participating via teleconference. She encouraged the board members to continue to work on the Back to Blue campaign by increasing our active alumni percentage.

**III. ROLL CALL**

The roll was called. MUW Alumni Association Board Members present:

Amy Strickland Tate, President	Sue Simmons Freeman, Secretary
Deborah Stockman Hodges, President-Elect	Malinda Mabry-Scott, Treasurer
Jenny Katool, Immediate Past President	Wanda G. Ray
Troy J. Lewis	Katherine Shell Benson
Elizabeth Whittington (via teleconference)	Carrie V. Pate
Chris Halbrooks (via teleconference)	Courtney Ballard Murtaugh
Kristi Hipp Mosley (via teleconference)	Erica W. Woodard
Sunshine Burgess (via teleconference)	Stephen Taylor (via teleconference)
Barbara Austin (via teleconference)	

MUW Alumni Association Board Members absent:

Wesley Garrett, Parliamentarian  
Donna E. Marrero  
Brandy Burnette  
Ralph W. McLain, MUW Foundation Chair

Ex-Officio Members of the MUW Alumni Association Board present:

Dr. Jim Borsig, MUW President  
Lyndsay B. Cumberland, Director of Alumni Relations

Guests present:

Andrea Stevens, Exec. Director of Development and Alumni

Katy Canion Pacelli

Erin Gioia

Amy J. Lewis

#### IV. APPROVAL OF MINUTES

As there were no corrections to the July 25<sup>th</sup> minutes, Courtney Ballard Murtaugh moved that the minutes be approved as presented. The motion carried.

#### V. ALUMNI OFFICE REPORT

Lyndsay Cumberland, Director of Alumni Relations, reported that the Alumni Board's insurance has been renewed at a cost of approximately \$900.00. The active membership of the Alumni Association as of September 30<sup>th</sup> is 1,106 members. The active membership was 1,264 for calendar year 2014. Lyndsay detailed recent gatherings – both Freshmen Send-off parties and Alumni chapter meetings since the summer Board meeting. Information regarding those and upcoming meetings and events can be found on the university website: [longblue.muw.edu/alumni/alumni-association](http://longblue.muw.edu/alumni/alumni-association). As part of the Back to Blue Campaign, Lyndsay and Andrea Stevens are sending letters to alumni that attend any alumni gatherings that are not current active alumni. The telefund student callers are also encouraging non-active alumni to become active by making a minimum \$40.00 yearly contribution. Lyndsay also announced that there will be a televideo conference available for the Board's next meeting in January for those that are not able to attend in person. Courtney Ballard Murtaugh inquired as to how many attendees at various MUW functions are not active and Andrea and Lyndsay estimated approximately 25%. Discussion ensued about encouraging alumni to become active.

#### VI. MUWAA OFFICERS' REPORTS

Malinda Mabry-Scott, Treasurer, provided the following fund balances as of September 30, 2015. Alumni Restricted Account - \$16,178.78; Alumni Association Activities Fund: \$11,174.75; Alumni Association Faculty Award Fund - \$0.00 (moneys were transferred to the Legacy Scholarship Fund); Alumni Association Legacy Scholarship Fund - \$12,679.65; and Southern Grace Fund - \$3,709.68.

#### VII. STANDING COMMITTEE REPORTS

Nominations Committee – Jenny Katool, Chair, reported that the committee will be reviewing the policies and procedures for the nominations and elections to the Board of Directors. A conference call is planned during December to review the process in detail. The nominations process will begin during December with a last call to activate

MUWAA membership for the coming year. The deadline for write-in candidate petitions is December 1<sup>st</sup>. The call for Board recommendations will begin the week of January 4, 2016. The two-week process of deliberating and selecting the slate will begin the week of January 18<sup>th</sup>.

Recruitment and Retention Committee – Katherine Shell Benson, Chair, reported that the committee met via a teleconference call on August 25<sup>th</sup> at 6:00 p.m. The New Faculty Orientation Lunch was held on August 13<sup>th</sup> and was attended by MUWAA President Amy S. Tate, who welcomed the new faculty members. It was also attended by Katherine Shell Benson and Laura Tubb-Prestwich of the Recruitment and Retention Committee who also welcomed and greeted the new faculty members and presented them a welcome gift of a Southern Grace cookbook. From a list of current university faculty alumni, the committee has chosen a short list of alumni for consideration for membership on the Faculty Scholarship Committee. They will be asked to serve by Chair Katherine Shell Benson via an email/letter that Lyndsay Cumberland, Director of Alumni Relations, will send to those under consideration. Faculty Enhancement Grant reports were received from Dr. Dorothy Kerzel, Dept. of Sciences and Mathematics, and Dr. Marie Byrne, Professor of Speech Language Pathology, that detailed the uses of the grant moneys received. Dr. Caroline Payne-Purvis' grant report will be presented during the January winter meeting. Dr. Malkin declined her grant. 100<sup>th</sup> Night will be held on February 4, 2016. The committee has chosen to repeat last year's popular Hot Chocolate and Sweets Station for the 2016 seniors. The committee is finalizing a gift selection to present to the senior participants from the MUWAA. The committee is working with Lyndsay and her office on encouraging better attendance/participation by the alumni for the Homecoming MUWAA Awards Recipient Reception. Katherine indicated that there will be advertising in the Visions Homecoming edition regarding the reception.

Chapters & Constituency Groups Committee – Katy Canion Pacelli, Chair, presented an update on the recent Back to Blue campaign to increase active membership in the MUW Alumni Association. As of September 30, 2015, there are 1,106 alumni who have made a gift of \$40.00 or more. She detailed the following: of the current Board members, 89% are active and 11% are not active; of the current Committee members, 71% are active and 29% are not active; and of the Past Presidents, 69% are active and 31% are not active. Katy reminded the board members that President Tate's goal was 2500 active members and to continue to push for additional memberships through the end of the calendar year to reach that goal.

Special Events Committee - Kristi Hipp Mosley, Chair, reported that her committee met via a teleconference call on October 6<sup>th</sup>. She reported that the Silent Auction Committee will continue to use the same BiddingOwl.com software, Long Blue Line Auction logos, and Donation form from last year. All have been updated for use in 2016. The new email for the 2016 auction is [longbluelineauction2016@gmail.com](mailto:longbluelineauction2016@gmail.com) and the online auction website is [www.biddingowl.com/MUWAA2016](http://www.biddingowl.com/MUWAA2016). Emails have either been sent or are in the process of being sent to all MUWAA Board Members and Chapter/Constituency Area representatives that include the donation form and letter. Board Members are asked to provide one donation item valued at approximately \$100.00 or to provide a table/auction

sponsorship of \$100.00. Chapter/Constituency areas are asked to provide one gift basket representing their respective area. The dates for the online auction will be March 14 – 25<sup>th</sup>. The onsite Silent Auction will be held on Friday evening, April 1<sup>st</sup>. An ad for the upcoming Visions edition has been developed with the help of Lyndsay Cumberland and her office to ask for donations and announce dates/times of both the online and onsite auctions. The auctions will be advertised via email and social media campaigns as well.

Finance Committee – Malinda Mabry-Scott, Treasurer, reported that the Finance Committee met via email to approve the following suggestions. Malinda moved that the Board transfer \$8000.00 from the Legacy Scholarship restricted fund to the Legacy Scholarship endowed fund. This will leave 2 years’ worth of Faculty Award funds. The motion passed.

Public Relations Committee – Carrie Pate presented for Chair Elizabeth Whittington and detailed that the committee promoted via press releases and social media (1) the Back to Blue campaign; (2) various new MUWAA Board Members’ bios; and (3) the three (3) MUWAA award recipients for the Legacy Scholarship, the Culinary Arts Advisory Board Scholarship, and the Southern Grace Scholarship.

Former Presidents Committee – Jenny Katool presented for Chair Sherrie Jackson Cooper and reported that the committee met via a series of emails from October 5 – 15, 2015. The committee reviewed the history of the Former Presidents Committee. Discussions are ongoing concerning the role of the former presidents and how they can best serve the University.

## VIII. SPECIAL COMMITTEE REPORTS

Southern Grace Committee – Courtney Ballard Murtaugh, Chair, reported that her committee met via email correspondence on August 10, 2015. The committee discussed various ways to reduce the Southern Grace cookbook inventory (approximately 1800 copies). Previous suggestions to sell the remaining inventory have encountered problems. The committee proposes that the Alumni Association remove the sale of the cookbook inventory from bookstores and rather give the remaining Southern Grace cookbooks as gifts in the following three (3) ways.

- 1) Gifts for Alumni pledging at least \$120.00 a year from a monthly draft
- 2) Gifts to Graduates that walk and turn in their cap and gown
- 3) Gifts from the MUWAA Board to new faculty, Welty speakers, Graduation speakers, and other VIP

Malinda Mabry-Scott moved that the Southern Grace Committee’s recommendation for reducing the inventory of the cookbook be accepted. Stephen Taylor seconded. The motion passed. Courtney reported that there is approximately \$3,700.00 in the Southern Grace account. She made a motion that we move \$3,000.00 from that account to the Culinary Arts Advisory Board Scholarship. The motion passed. Discussion ensued as to

whether the Board should explore an online subscription for recipes from the Southern Grace cookbook and from the Culinary Arts Department. Stephen Taylor suggested that the Board first discuss this with the Culinary Arts Department for their interest and approval. He also suggested that the Board check if funds can be generated in conjunction with our affiliation agreement with the University.

#### IX. UNFINISHED BUSINESS

#### X. NEW BUSINESS

#### XI. OPEN FORUM

President Tate recognized and welcomed our guests: Andrea N. Stevens, Erin Gioia, Amy J. Lewis, and Katy Canion Pacelli.

It was noted that today is the Mississippi Day of Giving and the Board members were encouraged to give to the University via online at [ms.dayofgiving.org](http://ms.dayofgiving.org).

#### XII. PRESIDENT'S CLOSING REMARKS

President Tate thanked all on the board for their continued efforts for the alumni membership drive campaign and encouraged them to continue to push for additional active memberships through the end of the calendar year. She reminded the Board members that our next meeting will be held on Saturday, January 23<sup>rd</sup> and that discussions will involve the upcoming renewal of the Affiliation Agreement with the University and future strategic planning.

As there was no further business, the meeting was adjourned at 3:41 p.m.

Sue Simmons Freeman, Secretary