

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

2025 MUW Annual Meeting of the Membership

April 4, 2025 | 4:00 – 5:30 P.M. CST

Hybrid | Poindexter Hall, Kossen Auditorium and Zoom

DRAFT

I. Call to Order

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) Annual meeting to order at 4:05 pm CST.

II. Association President's Welcome

President Jones-Price opened with a sincere thank you for all that have supported the vision of this board year and have become vision runners for the change they've wanted to see through our programming, new projects and their donor support of annual initiatives. It is her hope that alumni leave the meeting not only feeling inspired by the work we're doing but also confident that we are truly deserving of the ongoing efforts we're putting in. MUWAA represents each alumnus as a direct reflection of our time, talent, and financial support.

III. University President's Remarks

President Miller was invited to the stage to speak but she waived the opportunity instead to share her remarks during Convocation on Saturday.

IV. Reading and Approval of the Minutes

President Jones-Price asked Board Secretary Elysa MacLellan to read the minutes from the 2024 Annual meeting. There was a motion from the floor presented by Heather Fasciocco Stone to dispense the reading of the minutes and seconded by B.R. Hawkins. The motion carried.

V. Recognition of 2024-2025 MUWAA Officers & Board Members

President Jones-Price recognized all currently serving MUWAA Officers and Board Members by standing acknowledgement with applause. She thanked them for their service to The W and shared her gratitude for working alongside them over this year.

VI. MUWAA Annual Reports

A. Officer Reports

1. Board Secretary Elysa MacLellan had nothing to report.
2. Board Parliamentarian Wesley Garrett had nothing to report.

3. Board Treasurer Anne Swearingen shared the following report of recent Spring transactions:

Fund Number-Name	Date	Description	Amount
28119- Blue Event Fund	1-13	Prographics	394.56
28119- Blue Event Fund	2-6	Hotel Room for BLUE Event Speaker	128.78
28238- Magnolia Mingle Fund	2/20	Transfer for Shattuck Commitment	10,000.00
28119- Blue Event Fund	2/20	Booklets for BLUE Event	171.14
28119- Blue Event Fund	2/20	Vinyl Display Boards for BLUE Event	285.69
28119- Blue Event Fund	2/20	Catering for BLUE Event	1487.28
26062- MUWAA Activities Fund	2/26	Gifts for Alumni Awards	507.88
26062- MUWAA Activities Fund	3/14	Gifts for outgoing MUWAA Board Members	545.77
26062- MUWAA Activities Fund	3/17	Alumni lapel pins	1,544.89
26062- MUWAA Activities Fund	3/18	½ page ad in The Spectator	135.00
Total			15,201.59

B. Standing Committee Reports

1. Nominations & Elections | Chair Heather Fasciocco Stone

The Nominations and Elections Committee has completed the first of two goals for this fiscal year which was to secure nominations for all Board open positions. She explained that this year, with President JJ's approval, a new timeline was piloted to fast track in advance of the Homecoming festivities to allow new members the availability to better prepare for attendance of the weekend for being sworn in. The committee's second goal to vote in the next N&E committee will happen during the Summer 2025 Board meeting.

2. Bylaws | Chair Terry Gargano Coffey

The Bylaws Committee has been hard at work reviewing the governing documents for grammatical errors and creating a new appendix to add in the three currently used Board templates- the quarterly board meeting report, annual meeting report and motion card templates used frequently throughout the year by committee chairs. As of right now, the new appendix has been added and the committee is waiting on new revisions from the affiliation agreement and new scholarship deadlines so that all new, updated versions of both documents can be uploaded to the alumni website by June 30th.

3. Recruitment and Retention | Chair LeAnn Alexander

The Recruitment and Retention Committee successfully completed the timeline cycle for annual alumni awards with great response from the association in addition to stellar committee assistance. In the last quarter, LeAnn has worked with the University Provost as well as the Public Relations and Digital Marketing Committee to finalize the faculty awards and get social media marketing and news releases compiled to highlight all. She has also worked closely with Cathryn and the Alumni Office to get the student scholarship committee selected. She lastly spoke to the collaboration with the One MUW Committee to create a new recognition that will join the lineup with our current awards.

4. Chapters and Constituency Groups | Chair Cynthia Kittrell

The Chapters and Constituency Groups Committee have been working to improve the process of how groups notify the committee that they are interested in forming a new alumni chapter or constituency group which has led to a new interest form, building of a quick reference guide to assist new and existing groups as they get started. Currently, there are nine new constituency groups and alumni chapters interested in forming. Cynthia highlighted that their new workshop, scheduled for April 26th and completely virtual, will have speakers from current groups to speak in addition to the MUWAA Digital Marketing Committee Chair who will speak on social media and the use of the new branding guidelines. She ended by saying that there are a lot of Facebook groups out there and the committee are working hard to update those constituency groups that are on Facebook as well as the guidelines so that the groups have the latest information. She encouraged everyone to spread the word and register for the workshop.

5. Special Events | Chair J’Markus Dubose

The Special Events Committee Chair J’Markus was unable to attend due to Magnolia Mingle setup. President Jones-Price encouraged all in attendance to read into the presented packet for his report and to meet him and his committee following the meeting on Shattuck Lawn for a great evening of fun and fellowship.

6. Finance | Chair Anne Swearingen

Chair Anne shared that the committee has seen updated movement as notated in the diagrams below.

Restricted Accounts – Activity through Feb. 28, 2025

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 02/28/25)
Alumni Association Activities Fund (26062)	\$16,105.12	\$210.00 (\$7,864.91) Net deficit: (\$7,654.91)	\$8,450.21
Long Blue Line Auction Fund (26108)	\$26,089.72	\$26,614.64 (\$27,980.83) Net deficit: (\$1,366.19)	\$24,723.53
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00	\$3,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00	\$1,893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28	\$1,000.00	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$1,816.94 (\$851.99) Net: \$964.95	\$8,523.54
LBL Undergraduate Research Scholarship Fund (28224)	\$431.21	\$1,000.00 (\$50.00) Net: \$950.00	\$1,381.21
Magnolia Mingle Event Fund (28238)	\$17,975.18	\$1,134.18 (\$10,239.94) Net deficit: (\$9,105.76)	\$8,869.42

MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$2,100.00 (\$500.00) Net: \$1,600.00	\$3,865.00
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$35,875.76 (\$47,487.67)	\$64,391.53

Endowed Accounts

Account Name (Account Number)	Balance
Culinary Arts Advisory Board Scholarship (35287)	\$21,022.11
Southern Grace Scholarship (36062)	\$46,311.87
MUWAA Faculty Enhancement Grants (36109)	\$25,000.00
MUWAA Mortar Board Faculty of the Year Award (36110)	\$25,000.00
MUWAA New Faculty of the Year Award	\$25,000.00
MUW Legacy Scholarship Endowed	\$60,115.79
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,449.77

7. Public Relations | Chair Annie Oeth

The Public Relations Committee has been heavy in their busy work covering Scholarships and the nominations process in the Fall and now Spring semester starting with the promotion of BLUE by news release and then Homecoming. The committee are currently wrapping news releases for alumni awards and faculty awards. Annie shared that the committee are also collaborating with digital marketing to create ad graphics to be advertised in the Spectator for Homecoming and a special congratulatory message to graduates for Spring Commencement in May.

8. Past Presidents | Chair Symone Bounds

The Past Presidents Committee have been moving and grooving sponsoring BLUE at the \$250 level, busy working on the Puckett House refresh and collaborating with the Office of Development and Alumni to schedule a Pucket House refresh weekend where they will go in remove items and then begin to polish items as they build on direct needs for their upcoming campaign. A Puckett House article has been submitted that Symone urged all attendees to be on the lookout for in future publications. Currently, the Past Presidents are working on some items to contribute on behalf of their committee but also highlight items alums can contribute directly to the refresh. Chair Symone noted that the committee are excited and thanked the attendees for their support.

C. Special Committee Reports

1. Membership Recruitment | Chair Monique Jenkins

Chair Monique Jenkins was unable to attend this Homecoming weekend, but President Jones-Price shared that the committee has done great work supplying volunteers for commencement services to distribute graduate gifts, launching a new workshop- the Winter Blues Party to target new attendees to Homecoming and to share knowledge of how and why to donate. President Jones-Price also shared that committee members would be present throughout the entire weekend to capture responses from alumni who wish to participate in the upcoming Why Do You W campaign.

2. Mentoring | Chair Kristie Metcalfe

Chair Kristie shared that the committee hosted a successful B.L.U.E. event on Thursday, February 20, 2025, in the Pope Banquet Room which featured two keynote speakers and an online breakout room session. The committee also hosted the annual Spring Fling this weekend in which 40 students participated in receiving professional headshots, gift cards, and resume writing information from the partnership with the Career Services and Professional Development Center. The committee was also able to partner with the Women's College for a first ever speed networking opportunity between students and alums.

3. Strategy and Support | Chair Ashley Dean

Chair Ashley shared that the committee completed most of their work in the Fall but have still been working on the Homecoming app and though it couldn't be launched this year, the committee has leads to prepare for Homecoming 2026. They were able to, however, update committee infographics that will hit social media next week following Homecoming and new buttons were recreated with the committee interest survey QR code to make for great conversational advertising this weekend. Ashley encourages all alums to .

4. One MUW | Chair Tekita Bankhead

Chair Tekita shared that the committee has been doing steady but intentional work this year first securing an approved name change from Diversity, Equity and Inclusion to now be the One MUW Committee. The committee has also been working collaboratively on the new proposed W.G.U.I.L.D. recognition which stands for Graduates Upholding Innovation,

Leadership and Distinction. The idea for this award as it is built through this committee is to provide recognition for alumni that may fall in the middle of those award distinctions that are so specific, but this one is meant to reach a broader audience. Additionally, the committee are gearing up to launch their upcoming Regroup and Recharge Series to start on April 24th with its first topic as 'Taking the Next Steps after Graduation' and then in May and June the series will cover different generations in the workplace and the importance of Juneteenth respectively.

5. Digital Marketing | Chair Clare Haefner

Chair Clare shared that the committee has been busy promoting MUWAA initiatives across the different Board committees to include but not limit the introduction of the new board class, student scholarship recipients, the nominations and elections process, BLUE in addition to now Homecoming, Alumni Awards and Faculty Awards. All the promotions have paid off as analytics show our engagement and reach on Facebook significantly increased by 250% this last quarter ahead of the current one and projections show that it may be even higher in the next quarter due to Homecoming advertising. Instagram did experience an uptick as well though not as high as Facebook, but we are reaching more people with new accounts that were not following us previously. X remains hard to track analytics but across the platform usage is declining and that is reflected in our accounts as well. Lastly, Clare thanked committee member Jonathan Cumberland for all his help with the branding guidelines that were approved during yesterday's meeting.

D. President's Report

President Jones-Price thanked committee chairs and members for their collaboration in celebrating and enhancing the important work of our Association. While much of the progress of the Alumni Association happens within the board committees, it's essential to acknowledge the invaluable support they offer to our organization. Keeping up with the fast-paced agenda of the Association requires a high level of attention, responsiveness, and drive, and the Development & Alumni team handled this with excellence every year. President Jones-Price deeply appreciates the partnership, which only grows stronger with time. Thank you for ensuring the Association remains at the forefront.

President Jones-Price ended her report by reminding the association of her goals for the year to charge alumni with reassessing our individual alumni networks, assisting us to redesign alumni programming for all and discover collaborative approaches to early student engagement.

VII. Presidential Commendations

Each year, the MUWAA President may extend spirit awards recognizing individual contributors as a board member or committee chair that have gone above and beyond during their service year. Distinctive to this year are the Change Champion Awards.

Change Champion in Board Vision Award

- Clare Haefner, Digital Marketing Chair

- LeAnn Alexander, Recruitment and Retention Chair
- Tekita Bankhead, One MUW Chair

Change Champion in Committee Drive

- Cynthia Kittrell, Chapters and Constituency Groups Chair

Change Champion in Community Spirit

- Elysa MacLellan, Board Secretary

VIII. Recognition of 2025 Alumni Award Winners

Alumni Awards

- Alumni Achievement Award: Kimberly Jobe, '85
- Alumni Service Award: Bridget Smith Ellis, '04
- Distinguished Achievement Award: Penny Mansell, '02
- Outstanding Recent Graduate Award: Tekita Bankhead, '12

Student Scholarships

- Isabela Commodore: Southern Grace
- Alexander Hall: Culinary Arts Advisory Board
- Precious Davis: First Generation
- Cain Petty: Office of Undergraduate Research
- Alicia Jefferson: Office of Undergraduate Research
- Jakaia Crockett: Office of Undergraduate Research

Faculty Awards

- Jared B. Quist: 2025 Faculty Enhancement Grant
- Stephanie Salvaterra: 2025 Faculty Enhancement Grant
- Dr. Sarah J. Poiani: 2025 New Faculty Award

IX. Recognition of Departing Board Members

Class of 2024 Departing Board Members

- Heather Fasciocco Stone, '02 | Immediate Past President
- Anne Swearingen, '73
- Bayleigh Herron Vick, '16 & '20

- Phillip 'Flapp' Cockrell, '03
- Terry Gargano Coffey, '85
- Cynthia Williams Kittrell, '78

X. Installation of 2025-2026 MUWAA Officers and Board Members

MUWAA Board of Directors to Serve the 2025-2028 Term:

- Carrie De Leon Niemet, '06
- Dr. Bridget Smith Pieschel, '79 & '81
- Sydney I. Pittman, '16
- Nicole C. Rensink, '22
- Terri S. Stewart, '86

President-Elect for the 2025-2026 Term:

- Bayleigh Herron Vick, '16 & 20

President for the 2025-2026 Term:

- Ashley Dean, '06

XI. Open Forum

There were no discussion for Open Forum.

XII. Passing of the Gavel & Incoming President's Remarks

President Jones-Price ceremoniously passed the gavel to incoming MUWAA President Ashley Dean. In return, Incoming President Ashley Dean presented Immediate Past-President Jermarra Jones-Price with her MUWAA Past President lapel pin. Immediate Past President Jermarra Jones-Price then yielded the floor for President Ashley Dean to address the association with her vision for the 2025-2026 Board Year.

XIII. President's Closing & Adjournment

President Jones-Price began her closing remarks by addressing incoming President Ashley Dean with words of encouragement sharing that she looks forward to her headship as we continue honoring our W legacy through passion, pride and presence. She also shared four tips of success for her as she prepares to take office on July 1st. Finally, President Jones-Price presented a call to action for all attendees following adjournment to head over to the 4th Annual Magnolia Mingle to enjoy new food stations, a great DJ and a great evening of fun with fellow W friends and community.

The meeting was adjourned at 5:10 p.m.