

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

Cochran Hall

Saturday, October 22, 2016

I. CALL TO ORDER AND ADOPTION OF THE AGENDA

The fall quarterly meeting of the Mississippi University for Women Alumni Association was held on the MUW campus at Cochran Hall on October 22, 2016, at 3:42 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. The motion carried.

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 especially in regards to recruiting more active members of the Alumni Association. She thanked Lyndsay Cumberland and her staff in the Alumni Office for their hard work for all that they do to help our board and the entire MUW Alumni Association. She also thanked Andrea Nester Stevens and her staff in the Foundation and Development Office for their hard work and especially this weekend for the successful Welty Gala.

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
Brandy Burnette	Chris Halbrooks
Malinda Mabry-Scott	Carrie V. Pate
Carolyn Wilson Byrd	Melissa Hays Gilmore
Kristie Metcalfe	Pam Towery Rhea
Sunshine Burgess (via teleconference)	Rebecca Rogers (via teleconference)
Heather Fasciocco Stone (via teleconference)	

MUW Alumni Association Board members absent:

Kristi Hipp Mosley
Katherine Shell Benson
Mr. Ralph McLain, Foundation Chair

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

Guests present:
Andrea Nester Stevens, Exec. Director of Development and Alumni
Jason Trufant, MUW Director of Athletics (during University President's update)
Erin Gioia

IV. RATIFY VOTES

Carrie Pate moved to ratify the earlier email vote for the approval of the July 22nd minutes. The motion carried. Chris Halbrooks moved to ratify the earlier email vote for the approval of the committees and members. The motion carried. Malinda Mabry-Scott moved to ratify the earlier email vote for the approval of the Bylaw changes. The motion carried.

V. ALUMNI OFFICE REPORT

Lyndsay Cumberland, Director of Alumni Relations, presented the Alumni Office report. She reported that the MUWAA insurance has been renewed. She also reported that of 30,857 living alumni, the MUWAA has 1,525 active members. She encouraged the Board members to take some of the brochures and to hand out and encourage membership in the MUWAA. She detailed gatherings that have been held since the last board meeting in July. She also provided a list of upcoming gatherings as noted below. These can be found on the university website under the Alumni Association tab.

November 10 – MUW Choir Celebrity Wait Night at Harvey's in Columbus
November 12 – Gulf Coast Alumni at Boggy Creek Vineyard
December 4 – Greater Denver Chapter Holiday Brunch

2017 Gatherings include:

January 5 – Mobile Area Alumni at BayWatch
January 21 – Jackson Metro Chapter Winter Brunch at Table 100 in Flowood
January 28 – MUWAA Board Meeting on campus
February 2 – 100th Night (co-sponsored by MUWAA)
February 9 – GTR Town Creek Farm Pavilion
February 11 – *Simply Streisand* (Leslie F. Threadgill Series) on campus
March 23 – 26 – Homecoming 2017
April 20 – Birmingham Area Alumni
April 22 – Delta Area Alumni – Greenwood Country Club

VI. MUWAA OFFICERS' REPORTS

Note: Treasury report was given under the Standing Committee reports.

VII. STANDING COMMITTEE REPORTS

Bylaws Committee – Chair Kristie Metcalfe presented the Bylaws Committee report. The MUWAA Board adopted amendments to the MUWAA Bylaws and MUWAA Policies and Procedures at its July 30, 2016 meeting which included the following.

- Allow the MUW Foundation Chair to designate a person to serve in his/her place on the MUWAA Board
- Delete references to “two” Alumni Boards
- Delete references to “minimum” contribution requirements
- Establish the procedure for when a write-in candidate receives the majority of votes cast, but is not eligible to serve

The MUWAA Board rejected the following amendment:

- Remove required Board approval of committee members

The MUWAA Board requested the following additional amendments to the Bylaws and Policies and Procedures:

- Remove \$40 annual contribution requirement for active and associate membership
- Authorize the Immediate Past President instead of the President-Elect to conduct the annual orientation for the MUWAA Board
- Define “diversity” in a manner that conforms with the Affiliation Agreement
- Change “Office of Alumni Relations” to “Office of Development and Alumni”

The Bylaws amendments approved by the MUWAA Board at its meetings on April 1, 2016 and July 30, 2016 were summarized and listed on a ballot. This ballot was sent to voting members on October 6, 2016. The ballot is available to members until October 24, 2016.

Chair Metcalfe also suggested that a future change of the definition of “diversity” will need to be considered in the future.

Recruitment and Retention Committee: Chair Sunshine Bradshaw Burgess presented the report. In regards to Faculty Awards and Grants, the committee recommends that the wording of notification under selection of the Faculty Enhancement Grant be changed to the following.

“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.”

It was also recommended that the wording of notification under selection of the New Faculty award be changed to the following.

“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.”

These changes should assist with solidifying that the awards are the responsibility of the MUWAA and that those decisions are completely separate from the actual University.

Sue Simmons Freeman moved that the MUWAA Recruitment and Retention Committee Chair notify the MUWAA Award nominees of their selection/non-selection rather than the Office of Development and Alumni. The motion carried.

The current timeline for the Alumni Awards nominations and voting currently coincides closely with that of the nominations for the Board of Directors. It was suggested that the timeline for Alumni Awards be moved up to an earlier timeframe which will not only cease to conflict with that of the new board nominees, but also give adequate notice to recipients to make arrangements for themselves and any other family to attend Homecoming.

Nominations will be submitted beginning the first week of November and the Board will vote via email ballot and the recipients will be notified prior to Christmas or the first week of January at the latest.

As the notification process and timeline are not an official section of the MUWAA’s operating procedures, with the agreement of the Alumni Office, this change will take effect immediately.

The report also included thank-you’s from the 2016 Faculty Award recipients, Dr. Valentin Bogdan (Faculty Enhancement Grant) and Lee Crouse (New Faculty Award) and details of how their grant moneys were spent.

Chapter and Constituency Group Committee: Chair Heather Fasciocco Stone presented the report. Some of the actions taken by the committee to accomplish the committee’s goals and action items include the following.

- Committee members have collaborated on an informal email template with personalization sections that can be shared with other Chapters and Constituency Groups and the Alumni Office to “solicit” membership with the MUWAA.
- Committee members are co-hosting a recurring webinar “Chapter Round Table” among Chapter representatives and the C&CG Committee with visual aids and time for Q&A.
- Update Chapter Guidelines to add social media and branding guidelines (ex. X Chapter of MUWAA)
- Funnel information (chapter events, MUWAA deadlines, MUW news and events, alumni process and student recruitment, etc.) from The W to Chapters & Constituency Groups.

Heather Stone moved that the signature authority in the Chapter guidelines be changed from the Foundation Board Treasurer to the Executive Director of the MUW Foundation. The motion carried.

Special Events – Melissa Hays Gilmore presented for Chair Kristi Hipp Mosley. The date, time, and location of the 2017 Long Blue Line Auction has been set for March 24, 2017 from 5:30 – 7:30 p.m. in the President’s Dining Room, 2nd Floor of Hogarth Dining Center. A software program/service through greatergiving.com has been approved for greater efficiency in conducting the auction. The Long Blue Line Auction will use both a Facebook page as well as an Instagram account. The committee is asking fellow board members, fellow alums, and friends of the university to provide items and financial support for this event that aids the MUWAA annual scholarships and grants.

The official email address for the 2017 auction is: longbluelineauction2017@gmail.com.

Finance Committee – Erica Woodard, Treasurer, referenced the Treasurer’s Report as presented. The fund balances are as follow as of August 31, 2016.

Alumni Association Activities Fund - \$10,030.43
Southern Grace - \$1,070.61
MUWAA Legacy Scholarship - \$19,380.40
Alumni Restricted Account - \$16,178.78

Treasurer Erica Woodard moved that \$15,000.00 be transferred from the MUWAA Legacy Scholarship account to the Legacy Endowed Scholarship account. The motion carried. Currently there is \$36,000.00 in the Legacy Endowed account. It requires \$60,000.00 to be self-sustaining.

Public Relations – Chair Carrie Pate gave the report. The committee has released Press Releases that detail the funds raised from the 2016 Long Blue Line Auction and information regarding the Welty Symposium and Welty Gala and has begun releasing Board member highlights. The committee is encouraging all members to share press releases that they receive from The W with other alums and friends. The PR Committee is encouraging our alumni to increase their visibility by sharing their good news with the committee. The committee would like to increase the visibility of our alums outside the Golden Triangle area. The committee is working on a quarterly newsletter that was initially started by former PR Chair Elizabeth Whittington. The committee encourages the board members and other alums to like and share FB posts from the MUWAA, University Relations, and local chapters.

VII. SPECIAL COMMITTEE REPORTS

New Graduates/Young Alums – Chair Melissa Hays Gilmore gave the report. Committee members Harli Eaves and Amber Parker worked at summer graduation on August 6th and gave out MUWAA pens and other items, as well as a copy of the Southern

Grace cookbook for each graduate who turned in their cap and gown. They welcomed each graduate to the Long Blue Line, and assisted in obtaining contact information for each one. The committee also spoke to new nurses in the junior class on the importance of joining the MUWAA, and the connection between scholarships and alumni. The committee continues to reach out to new graduates and urges them to join an alumni chapter if available in their area. The committee plans outreach through nursing conventions and during Nurses' week in the hospitals. The committee also plans to use publicity and perhaps social media to highlight the locations of the various alumni chapters and where the new graduates can join a chapter.

Melissa Gilmore moved to add Brianna Warner (now in law school at Ole Miss) as a new member of the committee. The motion carried.

IX. UNFINISHED BUSINESS

There was no unfinished business.

X. NEW BUSINESS

President Hodges thanked Pam Rhea for attending 100th night and representing our Board.

She also detailed that Dr. Borsig has concurred that the MUW Foundation will pay up to \$5,000.00 of the MUWAA expenses, which includes the Alumni Office's recent insurance expenses, until the MUWAA Board is able to complete the self-sufficiency funding of the Legacy Scholarship Endowment.

She announced that the board will establish an Alumni Association strategic plan and that Dr. Borsig is assisting by obtaining an expert who will assist us in formatting that strategic plan.

President Hodges emphasized that our January 28th Board meeting is very important and to expect to work at least half a day. She asked the Board members to be thinking of ideas of how to encourage our alumni to return for Homecoming.

In other new business, Sue Simmons Freeman moved that the \$500.00 budgeted for the Long Blue Line Auction expenses in the MUWAA Activities Fund be deleted and that the Special Events Committee cover the auction expenses from the silent auction proceeds. Discussion ensued regarding the fronting of expenses for the new software for the auction. The MUW Foundation will help pay for the new software which is estimated to cost approximately \$2,000.00. The motion carried.

XI. OPEN FORUM

Guests, Andrea Nelson Stevens, Executive Director of Development and Alumni, and alumni Erin Gioia were recognized.

Andrea Stevens thanked the board members for their support for the Welty Gala and suggested fundraising for it next year as a possible project for the MUWAA Board. She also said that the Welty Gala will move to the Trotter Convention Center next year as it has outgrown the Pope Banquet Room.

XII. PRESIDENT'S CLOSING COMMENTS/ADJOURNMENT

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 4:35 p.m.

Sue Simmons Freeman, Secretary