

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
2017-2018 BOARD OF DIRECTORS SUMMER MEETING
Cochran Hall, Room 303, 1:45 – 4:25 P.M.
Saturday, July 29, 2017

I. CALL TO ORDER AND ADOPTION OF THE AGENDA

The summer quarterly meeting of the Mississippi University for Women Alumni Association (MUWAA) was held on the MUW campus in Cochran Hall on July 29, 2017, at 1:45 P.M. with President Courtney Ballard Murtaugh presiding. A quorum was present. President Murtaugh called the meeting to order. Katy Pacelli moved to accept the agenda as presented.

II. PRESIDENT’S WELCOME

President Murtaugh read the Purpose of the Association. She welcomed everyone and thanked all for coming to the meeting and agreeing to serve on the Board. President Murtaugh also welcomed the new members. She thanked the existing committees for the work accomplished thus far.

President Murtaugh mentioned concern for Audra Odom, one of our newest Board members, and asked for prayer for her well being.

President Murtaugh related the privilege it has been for her to attend MUW events on campus in her role as both President Elect and President and to see all that is happening on campus. She talked of the emphasis being placed on enrolling new graduates in the Alumni Association and particularly praised the work being done by Melissa Hays Gilmore in this effort. President Murtaugh also mentioned attending the MUW Foundation Board meeting and welcomed the new president, Jayne Perkins-Brown, to our meeting.

III. ROLL CALL

The roll was called. MUWAA Board members present were:

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

MUWAA Board Members Absent:
Sunshine Burgess
Audra Odom

Rebecca Rogers

Ex-Officio Members:
Lyndsay B. Cumberland, Director of Alumni Relations

Guests:
Andrea Stevens, Executive Director of Development & Alumni
Dawn Kershaw Gibbons

President Murtaugh called attention to two forms that needed to be reviewed and signed by each Board member. The Board was given time to review and sign both the *Conflict of Interest* form and the *Expectations & Responsibilities* form and all were given to Lyndsay Cumberland before the meeting began.

IV. RATIFY VOTES

Courtney announced the motions that were approved by e-mail since the last board meeting as follows: The three sets of minutes of the March 2017 Board meetings were approved by a quorum via email on April 17, 2017. All committees were approved by email by a quorum on June 5, 2017. Reimbursement in the amount of \$65.00 was approved for Heather Stone on May 3, 2017.

President Murtaugh made a motion that Immediate Past President, Deborah Stockman Hodges, be removed from the Strategy & Support Committee but remain as an advisor to that committee and be added to the Former Presidents Committee per Bylaws. Motion carried.

V. ALUMNI OFFICE REPORT

Lyndsay B. Cumberland, Director of Alumni Relations, thanked President Murtaugh for having the Board complete the *Conflict of Interest* and the *Expectations and Responsibilities* forms. She and President Murtaugh planned to work together to get the forms signed by the absent Board members.

Ms. Cumberland related that the MUWAA has 30,509 living alumni with 2,007 Active members (including Lifetime members).

Ms. Cumberland noted information provided to the Board regarding the Vandergriff Scholarship. She and President Murtaugh challenged the Board to contribute and to encourage others to contribute to this fund. Sue Simmons Freeman challenged us all to especially contact nursing majors that we know.

Information was provided for the upcoming Welty Gala to be held at the Trotter Convention Center on October 20, 2017. Ms. Cumberland and President Murtaugh

related that the Board is being challenged to fill two tables of eight. Information regarding the gala is already on the website.

MUW Homecoming will be March 22-25, 2018. Ms. Cumberland encouraged us to save the date, register early, and make hotel reservations ASAP.

VI. MUWAA OFFICERS REPORTS

Erica Woodard, Treasurer, referenced the Treasurer's report as presented. Fund balances as of 5/31/17 were:

Alumni Association Activities Fund	\$8, 558.69*
Southern Grace	\$1, 070.61
MUWAA Legacy Scholarship	\$19, 802.44*
Alumni Restricted Account	\$16, 178.88

*Erica Woodard indicated these numbers would change due to the recent committee activity and the recent endowment of the Legacy Scholarship. Ms. Woodard plans to email the changes ASAP.

VII. STANDING COMMITTEE REPORTS

***No reports were provided by Nominations, Elections, Bylaws or Past Presidents committees.**

Recruitment & Retention: President Murtaugh read the committee report in the absence of the Committee Chair, Sunshine Burgess.

The New Faculty Welcome Luncheon will be held on August 17, 2017, to welcome around 16 new faculty. Katy Pacelli will represent Courtney Murtaugh at this event. President Murtaugh will check with Sunshine Burgess to see if a replacement is needed for Audra Odom, who also planned to attend the luncheon on behalf of the Board but may not be able to do so due to her recent illness.

Dr. Erin Kempker was chosen as the Faculty Member of the Year and awarded a \$1000.00 gift at the May commencement.

Scholarship recipients are:

Legacy Scholarship: Anna Kate O'Bryant, Columbus, MS

Southern Grace Scholarship: Lamon Stapleton, Shelby, MS

Culinary Arts Advisory Board Scholarship: Addison Holland, Laurel, MS

Chapter & Constituency: Heather Fasciocco Stone provided the committee report via teleconference. She related the following:

Actions taken by the Committee include:

*First ever Chapter Roundtable Webinar held on April 1st and attended by over 20 individuals representing 10+ chapters & constituency groups.

*C&CG Chair & Recent Grads Chair partnered to identify 3 ways to target 2017 grads
+Handout 600 MUWAA/Chapters bookmarks and Southern Grace cookbooks at May/August commencements.
+Display Social Media Influencer Poster to share/like/post new grad selfies on alumni association social media channels
+Enhance New Grad Roster with checklist of existing chapters or initiate conversation around starting a new chapter. 44% new sign ups are interested in new chapter

*C&CG Meeting held on June 20, 2017, to tackle 2017-2018 goals by the end of the year. Secondary focus will include MUWAA President Goals.

*C&CG Committee supported Alumni Office with reminders to chapters about Annual Chapter Reports due July 1. C&CG Committee introduced new report template in previous board meeting.

2017-2018 C&CG Goals:

1. Develop and Steward Chapter Membership Drive
2. Create Toolkits supporting “Starting A Chapter” and “Growing Your Chapter”
3. Refresh MUWAA Chapter Guidelines
4. Implement strategy for C&CG Facebook Group & Enhance Alumni Webpage

Chairperson Stone made a motion to revise the MUWAA Chapter Guideline, section Invitations and Mailings, to add the criteria below regarding “the Alumni Office’s one free print and mailing for one meeting and/or event each fiscal year” to better distribute financial support equitably across all MUWAA’s chapters and constituency groups:

*Chapters & Constituency Groups may not exceed First Class Postage per piece of mail. Additional cost should be covered by the requesting party.

*All mailings except an event invite must include a donation reference or donation form, etc. geared toward giving to the W, Alumni Office, Chapter, etc.

*Social Club Alumni Associations are only eligible for one complimentary mailing to promote a reunion year during Homecoming

After discussion, the motion was amended as follows:

Revise the MUWAA Chapter Guideline, section Invitations and Mailings, to add the criteria below regarding “the Alumni Office’s one free print and mailing for one meeting and/or event each fiscal year” to better distribute financial support equitably across all MUWAA’s chapters and constituency groups:

*Chapters & Constituency Groups may not exceed First Class Postage per piece of mail. Additional cost should be covered by the requesting party.

*All mailings except an event invite must include a donation reference or donation form geared toward giving to the MUW Foundation indicating the fund of choice

The motion carried.

Special Events (Sub Committee): Katy Canion Pacelli, Chair, provided the report. This committee met via conference call on June 7 and 19, 2017. Plans are to provide a leadership conference in January of 2018 during the Winter Board meeting entitled B.L.U.E. (Building Leadership, Understanding, and Education). The committee is negotiating with a keynote speaker who will, along with a panel of MUW alumni, interact with student leaders on campus. The committee is considering the use of something like *slido* to make the session more interactive. The conference/discussion will be followed by a luncheon during which students and alumni can network.

Sponsors are being sought to cover costs of the speaker and the luncheon. University Relations is working on a logo and an ad for the event will appear in the next issue of *Visions*.

The committee was urged by the Board to cross reference donors/sponsors of this event and the Long Blue Line auction, which follows closely on the heels of the date for this conference. A Plan B is needed in case sponsorships are insufficient to cover the cost of the event and the speaker.

Special Events: Kristi Hipp Mosley, Chair, did not have a report but wanted to have a discussion. She reported that the recent proceeds from the Long Blue Line auction have fully endowed the Legacy scholarship, so, goals for the use of future proceeds need to be re-established. Sue Freeman made a motion that the funds from the Long Blue Line Auction be used to pay the auction expenses, activities fund expenses and to fund the faculty awards and grants. Discussion was held. Options discussed included (1) to continue funding the scholarship (2) to put money in the Activity Fund that will aid the Board in independently funding such things as faculty awards/grants, auction expenses, 100th Night, Faculty Luncheon, insurance for the Board....expenses that have been supplemented by the university and the Foundation to some degree in the past.

Various members of the Board related that a portion of the MUW car tag revenue had in years past been given to the MUWAA to aid in the endeavors noted above. It was unclear if that was still the case. Plans were to check.

Kristi Hipp Mosley stressed the importance of being able to relate to donors/sponsors of the Long Blue Line Silent Auction how the money would be used; therefore, a determination needed to be made at this meeting. It was proposed that a percentage of the auction proceeds be used to endow faculty

awards/grants and the rest go to the MUWAA Activities Fund to cover expenses for on campus student activities and faculty recognition.

Further discussion of how the current and future proceeds of the auction would be managed continued during the Finance Committee report.

Kristi Mosley amended the motion as follows: The Long Blue Line Auction proceeds will be used to endow the faculty awards and grants with the remainder going to the activities fund. Motion carried.

Finance: Chair, Erica Woodard gave report. She reported that the committee reviewed the 2017-2018 budget and account balances as of May 31, 2017.

The MUWAA Activities Fund Expenses and 2017-18 Budget are noted below. Omitted from this budget is the \$1,000.00 Faculty Award. Katy Canion Pacelli made a motion that the budget be amended to add back the Faculty Member of the Year Award. The motion passed.

MUWAA Activities Fund Expenses	2017-2018 Budget
Insurance Policy	1,000.00
Sponsor 100th Night	1,000.00
New Faculty Orientation Luncheon	900.00
Sponsor Faculty of the Year (\$1,000 award)	-
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
Total Activities Fund Expenses	7,400.00
Beginning Balance from 7/1/2016	9,790.43
Cash Flows	(1,231.74)
Ending Balance 5/31/2017	8,558.69

Little activity in this committee and limited cash flow disallowed the original plan of the committee for each member to be responsible for committee specific expenditures.

Requests were made to the Board that the committee be allowed to transfer \$1,070.61 from the Southern Grace account #26114 and \$19,000.00 from the Legacy Scholarship Fund #26108 to the Legacy Scholarship Endowment Fund. It was noted by Andrea Stevens that money could not be moved in such a manner from the Southern Grace account.

Katy Canion Pacelli then made a motion that \$9,000.00 be moved from the Legacy Scholarship Fund #26108 to the Legacy Scholarship Endowment Fund. This motion carried.

Deborah Stockman Hodges made a motion to establish three restricted accounts in the Foundation as follows:

MUW Faculty Enhancement Grants Fund, MUW New Faculty Award Fund and Mortar Board Faculty of the Year Award Fund. This motion carried.

Katy Canion Pacelli made a motion to move \$2,500.00 from the Legacy Scholarship Fund #26108 to the MUW Faculty Enhancement Grants Fund. This motion carried.

Ms. Pacelli made a motion to move \$2,500.00 from the Legacy Scholarship Fund #26108 to the New Faculty Award Fund. This motion carried.

Katy Canion Pacelli made a motion to move \$2,500.00 from the Legacy Scholarship Fund #26108 to the Mortar Board Faculty Member of the Year Award. The motion carried.

Further discussion was held about the MUWAA revenue.

Public Relations: Chair Amy Harris provided the report and related that meetings were held via conference call and email communications. Press releases occurred in the following order: (1) MUWAA Announces New Board and President Elect (2) MUWAA Recognizes Faculty for their Contributions and (3) MUWAA announces the Long Blue Line Silent Auction.

Future engagements will involve Board highlights on the MUWAA Facebook page. New Board President, Courtney Murtaugh, and one of the newest Board members, Clemmie Phillips, have already been featured with the rest of the Board members to follow. All Board members were encouraged to respond as quickly as possible to requests by this Committee for each individual's information so each member can be featured in a timely manner. All Board members should be featured before Homecoming next March. Plans are to end with Katy Canion Pacelli so as to introduce her as the 2018-2019 MUWAA President.

VIII. SPECIAL COMMITTEE REPORTS

Membership Recruitment: In the absence of Rebecca Rogers, Symone Bounds gave the committee report. Continued emphasis is on the *Back to Blue* campaign with the biggest challenge of the HC 2017 Back to Blue Campaign being measuring success. A "Back to Blue" option is being added to the www.give.muw.edu website to allow tracking of gifts. This option will include an "Other" field to allow donors to designate the fund to which their gift will be directed. The committee is choosing a fund for these gifts to benefit in the event a donor leaves that field blank.

The main push of the Fall 2017 Back to Blue Campaign will run from August 6th to August 19th and giving will be counted for the entire month of August. Board members were asked to complete a survey providing preferences in several categories for alumni they would be willing to contact. All board members will be given lists of W alums who have not given to the University in two years. These lists and “packets” with scripts, etc. will be distributed at the Summer Board Meeting. Board members are tasked with reaching out to those contacts on their lists during the Back to Blue campaign.

In addition to directly contacting alumni on these lists, board members are being asked to host small local gatherings during the Back to Blue campaign to engage fellow local alumni (maybe a small local chapter activity?) to participate in reaching out to lapsed alumni. Packets are being developed to assist willing MUWAA members with hosting a small event like this. Hosting one of these events is not required but assistance from as many board members as possible would be greatly appreciated by the committee.

An extensive social media campaign is being developed by the committee to run from the University Instagram, Facebook, and Twitter accounts. Board Members and Active MUWAA Members will be asked to share posts and their #BacktoBlue enthusiasm to help the membership recruitment campaign have a greater reach. Since many of our alumni who are active on social media are already members, a “What Can I Do?” FAQ list is being developed for alumni to give them ideas of how they can help reach those who are not. Email blasts will accompany the campaign, one at the beginning and one at the end. Final numbers should be available before the Fall Board Meeting.

The *Back to Blue* packet was presented to the Board. Time is needed for the Director of Alumni Relations, Lyndsay Cumberland, to review the packet before it is dispensed. Symone Bounds made a motion for the Board to accept the presented *Back to Blue* logo and campaign document for the 2017 - 2018 membership drive pending MUW approval. The motion carried.

Courtney added that after this year’s campaign, we could use it for the future by putting it into the Policies and Procedures.

New Graduates/Young Alums: Chair Melissa Gilmore provided the report and made note of the following:

Items Undertaken by the Committee:

- Work with the W Nursing Alumni group to encourage educational meetings (for CEU credit) in local hospitals, Tupelo, and perhaps expand. This will be a "feeder group" for encouraging new alumni to join MUWAA.

- Formulate a plan to create an Alumni Nurse mentoring program with new nurse graduates. Ideas include the creation of a Survey Monkey to send out to nursing alums to create interest for recruiting mentors.
- Gather interest from graduating senior nurses and promote MUWAA in a speaking opportunity to the nursing classes.
- 100th Night planning

Items Completed/Incomplete/Ongoing:

- Since December 2015, a total of 679 cookbooks have been given to new graduates. 1,105 cookbooks are left in the inventory.
- Worked at the May 2017 graduations (morning and afternoon) giving out cookbooks and W swag to new grads. The reception for grads, parents and friends in the W Room went very well.
- Plan to work at future graduations giving out MUWAA cookbooks, swag and gathering contact information for the MUWAA. Recommend continuing the "Post Graduation" reception at the Student Center so refreshments can be served for parents, friends, and family of the new grads. Next graduation is August 11th.
- Outreach to nursing graduates through the ongoing formation of a new chapter at the Tupelo Campus.
- Continued outreach to new graduates through established chapters. Urge them to join their local groups if they have one in their area.
- Partner with the MUWAA Chapter and Constituencies Committee to "re-create" the idea of a "Recent Grads" group formation, or perhaps more nursing chapters. Participate in webinars in conjunction with this group.

Strategy & Support Committee: Deborah Stockman Hodges provided report and presented a written summary of the January Strategic Planning Session noting the MUWAA's intention to develop a strategic plan to serve as a guide for future Association activities while also addressing all of the Association's various constituencies and remaining true to our mission of supporting the University.

The Board met with Dr. James Schroeder, a consultant provided by the University, at both the Winter (January) and the Summer (July) meetings. University Priorities, Guiding Principles of the Plan, and Goals of the Plan were established at the initial meeting in January. The Strategy & Support Committee, with President Elect, Katy Pacelli, now serving as Chair, was tasked with reviewing other alumni association strategic reports and were also asked to reach out to inactive alumni to gain their perspective regarding the alumni association. A final version of the strategic plan will be presented to the membership in the very near future.

IX. UNFINISHED BUSINESS

No unfinished business was introduced.

X. NEW BUSINESS

Katy Canion Pacelli announced that they were taking up money for a gift for fellow Board member, Audra Odom.

XI. OPEN FORUM

President Murtaugh welcomed Dawn Gibbons. Dawn expressed that she is on Finance committee and now knows how the money works.

XII. PRESIDENT'S CLOSING COMMENTS/ADJOURN

President Murtaugh thanked the Board members who agreed to attend on campus events in order to represent the MUWAA. The meeting was adjourned at 4:25 P.M.