

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
2016 – 2017 BOARD OF DIRECTORS' SPRING MEETING**

Cochran Hall

Thursday, March 23, 2017

**I. CALL TO ORDER AND ADOPTION OF THE AGENDA**

The spring quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on March 23, 2017, at 6:00 p.m. with President Deborah Stockman Hodges presiding. A quorum was present. President Hodges called the meeting to order. Malinda Mabry-Scott moved to accept the agenda as presented.

**II. PRESIDENT'S WELCOME**

President Hodges welcomed everyone to the meeting. She thanked all on the board for their support and hard work during her term as President of the MUW Alumni Association for the past year. She read the MUWAA's Mission as stated in the Bylaws as a reminder of the duties and goals of our board.

**III. ROLL CALL**

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

Deborah Stockman Hodges, President  
Courtney Ballard Murtaugh, President-Elect  
Erica Woodard, Treasurer  
Brandy Burnette  
Carrie V. Pate  
Kristi Hipp Mosley  
Melissa Hays Gilmore  
Heather Fasciooco Stone  
Jenny Katool (representing MUW Foundation)

Sue Simmons Freeman, Secretary  
Wesley H. Garrett, Parliamentarian  
Katherine Shell Benson  
Malinda Mabry-Scott  
Sunshine Burgess  
Carolyn Wilson Byrd  
Pam Towery Rhea  
Rebecca Rogers (via teleconference)  
Kristie Metcalfe (via teleconference)

MUW Alumni Association Board members absent:

Amy Strickland Tate  
Chris Halbrooks

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

Lyndsay B. Cumberland, Director of Alumni Relations

Guests present:

Elizabeth Whittington  
Symone Bounds

Erin Gioia  
Sarah Morgan Howell

Clemmie Phillips  
Amy Harris (via teleconference)

Dawn Gibbons  
Katy Canion Pacelli

#### IV. RATIFY VOTES

Courtney Ballard Murtaugh moved to accept the minutes of the January 28<sup>th</sup> board meeting with one name correction. The motion carried. Malinda Mabry-Scott moved to accept the Alumni Achievement Award winners. The motion carried.

#### V. ALUMNI OFFICE REPORT

Lyndsay Cumberland reported that in year 2016 there were 331 registered for Homecoming and that 300 had registered prior to the start of 2017 Homecoming. She said that 20 have joined the Alumni Association through the recent Homecoming registration process. She thanked MUWAA Past President Elaine Logan Evans for the suggestion of adding that to the Homecoming registration pamphlets. She asked the Board members to hand out the MUW Alumni brochure to our W friends and encourage them to join the MUWAA.

#### VI. MUWAA OFFICERS REPORTS

Erica Woodard, Treasurer, referenced the Treasurer's Report as presented. The fund balances are as follow as of December 31, 2016.

Alumni Association Activities Fund - \$10,272.43  
Southern Grace - \$1,070.61  
MUWAA legacy Scholarship - \$1,880.40\*  
Alumni Restricted Account - \$16,178.78

\*Note: \$15,000.00 was transferred last year to the Legacy Scholarship Endowment fund for a total of \$51,655.91. When the fund reaches \$60,000.00, the scholarship will become self-sustaining.

#### VII. STANDING COMMITTEE REPORTS

**Nominations** – President Hodges gave for Chair Amy Tate. The MUWAA Nominations Committee recommended the below slate for 2017.

##### **For President-Elect:**

Katy Canion Pacelli, Class of 2000, Brandon, Mississippi

**For Board of Directors:**

Symone Bounds, Class of 2012, Jackson, Mississippi  
Dr. Amy Harris, Class of 1998, Murfreesboro, Tennessee  
Sarah Morgan Howell, Class of 1976, Amory, Mississippi  
Audra Odom, Class of 1992, Pontotoc, Mississippi  
Clemmie Phillips, Class of 2011, Columbus, Mississippi

**Elections** – Chair Pam Rhea reported that a total of 317 qualified ballots were cast with 297 eligible members voting to approve the entire slate (93.69%) and 20 eligible members voting for individual candidates (6.31%). The Elections Committee, in accordance with MUWAA Bylaws and based on the majority of votes cast in the affirmative, confirmed the slate of officers as listed under the Nominations Committee report. It was also noted that the number of votes cast in 2017 was much higher than the number of votes cast in 2016 (152).

**Bylaws** – Chair Kristie Metcalfe reported that an amended version of the Policies and Procedures was submitted via email to MUWAA President Deborah Hodges and Director of Alumni Relations, Lyndsay Cumberland, on March 21, 2017 which incorporated a minor language change for added clarification to include the words, “Recruitment and Retention” before the words “Committee Chair” on the recent amendments which were approved at the January 28<sup>th</sup>, 2017 board meeting in regards to the Recruitment and Retention Committee.

**Recruitment and Retention** – Chair Sunshine Burgess reported that the following faculty and/or staff comprise the MUWAA Scholarship Committee.

Mrs. Lynn Hanson, Chair  
Dr. Karen Nabors  
Ms. Towanda Williams

Dr. Cherry Dunn  
Ms. Mary Helen Hawkins  
Mrs. Ashley Matthews

Chair Burgess announced that the Faculty Research Committee has chosen the following recipients.

**New Faculty Award:**

Ms. Ashley Chisolm, Asst. Prof. of Legal Studies, College of Business and Professional Studies

**Faculty Enhancement Grants:**

Dr. Gillian Furniss, Asst. Prof. of Art Education, College of Arts and Sciences  
Dr. Brandy Larmon, Assoc. Prof. of Nursing, College of Nursing and Speech –Language Pathology  
Dr. Dorothy Berglund, Assoc. Prof. of Psychology and Family Studies, College of Education and Human Sciences

Chair Burgess announced the Alumni Award Winners for 2017 as approved by the MUWAA Board. A reception honoring the winners will be held on Saturday, March 25<sup>th</sup>, at 1:30 in Poindexter Hall.

**Distinguished Alumni Achievement Award:** Kacey Keeton, Class of 1997  
**Distinguished Achievement Award:** Sheila Adams, Friend of the University  
**Alumni Service Award:** Cheryl “Sherrie” Jackson Cooper, Class of 1982  
**Outstanding Recent Graduate Award:** Ashley L. Dean, Class of 2006

100<sup>th</sup> Night for the Seniors was held on February 2<sup>nd</sup>. The Seniors were treated to cookies and hot chocolate. Their gift from the MUWAA was a useful pocket LED light.

**Chapters & Constituency** – Chair Heather Stone reported that she has been in contact with W alumni who are interested in starting chapters in San Ramon, CA; West Palm Beach, FL; and in the Carolinas. She announced that the C&C Committee will have a table and offer Alumni Association/ Chapters & Constituency Group bookmarks at the MUWAA Annual meeting this weekend. She also reminded Board members of the Roundtable Webinar scheduled for April 1<sup>st</sup> at 1 p.m. CST.

**Special Events** – Chair Kristi Hipp Mosley thanked all who are helping with the Long Blue Line Auction. She reminded the Board that no bidding will be done via paper sheets – it will all be done by mobile/online bidding through Greater Giving’s mobile bidding software. Volunteers will be onsite to assist with the use of I-pads and card readers to help with bidding and checkout. She encouraged everyone to establish a mobile bidding account by visiting the website [www.longbluelineauction.com](http://www.longbluelineauction.com) prior to the start of the auction on Friday evening at 5:30 p.m. President Hodges reminded the Board that \$9,000.00 is needed to complete the endowment of the Legacy Scholarship at a level of \$60,000.00 which will make it self-sustaining.

**Finance** – Treasurer Erica Woodard presented the proposed budget for 2017-2018 as detailed below for the MUWAA Activities Fund.

Activities Fund Expenses	Budget	Available as of 12/31/2016
		\$10,272.43
Insurance Policy	\$1,000.00	
Sponsor 100 <sup>th</sup> Night	\$1,000.00	
New Faculty Orientation Luncheon	\$ 900.00	
Sponsor MUWAA Alumni Awards	\$ 500.00	
MUWAA Board Member Recognition	\$ 500.00	
Travel for MUWAA President/Board Rep	\$2,500.00	
Annual Advertising	\$ 500.00	
Long Blue Line Auction	\$ 500.00	
<b>Total Activities Fund Expenses</b>	<b>\$7,400.00</b>	<b>\$2,877.43 (after expenses paid)</b>

Discussion was held that if a particular committee required additional funds during the calendar year, the steps to secure additional funding are the following.

- The Committee Chair makes a request to the Finance Committee Chair.
- The full Finance Committee would then take a vote to approve the additional funding.
- The Finance Committee would make a recommendation to the MUWAA Board.
- The entire MUWAA Board would vote to approve.

**Public Relations** – Chair Carrie Pate reported that her committee has done press releases during the past quarter in which the Alumni Award winners were announced; conducted a Back to Blue “interview”; sent out announcements for the Long Blue Line auction; did various FB promotions; put a new ad in the Spectator Homecoming edition; and began the kickoff at Homecoming of “Where do you wear your Owl gear?”. The PR Committee suggests the following.

1. Confirm via an email vote after HC and before the summer/July Board meeting that the new PR Committee can begin its work before the traditional confirmation vote held at the summer July Board. The transition needs to occur in the spring as there are a number of MUWAA announcements that should be done at that point and not delayed until the summer.
2. Continue the FB promotion – “Where do you wear your Owl gear?”. It officially began the week of Homecoming.
3. Either reduce the board highlights to new board class and president-elect or run them more quickly and expand more to membership.
4. Consider FB page or other frequent promotion of alumni accomplishments. So many of our alumni have many impressive achievements that could be announced throughout the entire year. It could be useful in recruitment of students and for alumni networking.

**Former Presidents** – Chair Jenny Katool reported that twelve (12) former presidents of the MUWAA attended a luncheon meeting on February 22<sup>nd</sup> that the Culinary Arts students prepared at Shattuck. An account was established in the Foundation for former presidents to contribute money that will be used as donations to the University possibly in the areas of student scholarships and campus beautification projects. Each former president will be asked to contribute \$100.00 yearly to this fund. Currently there is approximately \$2,000.00 in the fund. During Homecoming weekend, several of the former presidents will assist the Alumni Office by hosting various events. The next meeting is scheduled during Welty Weekend on Saturday, October 21<sup>st</sup>.

## VIII. SPECIAL COMMITTEE REPORTS

**Membership Recruitment** – Chair Katherine Shell Benson reported that the [Back to Blue](#) Campaign this year was emphasized during March 1st – 17<sup>th</sup>. An extensive social media campaign was conducted through the University’s Instagram, Facebook, and Twitter accounts. Board members and active MUWAA members were asked to share their #BacktoBlue and W love. An ad was placed in the Homecoming Visions magazine. Two email blasts occurred with the first one comprised of a letter from Chair Benson and the second was an interview with Board member Rebecca Rogers about the #BacktoBlue campaign. Chair Benson encouraged all board members to continue to emphasize the [Back to Blue](#) campaign.

**New Graduates/Young Alums** – Chair Melissa Gilmore reported that the committee is formulating a plan to create an Alumni Nurse mentoring program with new nurse graduates as well as gathering interest from graduating nurses, and promoting the MUWAA in speaking-opportunities to nursing classes. The committee will continue to represent the MUWAA at future graduations by giving Southern Grace cookbooks and gather the contact information from the graduates. The committee recommends continuing the “Post Graduation” reception at the Student Center and serve refreshments for the parents, family, and friends of the new graduates. The committee recommends continued outreach to the new graduates through established alumni chapters and new alumni chapters such as the nursing constituency one at the Tupelo campus and encouraging the graduates to join an established chapter if there is one in their immediate area. Future plans are to partner with the MUWAA Chapter and Constituency Committee to “recreate” the idea of a “Recent Grads” group formation or perhaps more nursing chapters as well as participating in webinars with this committee. The committee is also considering reaching out to new nursing graduates at their Pinning Ceremony in May as well. The committee sees potential for greater new alum/young alum involvement with the re-establishment of an athletic sports program at The W.

## IX. UNFINISHED BUSINESS

Discussion was held on how long it would take for an email vote to occur. As per Wesley Garrett, Parliamentarian, the President of the MUWAA can set the actual time-frame.

Sunshine Burgess moved that the Finance Committee’s proposed budget from for the MUWAA Activities Fund Expenses for 2017-2018 be approved as presented. The motion carried. President Hodges reminded the board that the Foundation had allocated \$5,000.00 this year to help the MUWAA meet its obligations in the Activities Fund.

Carrie Pate moved to approve our organization’s ongoing tax-exempt nonprofit 501(c)(3) status. The motion carried.

## X. NEW BUSINESS

President Hodges briefly discussed Dr. Schroeder’s report from the first strategic planning session. There will be a second strategic work session at the summer board meeting. She recognized the following Board members whose terms are expiring for their dedicated and diligent service to their alma mater over the past three (3) years: Katherine Shell Benson, Brandy Burnette, Chris Halbrooks, Malinda Mabry-Scott, Carrie Pate, and Amy Strickland Tate.

## XI. OPEN FORUM

Lyndsay Cumberland said that the Motown Concert is a sell-out, but the Foundation Office had a few additional tickets should any board members want one. Elizabeth Whittington said that there will be small blue rocks with “The W” written on them that will be available at the Long Blue Line

auction for people to take and hide them somewhere on the campus and in the Columbus vicinity. Everyone was encouraged to share “#TheWRocks” on Facebook.

## XII. PRESIDENT’S CLOSING COMMENTS/ADJOURN

President Hodges thanked all on the board for their support and help during her term as President of the MUWAA. She also encouraged all Board members to support the new Athletic Director, Jason Trufant, and his staff of coaches in the Athletics Department by joining the Owl Club. There are various levels of support with the initial support category named the “Walk-On Club” that has a membership of \$50.00. Women’s Volleyball and Men’s Soccer begin competition in September.

The oath of office was administered to the President-Elect Katy Canion Pacelli and the new Board members, Symone Bounds, Dr. Amy Harris, Sarah Morgan Howell, Audra Odom, and Clemmie Phillips. President Hodges also passed the gavel to the 2017 – 2018 President Courtney Ballard Murtaugh. President Murtaugh thanked Deborah for her dedication during the past year and announced that Deborah has agreed to chair the Strategy and Support Committee.

As there was no further business, the meeting was adjourned at 6:52 p.m.

Sue Simmons Freeman  
MUWAA Secretary 2016-2017

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
2017-2018 BOARD OF DIRECTORS' SPRING MEETING**

Cochran Hall

Thursday, March 23, 2017

**I. CALL TO ORDER AND ROLL CALL**

The spring quarterly meeting of the 2017 – 2018 Board of Directors for the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on March 23, 2017, At 6:56 p.m. with President Courtney Ballard Murtaugh presiding. A quorum was present. President Murtaugh called the meeting to order. The roll was called. MUW Alumni Association Board members present:

Courtney Ballard Murtaugh, President	Carolyn Wilson Byrd, Secretary
Katy Canion Pacelli, President-Elect	Wesley H. Garrett, Parliamentarian
Erica Woodard, Treasurer	Sunshine Burgess
Deborah Stockman Hodges, Immediate Past President	Sue Simmons Freeman
Kristi Hipp Mosley	Rebecca Rogers
Melissa Hays Gilmore	Kristie Metcalfe (via teleconference)
Pam Towery Rhea	Heather Fasciocco Stone
Symone Bounds	Amy Harris (via teleconference)
Sarah Morgan Howell	Audra Odom
Jenny Katool (representing MUW Foundation)	Clemmie Phillips

No MUW Alumni Association Board members were absent.

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

Lyndsay B. Cumberland, Director of Alumni Relations

Guests present:

Erin Gioia	Dawn Gibbons
Elizabeth Whittington	Katherine Shell Benson
Brandy Burnette	Malinda Mabry-Scott
Carrie V. Pate	

**II. ADOPTION OF THE AGENDA**

Katy Canion Pacelli moved to approve the agenda. The motion carried.



### III. PRESIDENT'S WELCOME

President Murtaugh first read the mission of the MUWAA. She then welcomed the new Board Members and President-Elect. All the Board Members introduced themselves.

### IV. NEW BUSINESS

Approval of the Parliamentarian – Audra Odom moved to accept Wesley Garrett as Parliamentarian. The motion carried.

The election of officers was held. Katy Canion Pacelli moved to accept Erica Woodard as Treasurer by acclamation. The motion carried. Sue Simmons Freeman moved to accept Carolyn Wilson Byrd as Secretary by acclamation. The motion carried.

President Murtaugh discussed Standing and Special Committees. In order to continue a smooth transition while the MUWAA Board of Directors is working on long-term strategic planning, she has elected to retain the current Committee Chairs for the next year. She reminded the Committee Chairs that they should have their committees filled by May 1<sup>st</sup>.

The following were nominated for consideration as members of the Nominations Committee.

JerriLynn Mize Patriquin  
Neshanta Linson  
Lydia Coffey Pierce  
Trey Harper  
Brandy Burnette  
Kristi Hipp Mosley

Paul Hampton  
Shirley Few Spain  
John Prevost  
Monique Jenkins  
Shelly Morris Davis  
Ashley Dean

Katy Canion Pacelli moved that nominations be closed.

The four (4) chosen by written ballot vote were as follow.

Shelly Morris Davis  
Trey Harper

Ashley Dean  
Kristi Hipp Mosley

Audra Odom moved to accept the slate of nominees for the Nominations Committee. The motion carried.

### V. PRESIDENT'S CLOSING REMARKS

President Murtaugh encouraged the board members to share their ideas with her and to provide any suggestions via calls, emails, or texts. She shared her Plan of Action to be used along with the new Strategic Plan during her term as President which includes the following items.

- Increase membership in the MUW Alumni Association.
- Continue to identify and refer students to MUW.
- Continue to fund the MUWAA scholarships and awards and work on a long-range plan to endow the awards.
- Execute an effective financial plan including budgeting and income.
- Develop strategic goals/action items for the Alumni Association in support of the University's initiative.
- Identify and hold new special events that promote networking between alums and graduating seniors and provide networking opportunities among alums.
- Continue to be responsive to the requests of MUW.

President Murtaugh reminded the Board Members of the upcoming 2017-2018 Board meetings.

Summer – July 29<sup>th</sup> – 9 am – Strategic Plan Work Session  
 12 pm – Lunch  
 1:15 pm – New Board Orientation  
 2:00 pm – Board Meeting

Fall – October 20 - Welty Gala  
 October 21 - Board Meeting (Lunch @ 12 pm & Board meeting @ 1:30 pm)

Winter – February 3, 2018 – Lunch @ 12 pm & Board meeting @ 1:30 pm

Spring – March 22, 2018 – Wine & Cheese @ 6 pm & Board meeting @ 6:45 pm  
 W Homecoming – March 22<sup>nd</sup> – 25<sup>th</sup>

Erica Woodard recognized her guest, Dawn Gibbons '97.

As there was no further business, the meeting was adjourned at 7:38 p.m.

Sue Simmons Freeman  
 MUWAA Secretary 2016 – 2017