

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
BOARD OF DIRECTORS' SUMMER MEETING
Fine Arts Building, Eugenia Summer Gallery
Saturday, July 25, 2015

I. CALL TO ORDER

The summer quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at the Fine Arts Building, Eugenia Summer Gallery on July 25, 2015, at 1:15 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 welcomed the Board members and guests present.

III. ROLL CALL

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

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

MUW Alumni Association Board Members absent:

Donna E. Marrero
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 Pacelli
Erin Gioia

IV. APROVAL OF MINUTES

As there were no corrections to the March 27th minutes, they were approved as presented.

V. ALUMNI OFFICE REPORT

Lyndsay Cumberland, Director of Alumni Relations, reminded the new Board members that she needed their signed MUWAA Alumni Board Officer and Director Expectations and Responsibilities and the Annual Statement Concerning Conflict of Interest forms.

She indicated during calendar year 2014 that the university has 29,042 living alumni with 1,268 considered active (contributed \$40.00 or more during the year).

Lyndsay detailed the various alumni chapter gatherings that have occurred since Homecoming and those that are scheduled over the next three (3) months. The detailed list can be found on the university website:

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

She mentioned the following events upcoming on the campus.

- August 13th – New Faculty Luncheon (new faculty members will receive a copy of the Southern Grace cookbook)
- August 15th – Move-in Day for students
- August 18th – New student Serenade at President’s Home

Lyndsay encouraged the Board members to attend any of the upcoming chapter gatherings and/or campus events if their schedules allowed. She also encouraged the Board members to recruit new members for the MUW Alumni Association by encouraging other alumni to donate a minimum of \$40.00 to become an active member of the MUW Alumni Association.

VI. MUWAA OFFICERS’ REPORTS

Malinda Mabry-Scott, Treasurer, read an itemized report of revenue receipts and expenses and provided the following fund balances as of June 30, 2015. Activities Fund - \$12,239.69; Restricted Account - \$16,178.78; Southern Grace - \$3,709.68; Legacy Scholarship Fund - \$11,235.98; and Faculty Award Fund – \$1,443.67.

Motion was made by Malinda Mabry-Scott to combine the Legacy Scholarship Fund and the Faculty Award Fund. The motion carried.

VII. STANDING COMMITTEE REPORTS

Nominations Committee – Jenny Katool, Chair, reported that updates recommended by both the 2014 – 2015 Nominations Committee and Elections Committee as well as Parliamentarian, Wesley Garrett, have been made to the procedures and timeline for the nominations and elections process. The updated document was reviewed and further edited by the Bylaws Committee before the final review by the Alumni Office. It will be considered for a vote under Unfinished Business items.

Bylaws Committee – Brandy Burnette, Chair, presented the committee's proposed recommendation edits for the MUWAA Nominations and Elections Policies and Procedures.

Recruitment and Retention Committee – Katherine Shell Benson, Chair, detailed the MUWAA Scholarship Awards. The Culinary Arts Scholarship was awarded to Megan Davis; the Southern Grace Scholarship was awarded to Kate Herndon; and the Legacy Scholarship was awarded to Dustin T. Bailey. Katherine expressed thanks to our Campus Scholarship Committee led by Amy Pardo for their help in selecting the scholarship recipients. Katherine also reported that the New Faculty Orientation Lunch will be held on August 13th at 11:30 a.m. in the President's Dining Room. A gift of a copy of Southern Grace will be presented to the new twelve (12) faculty members. MUWAA President Amy Tate will be in attendance as well as another member of the Recruitment and Retention Committee.

Chapters & Constituency Groups Committee – Katy Canion Pacelli, Chair, presented her committee's proposed wording change in the Chapter Guidelines. Katy related that a retired MUW professor lives in the Denver area who would like to be an active member of that chapter as well as hold an office in that chapter. The committee recommends that the wording be changed to read "All officers should be active members of the MUW Alumni Association and will be elected by a majority vote of membership at an annual meeting." Sue Simmons Freeman moved that the proposed wording be accepted. The motion carried.

Special Events Committee – Kristi Hipp Mosley, Chair, shared that her committee plans to use the same BiddingOwl.com software, Long Blue Line Auction logos, and the Donation forms that were used earlier this year for the coming year Silent Auction. The Silent Auction will incorporate both a limited preview auction held online 2 – 3 weeks prior to Homecoming weekend and the live Silent Auction on Friday evening of Homecoming weekend.

Public Relations Committee – Elizabeth Whittington, Chair, stated that her committee has released three (3) press releases detailing (1) Faculty Awards; (2) New Board Members and President-Elect of the MUWAA; and (3) Alumni and Friends honored at Homecoming. Her committee will announce the three (3) MUWAA scholarship award winners in late August. This summer the committee launched a social media campaign to

encourage alumni members to share photographs of them wearing W products during the month of July as well as to encourage our alumni to “like” our MUWAA Facebook page.

VIII. SPECIAL COMMITTEE REPORTS

Southern Grace Committee – Courtney Ballard Murtaugh, Chair, reported that there are approximately 1900 cookbooks in inventory. The MUW Bookstore sells the cookbooks for \$25.00/each. The wholesale price is \$10.00 each and \$120.00 for a carton of 12 cookbooks. All of the initial expenses associated with the publishing of the cookbook have been covered. Her committee discussed ways to promote and sell the remaining inventory. The Foundation and the individual chapters are not allowed to sell individual cookbooks. Sheri Cox, Class of 1977, has agreed to sell cookbooks at the MS Crafts Center in Ridgeland. Carol Honsinger, Class of 1977, will contact the Culinary Arts Program at her local high school for possible purchase of the cookbooks for fundraisers. Courtney said that she has purchased a carton of cookbooks and plans to give one to alumni who become active members of the MUWAA at the upcoming Chicago Alumni Chapter. She suggested other chapters might consider that as a way to boost membership and help move the inventory of the cookbook. Jenny Katool suggested that we check with the former wholesale accounts to market the cookbooks again. Deborah Hodges suggested that the cookbooks be sold at the upcoming Nashville chapter meeting and ask the guest chef graduate to sign the cookbooks for those wishing to purchase one. Lyndsay Cumberland will follow-up on this suggestion.

IX. UNFINISHED BUSINESS

Jenny Katool, Chair of the Nominations Committee, presented the revised procedures and timeline for the nominations and elections process. Troy Lewis, Elections Chair, asked if there is a “starting date” for write-in nomination petitions. Brandy Burnette, Chair of the Bylaws Committee, explained that there is no beginning date, only an ending date. It was suggested that the deadline date of December 1st for write-in nomination petitions be referred back to the Bylaws Committee for date changes/edits/removal. Jenny Katool moved that the revised Nominations and Elections Policies and Procedures be accepted as presented in written form. The motion carried.

X. NEW BUSINESS

President Tate stated that earlier e-mail votes had approved the members of the standing and special committees, but there are two (2) changes required. She made a motion to add Gail Laws to the Special Events Committee and to replace Elaine Logan Evans with Jenny Katool on the Past President’s Committee. Carrie Pate mentioned that some alumni that are asked to serve on committees are not eligible for membership as they have not given a minimum contribution of \$40.00 to the MUWAA. President Tate and

Lyndsay Cumberland concurred that more emphasis will be placed on advising of that criteria. The motion carried.

Katy Canion Pacelli, Chapter & Constituency Groups Committee Chair, made a presentation, “Back to Blue”, to help increase the university’s alumni membership. Currently only 7 percent of our living alumni are active in the MUWAA while the national average is 12 percent.

The membership drive campaign will be held August 3rd – 14th and the goal is a total of 2,500 active members by years’ end. Each Board member will request lists of alumni based on class year; addresses (towns, counties, zip codes, etc.); and social organizations. The lists will exclude those who have given during 2015, 2014, and those that have never given unless they have graduated in the last ten (10) years. Contact is urged by phone numbers; text messages; email; social media (there will be a Facebook event to join and share); USPS; etc. A sample wording contact will be provided to use. Each Board member is asked to make at least 75 contacts.

XI. OPEN FORUM

President Tate recognized the guests: Andrea N. Stevens, Katy C. Pacelli, and Erin Gioia.

Andrea Stevens, Executive Director of Development and Alumni, on behalf of the Foundation Board, thanked the Board members for their willingness to take on the alumni membership drive campaign.

XII. PRESIDENT’S CLOSING REMARKS

President Tate thanked Katy Pacelli for her presentation and help for the alumni membership drive campaign. She also thanked Lyndsay Cumberland and Andrea Stevens for their continued help for the MUWAA. She emphasized “only positive W spoken here”. She encouraged the current board members to do all they can to make this membership drive successful and to leave the MUWAA board in a better position for next year.

As there was no further business, the meeting was adjourned at 2:55 p.m.

Sue Simmons Freeman, Secretary