

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
ANNUAL MEETING OF THE MEMBERSHIP
Nissan Auditorium, Parkinson Hall
Friday, March 24, 2017**

I. CALL TO ORDER

MUWAA President Deborah Stockman Hodges called the meeting to order at 3:19 p.m.

II. ASSOCIATION PRESIDENT'S WELCOME

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

III. UNIVERSITY PRESIDENT'S REMARKS

Dr. Jim Borsig, University President, thanked Deborah Hodges for her leadership of the MUWAA. He highlighted the following points regarding The W.

- The W awarded the highest number of degrees this past year in the history of the school.
- The W has the best degree completion ratio of all the state-supported institutions.
- There are 3300 students currently enrolled of which 1000 are in the College of Nursing and Speech Pathology.
- The W graduates more BSN's than any other school in the state.
- The number of Education majors is continuing to decrease which mirrors the rest of the country.
- Half of the declared majors at The W are in a health-care related field.
- 90% of the current student enrollment is from the state of Mississippi.
- 860 out of the total 3300 students are totally enrolled in on-line courses (this is the future of higher education throughout the country).
- 80% of the current W students work and 40% work full-time.
- There will be approximately 100 student athletes enrolled at The W for the fall of '17. Athletics returning to The W will help to stabilize the traditional age student population of the university. Currently the average age is 25.2 at The W. 60% of college enrollment across the nation is 25 and higher.
- The W has awarded this past year or will award this year its first advanced degrees for MBA's, MFA's, and the Master of Arts program in Women's Leadership.
- The W has renamed the Demonstration School Turner Hall and will repurpose it to help support the growth of Speech Pathology and Nursing. Speech Path and some sections of Nursing will move to Turner Hall with the remainder of Nursing staying in Martin Hall.
- The W has sustained \$1.3 million in cuts in the last 2 years from overall cuts to the Miss. State budget.
- Dr. Borsig remains optimistic as he stated that out of change comes opportunity.

- He encouraged all to contact other alums and friends for private funding support as private giving will be essential to the ongoing success of this university. He encouraged all to pay it forward with scholarship help for the current deserving students of The W.

IV. READING AND APPROVAL OF THE MINUTES

Erica Woodard moved to dispense with the reading of the minutes. Carolyn Wilson Byrd seconded. The motion carried.

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

MUWAA President Deborah Stockman Hodges stated that the MUWAA Board began working and continues to work on a strategic long-term plan for the Alumni Association that will help engage with various alumni groups and increase our membership as well as continue to help fund student scholarships and faculty awards/grants.

The Nominations Committee, chaired by Immediate Past President, Amy Strickland Tate, and the Elections Committee, chaired by Pam Towery Rhea, conducted a successful nominations and elections process. The new Board members and President-Elect are listed under Section VII.

The Bylaws Committee, chaired by Kristie Metcalfe, presented recommendations from the Recruitment and Retention Committee in regards to the notification process for Alumni Awards in the MUWAA Policies and Procedures. The Board approved these changes at its meeting on January 28, 2017.

The Recruitment and Retention Committee was chaired by Sunshine Bradshaw Burgess this past year. She reported that the committee chose the following faculty/staff members to chair the MUWAA Scholarship Committee: Mrs. Lynn Hanson, Chair; Dr. Cherry Dunn; Dr. Karen Nabors; Ms. Mary Helen Hawkins; Ms. Towanda Williams; and Mrs. Ashley Matthews. The Faculty Awards and Grants for 2017 were awarded as follows: New Faculty Award Winner – Ms. Ashley Chisolm, Asst. Prof. of Legal Studies. Faculty Enhancement Grants were awarded to: Dr. Gillian Furniss, Asst. Prof. of Art Ed.; Dr. Brandy Larmon, Assoc. Prof. of Nursing; and Dr. Dorothy Berglund, Assoc. Prof. of Psychology and Family Studies. The Alumni Award Winners are: Kacey Keeton '97 – Distinguished Alumni Achievement Award; Sheila Adams, Friend of the University – Distinguished Achievement Award; Sherrie Jackson Cooper '82 – Alumni Service Award; and Ashley L. Dean '06 – Outstanding Recent Graduate Award. Alums were encouraged to attend Convocation Saturday morning, March 25th, at 10:00 a.m. and also the Award Winner Reception Saturday afternoon at 1:30 p.m. in Poindexter Hall. The R&R Committee also hosted 100th Night for the graduating seniors on February 2nd.

The Chapters and Constituencies Committee, chaired by Heather Fasciocco Stone, reported that it had developed an "Informal Invitation" template with personalized sections to help both established and new alumni chapters; updated the MUWAA Chapter Guidelines with an Annual Report Template; created a C&CG Facebook Group; and will host a first-ever Chapters & Constituency Groups Roundtable Webinar in April.

The Special Events Committee, chaired by Kristi Hipp Mosley, coordinated a very successful Long Blue Line Silent Auction to benefit the Legacy Scholarship. Approximately \$13,000.00 was raised at last year's auction. This year's auction will be held on Friday evening, March 24th, from 5:30 – 7:30 p.m. in the President's Dining Room on the 2nd floor of Hogarth. The auction will feature online bidding this year via Greater Giving's mobile bidding software. She encouraged everyone to establish an online bidding account. She also stated that student volunteers will be onsite to help establish online bidding accounts.

The Finance Committee, chaired by Erica Woodard, Treasurer of the MUWAA, provided the balances of the four (4) MUWAA Foundation Accounts. The committee transferred \$15,000.00 from the Alumni Restricted Account to the Legacy Scholarship account. Approximately \$9,000.00 remains to reach the full self-sustaining endowment level for the Legacy Scholarship. The proposed budget for the MUWAA Activities Fund Expenses for 2017 – 2018 was approved by the MUWAA Board on March 23, 2017. It was noted that additional funding is needed for these activity fund expenses.

The Public Relations Committee, chaired by Carrie Pate, reported that the committee has released numerous press releases; sent emails highlighting the Long Blue Line Auction; used Facebook promotions, including a new page called "The W Rocks"; and purchased a Homecoming ad in the Spectator.

The Former Presidents Committee was chaired by Jenny Katool. The committee met on campus on February 22, 2017. The committee will next meet during Welty weekend on Saturday, October 21, 2017. The committee has established an account in the Foundation for the former presidents to contribute money. These funds will be donated to the university for possible use for student scholarships and/or campus beautification projects. Members of this committee will be assisting the Alumni Office by hosting various events during Homecoming. Drs. Jim and Kate Borsig will host a breakfast for these former presidents and the past Chairs of the MUW Foundation at the President's home on Saturday, March 25th.

The Membership Recruitment Committee was chaired by Katherine Shell Benson. This committee focused on increased membership of the Alumni Association by conducting a second Back to Blue Campaign from March 1st – 17th, 2017. An extensive social media campaign was conducted through the University's Instagram, Facebook, and Twitter accounts. An ad was purchased in the Homecoming Visions magazine encouraging membership in the MUWAA.

The New Graduates/Young Alums Committee was chaired by Melissa Hays Gilmore. The committee has worked at recent graduations and given a copy of the Southern Grace cookbook to all graduates that turned in their cap and gown and gathered their contact information for the MUWAA. The committee sponsored a "Post Graduation" reception in the Student Center with refreshments for the graduates, their parents, family, and friends. The committee is exploring ways to cultivate The W's large number of nursing graduates and to keep them involved in the MUWAA after they graduate.

VI. RECOGNITION OF 2016-2017 MUWAA OFFICERS AND BOARD MEMBERS

President Hodges recognized and thanked all the outgoing Board members for their dedicated service and diligent work on behalf of their alma mater. Those members are Katherine Shell Benson; Brandy Burnette; Malinda Mabry-Scott; Carrie Pate; and Chris Halbrooks, who was not able to attend.

VII. INSTALLATION OF 2017-2018 MUWAA OFFICERS AND BOARD MEMBERS

MUWAA President Deborah Stockman Hodges presented and installed the slate of officers and directors who were elected to serve.

MUWAA Board of Directors to Serve the 2017-2020 Term:

Symone Bounds, Class of 2012, Jackson, MS
Amy Harris, Class of 1998, Nashville, TN
Sarah Morgan Howell, Class of 1976, Amory, MS
Audra Odom, Class of 1992, Pontotoc, MS
Clemmie Phillips, Class of 2011, Columbus, MS

Board of Directors Officers Elected to Serve the 2017-2018 Term:

Carolyn Wilson Byrd, Class of 1976, Mobile, AL, Secretary
Erica W. Woodard, Class of 1991, Memphis, TN, Treasurer

President-Elect for the 2017-2018 Term:

Katie Canion Pacelli, Class of 2000, Brandon, MS

President for the 2017-2018 Term:

Courtney Ballard Murtaugh, Class of 1978, Barrington, IL

VIII. OPEN FORUM

MUWAA President Deborah Stockman Hodges thanked Lyndsay Cumberland, Director of Alumni Relations, and Andrea N. Stevens, Executive Director of Development and Alumni, and their staffs for their continuing help for the MUWAA.

IX. PASSING OF THE GAVEL AND INCOMING PRESIDENT'S REMARKS

MUWAA President Deborah Stockman Hodges asked Courtney Ballard Murtaugh to come forward and she passed the gavel to her. President Murtaugh then presented President Hodges with a Past President's Pin.

President Murtaugh presented her Plan of Action for 2017-2018. Her main focuses will be as follow.

- Increase membership in the Alumni Association by working with Alumni Chapters; identifying Constituency Groups and develop ways for them to connect with The W; and increase attendance at Homecoming and other University events by reaching out to various groups.
- Continue to identify and refer students to MUW.
- Continue to fund the MUWAA scholarships and awards; and at the same time develop 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 alumni.
- Continue to be responsive to the requests of MUW.

As there was no further business, the meeting was adjourned at 4:13 p.m.

Sue Simmons Freeman
MUWAA Secretary 2016-2017