

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION  
FALL BOARD MEETING**

Hybrid Meeting: In-Person at Fant Memorial Library Tiered Classroom  
and Zoom Call, 2:00 p.m.  
Saturday, October 29, 2022

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 2:00 pm

The roll was called. MUWAA Board Members present in person were:

Symone Bounds, President  
Terry Gargano Coffey  
Bridget Smith Ellis  
Robbie Foxx  
Wesley House Garrett, Board Parliamentarian  
Michelle R. Wescovich

MUWAA Board Members present via Teleconference were:

Phillip Cockrell  
Ashley Dean  
Kym Golden Gore  
Jermarra Jones-Price  
Jenny Katool, MUW Foundation Representative  
Cynthia W. Kittrell  
Annie Oeth  
Lydia Coffey Pierce  
Heather Fasciocco Stone, President-Elect  
Anne Swearingen  
Bayleigh Vick, Secretary  
Nicholas T. Wright

MUWAA Board Members Absent:

Katherine Shell Benson, Immediate Past President  
Kacey Keeton  
LuAnne Farrar McGuirk, Board Treasurer

Guests:

Katy Canion Pacelli, Class of 2000; Brandon, MS  
Nora R. Miller, University President

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement  
Andrea Stevens, MUW Executive Director of Development and Alumni

A quorum was established.

## II. Adoption of the Agenda

The motion to adopt the agenda as written was presented by Dr. Robbie Foxx. Quorum was met via affirmative vote unanimously.

## III. President's Welcome

President Bounds welcomed everyone to our second meeting of the fiscal year. President Bounds encouraged the Board members to remember their "Why": Why do you W? Why do you serve?

## IV. Ratify Votes

The Summer Board meeting Minutes were approved via email on 14 out of 19 members approved via email on August 30, 2022.

## V. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. Summer and Fall MUAA events were successful!

- Final Numbers for fiscal year 22 (July 1, 2021-June 30, 2022): 2,632 including 1,979 alumni donors
- Current number of active MUWAA members: 2,059 (including lifetime members)
- New Alumni magazine called Long Blue Line Magazine, this is separate from *Visions*, and has been sent out to active MUWAA members!
- Summer/Fall previous Events:
- July 30th-Gulf Coast Alumni Gathering
- August 6th-Lowndes County Chapter Annual Meeting
- August 27th- Mid-South Alumni Gathering
- September 17th- Middle Tennessee Alumni Gathering
- October 2nd- Birmingham Alumni Gathering
- October 13th- Welty Preview in Shattuck Hall

- Upcoming Events:
- November 3rd- Virtual Diversity and Inclusion development session
- December 3rd- Foundation Holiday Party at President Miller's home
- December 4th- Lowndes County Holiday reception at President Miller's home
- January 12th- Mobile Area MUWAA Gathering
- Mid-February- Augusta, GA Alumni Gathering
- Tentative February 23rd-B.L.U.E
- March 30-April 2nd-Homecoming 2023
- Homecoming 2024: April 4th-7th, 2024

VI. Shattuck Update

MUW Foundation Board Representative Jenny Katool gave the report the process of getting logistics and layout together with the architect. Jenny went through the current plan of the lobby, career services, front porch, meeting rooms, demonstration kitchen, and event spaces. The walk in refrigerator and freezer will stay. The upstairs will be guest rooms (should be 14 guest bedrooms). Jenny reported that they are looking to keep as many original features from Shattuck as possible. More information for final numbers and naming opportunities will be coming soon!

VII. MUWAA Offers Report

**Parliamentarian**

Wesley Garrett, Board Parliamentarian, had nothing to report.

**Secretary**

Bayleigh Vick, Board Secretary had nothing to report.

**Treasurer**

Symone Bounds, Board President, shared the report in LuAnne's absence provided in our Board packets.

**Restricted Accounts:**

Alumni Association Activities Fund (26062)	\$29,296.97
Long Blue Line Auction Fund (26108)	\$28,194.41
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$518.34
MUW New Faculty of the Year Award Fund (28109)	\$2,651.00
BLUE Event Fund	\$4,844.99
LBL Undergraduate Research Scholarship Fund (28224)	\$193.44
Magnolia Mingle Event Fund (28238)	\$12,754.04
Total MUWAA Restricted Funds held at MUW Foundation:	\$80,453.19

\*Totals are draft balances as of 9/30/2022

**Endowed Accounts:**

Culinary Arts Advisory Board Scholarship (35287)	\$31,465.49
Southern Grace Scholarship (36062)	\$60,460.55
MUWAA Faculty Enhancement Grants (36109)	\$29,858.28
MUWAA Mortar Board Faculty of the Year Award (36110)	\$17,955.58
MUWAA New Faculty of the Year Award	\$29,940.51
MUW Legacy Scholarship Endowed	\$81,294.60
LBL Undergraduate Research Scholarship Endowment:	\$0.00
Total MUWAA Endowed Funds held at MUW Foundation:	\$250,975.01

\*Totals are Audited Market Value as of 6/30/2021

VIII. Standing Committee Reports

**Nominations/Elections**

Chair: Katherine Shell Benson, President Bounds presented the report on her behalf.

- Since the newly elected committee was voted on during the last meeting, the Nomination and Election process would start during the late fall/early winter of this year.
- Katherine Shell Benson was assigned as the new Social Media contact for this committee. Social media timelines for this committee were shared on the Nominations and Elections committee calendar.

**Bylaws**

Chair: Michelle R. Wescovich

- This committee is reviewing the conflict of interest policy to include more inclusive language.
- They are also updating the following:
- Active membership and recent graduate timelines (Section II, B)
- The scholarship section of the Policies and Procedures to reflect the Undergraduate Research Scholarship
- Any additional updates for more inclusive language on Bylaws and Policies and Procedures sections

**Recruitment & Retention**

Chair: Lydia Coffey Pierce

- Lydia met with current president Symone Bounds, past presidents Katherine Shell Benson and Katy Canion Pacelli, and MUWAA Director Anna Ogburn to discuss a timeline for the 2022-23 Board year as well as gain insight into the recent history of this committee.
- This committee will update timeline, including dates for media promotions of awards and scholarships and work with the PR and Digital Marketing Committees to publicize/enhance recognition of the MUWAA Scholarship Winners.

- They will continue work on the process for non-selected award nominees to be re-entered into the pool to be considered for subsequent year awards, and keep working with Dr. Anna Ogburn to move student scholarship applications to an electronic format to increase the number of applicants.

### **Chapters & Constituency Groups**

Chair: Kasey Keeton, President Bounds gave the report in her absence

- This committee is working to find new ways to actively engage and reconnect the C&CG groups back to the University and each other.
- Their goal for this year is to develop C&CG Digital Media campaigns to highlight current C&CGs and to gain interest for future C&CGs.

### **Special Events**

Chair: Katy Canion Pacelli

- The first standalone LBL Auction was a success, with MUWAA Board 85% participation, 100% goal for 2023 Auction
- Katy thanked everyone on the Special Events committee for all their hard work to make LBL such a successful event
- This committee's current goal is to grow our social media presence, but everything is currently trending upwards.
- Final numbers for the LBL were not announced at this meeting, but Katy is hoping to have them soon
- 2023 items are already being collected

### **Finance**

Chair: LuAnne McGuirk, President Bounds gave report in her absence

- This committee is working with the Publicity Committee on an email to the Alumni Association utilizing the 21-22 Educational Tool, this email should be sent this quarter.
- This committee plans to create 3-4 social media posts from 2021-2022 Education Tool for other quick reference and giving information

### **Public Relations**

Chair: Annie Oeth

- This committee wrote a news release for Long Blue Line Auction 2022, and Katy's article about the LBLA was in the fall issue of *Visions*.

- Anne Swearingen wrote news releases for the scholarship winners' hometown media (will be completed by 10/31)
- This committee is also working on biographies for board members for social media (and will check with Bridget Smith Ellis to make sure she has what she needs for social media), and will write a news release about alumni award winners once announced.

### **Past Presidents**

Chair: Rebecca Rogers, President Bounds gave the report in her absence

- The overall goal for this committee is to engage Past Presidents and Board in a service project to benefit University efforts, hold a Past Presidents' brunch to encourage involvement and giving to the university, support the upcoming Magnolia Mingle event at spring Homecoming, and work on a calendar of University images.

## **IX. Special Committee Reports**

### **Diversity & Inclusion**

Chair: Jermarra Jones-Price

- This committee's main goal for this quarter is to host a professional development session for the Board of Directors, MUW Alumni and current students on the topic of Diversity and Inclusion (Alum Tekita Bankhead will be presenting). Promotional items will be posted and sent out and the event date will be announced soon!
- They plan to conduct the Annual Diversity and Inclusion Survey of the general association members in January.
- They are also planning to develop and host a professional development weekend event covering a range of topics open to MUW alumni, staff, and current students for Mid-February/March
- The committee is looking to update the committee name from Diversity and Inclusion to Diversity, Equity, and Inclusion Committee this year.

### **Mentoring**

Chair: Kym Golden Gore

- B.L.U.E. Event will occur on February 2, 2023. The committee will meet in November to set the details and theme of the event.
- The committee is working with the current SGA president to develop more ways of engaging students and promoting events for students on campus
- The Committee has also started working on the details of the Spring Fling event. More details will be available after the committee's call in November.

## **Membership Recruitment**

Chair: Nick Wright, President Bounds presented the report on his behalf.

- The committee has met and discussed a new graduation gift for the upcoming year, how to engage with current students (especially athletics), and hosted a table at Oktoberfest to give out W swag to alums and current seniors.
- Their goal for this year is to increase alumni engagement and foster relationships for future alumni (seniors), and they want to expand the “Why Do You W” campaign to reach a wider audience.
- They will work with PR and digital marketing to develop the “Why Do You W” series targeting commonly shared W experiences.

## **Digital Marketing**

Chair: Bridget Smith Ellis

- Overall social media engagement is up!
- Chapter Events & the MUWAA Long Blue Line Auction were the majority of the posts
- DMC is updating the Alumni Awards graphics to meet The W/MUWAA branding guidelines, posts should be up soon

## **Strategy & Support**

Chair: Heather F. Stone

- This committee’s main goal this quarter is to re-design the MUW Alumni Association webpages to make things easier for alumni to get connected
- This committee is working on a Team Research & Development exercise for ideas on how to improve the MUWAA webpage (looking at 6 websites and taking notes on likes/dislikes, etc.)
- They are also working on Committee Expectations Documents One-Pagers for clarification on Board Member expectations.
- External (features on each committee on how alumni can see if they’re a good fit on committee)
- Internal- for nominations and elections committee, once a candidate is nominated, committee would send them the one pager with responsibilities of expectations, etc.)
- They will be working on Board Member Surveys (exit survey on what works/what doesn’t, big ideas they didn’t get to fulfill, etc.)

## **X. Unfinished Business**

Allocation of 2022 Magnolia Mingle Proceeds

Heather Stone made the motion to remove the previous motion from the table, Motion carried unanimously.

Heather Stone made a motion to place the raised Magnolia Mingle funds into the Shattuck Hall Renovation Foundation Account. The vote was tied.

Due to the event of the tie, President Bounds suggested that the Board approve an emergency stay of the small board rules as outlined in Robert's Rules of Order and table the motion for a second time to consult with the Board Parliamentarian on the next steps of the Allocation of the 2022 Magnolia Mingle Proceeds. The Motion was presented by Michelle Wescovich. The motion carried.

After President Bounds consulted with the Board Parliamentarian, Wesley H. Garrett, Bridget Smith Ellis made the motion to bring the tabled motion back on the floor. The motion carried unanimously.

President Bounds informed the Board that the outcome of the previous vote of the motion on the floor was a tie and she could not vote to break the tie because she participated in the previous vote and the motion to allocate died.

#### XI. New Business

- **Board Approval of Renaming Diversity and Inclusion Committee**

Jermarra Jones-Price made a motion that the name for the current MUWAA Diversity and Inclusion Committee be renamed to read as the Diversity, Equity, and Inclusion Committee. The motion carried unanimously.

- **Board Approval of Committees and Committee Member Appointments**

Michelle Wescovich made a motion to approve the Committees and Committee Member Appointments, the motion was carried unanimously.

- **Allocation of 2022 Long Blue Line Auction Proceeds**

Dr. Robbie Foxx made the motion to allocate \$11,000 of the 2022 Long Blue Line Auction proceeds as follows:

\$ 9,000 to Fund # 38116 to fully endow the LBL Undergraduate Research Scholarship

\$1,000 to Fund # 28108 – MUWAA Faculty Enhancement Grants

\$1,000 to Fund # 28109 MUW AA New Faculty of the Year Award

The motion carried unanimously.

- **University Name Change**

President Bounds encouraged all to complete the survey on the university name change process. President Bounds is the MUWAA representative on the University Name Change Task Force committee and reminded all to complete the survey on the MUWAA Board's stance on the university name change. President Bounds would like to poll the Board for its stance on the University name change process and write a letter to President Miller stating such a stance.



Bridget Smith Ellis made the motion that President Bounds utilize the information gathered from the Board Survey to submit a letter to President Miller stating the Board's stance on the name change process.

The Board was no longer at Quorum and voting could not occur.

XII. Open Forum

None at this time.

XIII. President's Closing Comments/Adjourn

President Bounds wished happy birthday to Bridget, Andrea, Michelle, President Miller, and Terry.

She congratulated Nick and Kym for their new positions and Past President Katherine Benson on the birth of her child.

She encouraged all to participate in upcoming university and alumni events.

The meeting was adjourned at 4:54 pm