

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
BOARD OF DIRECTORS' WINTER MEETING**

Cochran Hall
Saturday, January 28, 2017

I. CALL TO ORDER AND ADOPTION OF THE AGENDA

The winter quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on January 28, 2017, at 2:30 p.m. with President Deborah Stockman Hodges presiding. A quorum was present. President Hodges called the meeting to order and made the motion to accept the agenda.

II. PRESIDENT'S WELCOME

President Hodges welcomed everyone to the meeting. She read the Alumni Association'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	Sue Simmons Freeman, Secretary
Courtney Ballard Murtaugh, President-Elect	Wesley H. Garrett, Parliamentarian
Amy Strickland Tate, Immediate Past President	Erica Woodard, Treasurer
Katherine Shell Benson	Carrie V. Pate
Kristi Hipp Mosley	Rebecca Rogers
Carolyn Wilson Byrd	Melissa Hays Gilmore
Kristie Metcalfe	Pam Towery Rhea
Brandy Burnette (via teleconference)	Chris Halbrooks (via teleconference)
Malinda Mabry-Scott (via teleconference)	Heather F. Stone (via teleconference)
Jenny Katool (via teleconference representing Foundation)	

MUW Alumni Association Board members absent:
Sunshine Burgess

Ex-Officio Members of the MUW Alumni Association Board present:
Dr. Jim Borsig, MUW President (during University President's update)

Guests present:
Andrea Nester Stevens, Exec. Director of Development and Alumni
Erin Gioia
Dr. James Schroeder, Guest Facilitator for strategic long-term planning session of MUWAA

IV. RATIFY VOTES

Carolyn Wilson Byrd moved to ratify the earlier email vote for the approval of the October 22nd minutes. The motion carried.

V. ALUMNI OFFICE REPORT

Andrea Nester Stevens, Executive Director of Development and Alumni presented the Alumni Office Report as Lyndsay Cumberland, Director of Alumni Relations, continues on maternity leave.

The upcoming 2017 gatherings include the following. These can be found on the university website under the Alumni Association tab with additional details.

February 2nd – 100th Night for the graduation seniors (co-sponsored by the MUWAA)
February 9th – Golden Triangle at Town Creek Farms Pavilion featuring the CHEW food truck
February 11th – “*Simply Streisand*” concert with tribute artist (Leslie F. Threadgill Series)
March 2nd – MUW Foundation Board meeting
March 23rd – 26th – Homecoming 2017
April 20th – Birmingham Area Alumni gathering
April 21st – Vicksburg Area Alumni gathering (tentative)
April 22nd – Delta Area Alumni at Greenwood Country Club
May 25th – MUW Foundation Board meeting
October 20th – Welty Gala at Trotter Convention Center (speaker Jeffrey Toobin)

She reported that this year the Alumni Office sent Homecoming brochures to the classes having reunions while the office sent post cards to the alumni of the non-reunion classes to save on mailing costs. She said that last year the majority of alumni registering for Homecoming did so on-line. She reported that out of 2,120 alumni who gave to the university last year – 1671 gave \$40.00 or more and 449 gave less than \$40.00.

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 recently transferred to the Legacy Scholarship Endowment fund for a total \$51,655.91. When the fund reaches \$60,000.00, the scholarship will become self-sustaining.

VII. STANDING COMMITTEE REPORTS

Nominations – Chair Amy Strickland Tate said that the call for nominations for President-Elect and new Board members ended on January 24th. A conference call is scheduled for February 2nd to finalize the slate which is due to President Hodges on February 3rd. She expressed regret that several people who were nominated are ineligible as they were not active alumni for the past two consecutive years (must have made monetary contributions for the past two consecutive years).

Elections – Chair Pam Towery Rhea – her committee will begin working on presenting the proposed candidates for election after the Nominating Committee finalizes the slate of candidates.

Bylaws – Chair Kristie Metcalfe reported that the Bylaws amendments approved by the Board at its meetings on April 1, 2016 and July 30, 2016 were listed on an electronic ballot that was sent to voting members of the MUWAA on October 6, 2016. The membership adopted the amendments on October 24, 2016. The chair submitted final versions of the Bylaws and the Policies and Procedures via email to MUWAA Board President Hodges and Director of Alumni Relations, Lyndsay Cumberland on November 29, 2016. Both documents are available online at: <https://longblueline/muw.edu/alumni/alumni-association-governing>.

Recruitment and Retention – President Hodges gave the report for Chair Sunshine Bradshaw Burgess. The R&R Committee proposed wording changes to the Policies and Procedures which required votes.

1. The R&R Committee made a motion recommending the following changes in wording under the selection of the Faculty Enhancement Grant.

“The FRC will select one winner in each college and forward the winners’ names to the MUWAA. Upon receipt, the MUWAA Committee Chair will notify the nominees of their selection/non-selection.”

The motion passed.

2. The R&R Committee made a motion recommending the following changes in the wording of notification under the selection of the New Faculty award.

“The FRC will select one winner in each college and forward their selected name to the MUWAA. Upon receipt, the MUWAA Committee Chair will notify the nominee of their selection/non-selection.”

The motion passed.

3. The R&R Committee made a motion recommending the following changes in wording under Appendix C of the Policies and Procedures.

“Nominations will be submitted beginning the first week of November and the nominees will be notified via call and email by the committee chair. The board will vote via email ballot the

beginning of December and the recipients will be notified by the committee chair prior to the end of December.”

2017 Alumni Award Recipients (will receive awards at Convocation on March 25th at 10:00 a.m.):

Distinguished Alumni Achievement Award: Kacey Keeton, 1997

Distinguished Achievement Award: Shiela Adams, Friend of the University

Alumni Service Award: Sherrie Jackson Cooper, 1982

Outstanding Recent Graduate Award: Ashley L. Dean, 2006

Board member Carolyn Byrd asked that the bios of the winners be sent to the MUWAA Board of Directors.

All board members were encouraged to congratulate and attend the reception honoring these recipients after Convocation.

100th Night for the graduating senior will be held on Thursday, Feb. 2nd at 6:00 p.m. which is co-sponsored by the MUWAA. Because of a higher number of seniors (approximately 165) anticipated, the R&R Committee chose an economically priced pocket LED light. Cookies, coffee, and hot chocolate will be served and President Hodges will be present to address the graduating seniors and encourage them to stay connected with the MUW Alumni Association after their graduation.

Chapter and Constituency Group Committee: Chair Heather Fasciocco Stone reported that she has responded to five (5) alumni inquiries about starting a chapter or a constituency group. Groups or geographic areas include: Gauntlet Social Club; Montgomery, AL; and Huntsville, AL areas.

She said that her committee will host a first-time **Chapters and Constituency Groups Roundtable Webinar** to be held on Saturday, Feb. 18th at 1:00 p.m. CST and that the Board will receive an invitation to join.

The committee has launched an **MUWAA Chapters & Constituency Groups Closed Facebook Group** for the following uses.

- Communicate from Committee Members to active Chapters & Constituency Groups
- Funnel information from The W to Chapters & Constituency Groups
- Create a vehicle for Chapters & Constituency Groups to connect & engage one another

She also reported that the committee has designed an Annual Chapter Status Report Template to include in the Chapter Guidelines as Exhibit 2. The template will assist the Alumni Office with receiving specific data in a consistent manner from each entity. Chapter Guidelines state that the status reports are due July 1st of each fiscal year. Chair Heather Stone moved that the supporting resource be adopted into the Chapter Guidelines and be named “Annual Chapter Status Report Template and identified as Exhibit 2.”

Special Events Committee: Chair Kristi Hipp Mosley announced that she has added Katy Canon Pacelli to her committee. She asked that all Board members attend and encourage others to attend the Long Blue Line Auction at HC on Friday, March 24th from 5:30 – 7:30 in the President’s Dining Room on the 2nd floor of the Hogarth Dining Center. The official auction website is: www.longbluelineauction.com. The donation and sponsorship forms can be found on the website. The committee will be utilizing greatergiving.com software that will allow the use of live mobile bidding at the event. The committee has established official social media pages as “The Long Blue Line Auction” Facebook and Instagram Pages/accounts. The committee encourages all Board members to like and share announcements and solicitations on these pages/accounts. The committee encourages each of the board members to give and solicit donations and sponsorships of \$100 or more as well as help promote the auction. The committee is asking for help with the auction from Board members and student organizations on campus. The committee is seeking vintage, nostalgic, gently used MUW items; art; services; items that celebrate cities or regions of our MUWAA Chapters (chapters are encouraged to contribute a chapter basket); vacation donations (beach house & cabin rentals, etc.); table or auction sponsorships of \$100 or more. The official email address is: longbluelineauction2017@gmail.com. Deadline for item donation forms to be entered is Monday, March 20, 2017. Deadline for item drop-off is Friday, March 24th at 12:00 p.m. to 2nd floor Hogarth Dining Center, President’s Dining Room.

Finance Committee – Treasurer Erica Woodard had no additional information – see earlier Officer Report.

Public Relations Committee – Chair Carrie Pate reported that the committee continues to release Board highlights during this spring semester. The committee plans to have a Facebook event encouraging people to post where they are wearing their W regalia, especially the new Owls gear. Everyone on the Board liked this idea and said that they would like the PR Committee to keep this as an ongoing action item. Chair Pate moved that the MUWAA have a Homecoming “welcome” ad in the Homecoming edition of The Spectator. The motion passed. The committee encourages individuals, chapters, and constituency groups to let the PR Committee know what W events are ongoing so that they can be publicized. The committee also encourages all to like and share posts from the MUWAA, University Relations, and local chapters.

Former Presidents Committee – Chair Jenny Katool reported that a letter was mailed to all former presidents of the MUWAA during the week of January 15th requesting donations to establish a Past Presidents’ fund to be held in the MUW Foundation. It will be used to donate funds to the University on behalf of the former presidents. The fund has been established at the Foundation. There is a meeting planned on the campus in Shattuck on February 22nd for the former presidents. The Culinary Arts students will prepare lunch for them. There is a Past Presidents’ Breakfast scheduled at the home of University President, Dr. Jim Borsig, on Saturday, March 25th at 8:00 a.m. Dr. Kate Borsig is graciously preparing the breakfast for the past presidents.

VIII. SPECIAL COMMITTEE REPORTS

Membership/Recruitment – Chair Katherine Shell Benson reported that the Back to Blue Campaign is set for March 1 – 17, 2017. Board Members were asked to fill out forms of the personal groups that they would like to reach out to. These lists with contact information will be sent to each Board Member before March 1st. The committee will have an ad in the Homecoming Visions magazine. The committee stressed that Social Media will play a large factor in the success of this membership drive so please share all posts when they appear for Facebook, Twitter, and Instagram. All Board members are also urged to change their social media pictures to ones that are related to the Back to Blue campaign or related to The W during this time-frame. All Board members are asked to share with their committees, too.

New Graduates/Young Alums – Chair Melissa Hays Gilmore reported that the committee worked at the December 2016 Graduation and gave out MUWAA pens, magnets, and other items as well as a copy of the Southern Grace cookbook for each graduate that turned in their cap and gown. The committee welcomed each graduate to the Long Blue Line and assisted in obtaining contact information for each one. The reception was held in the W Room at the Hogarth Student Center (rather than the Chapel) and lights snacks (hot chocolate, coffee, and cookies) were offered to the graduates and their families. Photos were available with the W backdrop which was very popular with the new graduates. The ease and accessibility to the Bookstore to drop off their caps and gowns made the process flow better. The committee plans to work at future graduations using adaptations to the reception listed above. The committee is planning an outreach to the nursing graduates through the formation of a new chapter at the Tupelo campus. The committee will continue outreach to new graduates through the established Alumni chapters and will encourage the new graduates to become active in a local chapter in their new area of residence. The committee plans to form an “Adopt a Future Nurse” program this semester which will pair W nurse alum grads with current students as mentors. The committee is working with the Nursing Department on this initiative.

IX. UNFINISHED BUSINESS

Information from the strategic planning session will be forthcoming from the Alumni Office.

X. NEW BUSINESS

President Hodges encouraged everyone to register for Homecoming. She also reminded the Board members that our MUWAA Board meeting will be held on Thursday evening of Homecoming weekend and that we need a quorum for the meeting. Kristi Hipp Mosley requested help from the Board members during the day on Thursday and Friday to help set up the auction items prior to the Friday evening auction.

XI. OPEN FORUM

Guests Andrea Nester Stevens, Executive Director of Development and Alumni; Dr. James Schroeder, Guest Facilitator for the strategic planning session; and alumni Erin Gioia were recognized.

Andrea Stevens thanked the board members for their support in doing another Back to Blue campaign to increase active membership in the MUW Alumni Association. She reported that the Alumni Association had 2100 active members in 2015 and 2500 active members in 2016. She said it would be outstanding if the MUWAA could reach 3000 in 2017.

XII. PRESIDENT'S CLOSING COMMENTS/ADJOURNMENT

President Hodges noted that we lack approximately \$9,000.00 to complete the final self-sustaining endowment amount (total of \$60,000.00) needed for the Legacy Scholarship, and if all on the board work diligently to support the Special Events Committee, we can finish that goal this year with the Long Blue Line Auction.

President Hodges thanked all on the board for their continued diligence and hard work on behalf of their alma mater.

As there was no further business, the meeting was adjourned at 3:52 p.m.

Sue Simmons Freeman, Secretary