



MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

FALL BOARD MEETING

Hybrid Meeting: In-Person at Fant Memorial Library, Gail Gunter Room

and Zoom Call, 1:45 p.m. CST

Saturday, October 21, 2023

I. Call to Order & Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 2:18 pm CST

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

Phillip "Flapp" Cockrell

Terry Gargano Coffey

Ashley Dean

Annie Oeth

Heather Fasciocco Stone

Anne Swearingen

MUWAA Board Members present via teleconference were:

Symone Bounds

Bridget Ellis
Clare Haefner
Jenny Katool
Cynthia Kittrell
Jermarra Jones-Price
Debra Sturgis Stamps
Bayleigh Vick

MUWAA Board Members Absent:

J'Markus DuBose
Andrea Germany
Trey Harper
Michelle R. Wescovich
Nicolas T. Wright

Guests:

Katherine Shell Benson, Past Presidents Committee Chair
Wesley House Garrett, Parliamentarian
John Jacob Miller, DEI Committee Chair
Katy Canion Pacelli, Special Events Committee Chair, LBLA Lead
Audrey Littlejohn, Executive Administrative Assistant

Ex-Officio Members present:

Andrea Stevens, Executive Director

II. Adoption of the Agenda

The motion to adopt the agenda as written was on the floor by Anne Swearingen. Quorum was met via affirmative vote unanimously.

III. President's Welcome

President Stone welcomed everyone to the meeting and thanked all for coming, and gave some recent highlights on how MUWAA has executed over 10 save the date ads, press releases and stories for the December *Visions*. President Stone encouraged Board members to continue to connect with fellow alumni, nominate them for Alumni Awards, and encourage all "W" friends and alumni to get more involved and engaged with the Alumni Association.

IV. Ratify Votes

The MUWAA Spring Board Meeting Minutes were approved with a vote of 19/19 members via email on August 22, 2023.

V. Alumni Office Report

Andrea thanked all for coming and thanked her team for a successful Welty Gala!

She gave a brief recap of the five previous alumni events that have taken place since we last met, including two alumni events in Jackson, two events in Columbus, and one Mid-South Chapter event. She then gave a list of upcoming alumni events:

- November 18, 2023: Mid-South Alumni Chapter Brunch
- December 2, 2023: Leslie Farrell Threadgill Lecture and Artist Series Holiday Concert.
- December 10, 2023: Lowndes County Alumni Chapter Holiday Parade Watch Party
- December 14, 2023: Mid-South Alumni Chapter Virtual Holiday Event
- December 16, 2023: Gulf Coast Alumni Chapter Annual Meeting
- January 27, 2024: Jackson Metro Alumni Chapter Biennial Business Meeting
- February 3, 2024: Houston, Texas, Alumni Gathering
- April 4-7, 2024: Homecoming

Andrea also gave an update on the Alumni Director search. The search committee has worked tirelessly to review applications and resumes. They are currently down to three potential candidates. She mentioned that this will be a challenging decision but is very excited. Andrea and her team are hoping to have a new Director placed by the end of the calendar year.

VI. Foundation Report

MUW Foundation Chair: Jenny Katool

Good news! In FY 23, over 2.2 M was awarded to 766 students for scholarships. We had an increase in new donors for this fiscal year, totaling out at 549 new donors. There was a decrease in total number of donors from the last fiscal year, our final number for this FY is 2,373, which is around 600 donors from our goal of 3,000.

Jenny encouraged all to start outreach to help get to that 3,000 donors to give and become active alumni. She thanked Andrea and the Alumni office team for all their hard work to put on the Welty Gala this year. The event was incredibly successful!

“Flapp” Cockrell asked if the office reaches out to donors who did not donate last year but have donated in the past. Andrea said that their office is working on a survey that will poll alums on if they give, why they give, etc., by the end of the calendar year. She mentioned that retaining new donors is very important, encouraging all to give at the same time every year to get donor numbers back up.

VII. MUWAA Officers Reports

Parliamentarian

Board Parliamentarian, Wesley Garrett, had nothing to report.

Secretary

Board Secretary, Bayleigh Vick, had nothing to report.

Treasurer

Treasurer Anne Swearingen gave the following report:

Restricted Accounts:

| | |
|---|-------------|
| Alumni Association Activities Fund (26062) | \$24,806.53 |
| Long Blue Line Auction Fund (26108) | \$25,341.40 |
| Mortar Board Faculty of the Year Award Fund (28107) | \$2,000.00 |
| MUW Faculty Enhancements Grants Fund (28108) | \$893.34 |
| MUW New Faculty of the Year Award Fund (28109) | \$3,651.00 |
| BLUE Event Fund | \$4,910.14 |
| LBL Undergraduate Research Scholarship Fund (28224) | \$255.00 |
| Magnolia Mingle Event Fund (28238) | \$15,827.30 |

MUWAA First Generation College Student Scholarship (28523) \$1,000

Total MUWAA Restricted Funds held at MUW Foundation: \$78,684.71

*Totals are draft balances as of 09/30/2023

Endowed Accounts:

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 \$60,090.79

LBL Undergraduate Research Scholarship Endowment: \$25,000.00

Total MUWAA Endowed Funds held at MUW Foundation: \$227,424.77

*Totals are Audited Market Value as of 09/30//2023

The following check requests were approved for payment:

| Fund Number & Name | Date | Description | Amount |
|-------------------------------|-------------|--------------------------|-------------------|
| 26062 | 6/27 | MUWAA new graduate gifts | \$985.22 |
| 26062 | 8/4 | Blues Week T-shirts | 800.00 |
| 26062 | 8/17 | New Faculty Luncheon | 887.78 |
| | | TOTAL | \$2,673.00 |

VIII. Standing Committee Reports

Nominations & Elections

Chair: Symone Bounds

Symone stated that all committee members have been notified and are excited to serve. This committee will start soliciting nominations for all positions and provide a ballot of no more than 10 candidates for the 2023-24 MUWAA Board of Directors to elect for the upcoming year. They will begin meeting in the near future.

This committee will be posting a ton of social media posts and encouraging all to share and get their friends involved so we have a balanced Board class for the upcoming year!

Bylaws

Chair: Terry Coffey

This committee has compiled a document including the current and proposed descriptions of the five special committees that will be slated for a vote for Board approval.

If approved by the board, this committee will place the five special committee descriptions into the Policies and Procedures document as an appendix available to the entire Association.

Recruitment & Retention

Chair: Ashley Dean

Alumni Awards nominations are now open! Ashley encouraged all to go ahead and nominate alums for awards. Ashley will be sending out an email in early December to vote on nominations, she also encouraged all to nominate at least one person for an award

This committee is still working to tweak the name of the Recruitment and Retention committee that aligns better with committee description and mission.

Chapters & Constituency Groups

Chair: Cynthia Kittrell

This committee is currently working on the list of chapters and constituency groups and split into four groups, meaning each member will reach out to 16 different chapter and constituency groups to ensure we have the correct contact information and to offer support from the Association or Alumni office if they need it.

Upcoming events and exciting announcements:

- Houston-area interest meeting: February 3, 2024. "Save the Date" will be sent to around 1,000 Texas Alums
- Houston -area interest meeting scheduled for February 3, 2024. Working on "Save the Date" postcards to around 1,000 Texas alums.
- This committee is supporting Ariel Seawell as she's working to develop a Central Florida Chapter.
- There is possible interest by Paralegal alums to organize a chapter, more information TBA.

Special Events

Chair: Katy Canion Pacelli

The LBLA was a success! Katy reported the final numbers:

- The LBLA raised a total of \$12,170 from 34 sponsorships alone (this number includes individual, organizations, and champion sponsorships), this is a decrease of \$139 from last year but still a huge success!
- There were a total of 190 different items available for bidding
- 72% MUWAA Board participation rate
- At the time of this meeting, Katy is still working on finalizing shipping the last few items. All winners should receive their items soon!
- BlackList Alumnae Association held the top Champion spot, excellent job!
- At the time of this meeting, this committee is finalizing the total revenue raised, but it is over \$30,000

Katy shouted out and thanked all board members and committee members for all their support, gifts, donations, social media shout outs.

Katy also gave special shout outs to Symone Bounds for all her hard work taking pictures, Bridget Smith Pieschel for social media, and Cynthia Kittrell's spreadsheet of all donors she created.

Finance

Chair: Anne Swearingen

The official report from this committee was given at the beginning of the meeting.

Public Relations

Chair: Annie Oeth

This committee has been working with the special events committee to complete stories on both Magnolia Mingle for Long Blue Line and a news release for the Long Blue Line auction shared by MUW media and *The Spectator*.

This committee will write stories on MUWAA scholarship winners and share with their hometown media, *The Spectator*, and Columbus area media. Annie gave a special shout out to Many Bowers for her outstanding work on the Long Blue Line news release.

Past Presidents

Chair: Katherine Shell Benson

The Past Presidents committee planned a brunch meeting this morning, and it was a success!

This committee is working to engage past Presidents and Board in a service project to benefit university efforts and encourage Past President giving. They are also working on restocking Homecoming ribbons for the upcoming year.

IX. Special Committee Reports

Membership Recruitment

Chair: Monique Jenkins

President Stone gave the following report on Monique Jenkins' behalf.

This committee met in the summer to give the new grads a mug as a welcome to the Association gift at summer commencement and plan to do the same for the December commencement.

This committee has met twice this year to begin planning a membership campaign to encourage new membership/giving and will launch the campaign soon! Campaign dates: October 30-November 3, 2023

This committee is also planning on sponsoring another event at Homecoming to increase alumni and student involvement since the 2023 Inaugural kickball game was such a success at Homecoming. More to come on that soon!

Mentoring

Chair: Andrea Germany

President Stone delivered this report on Andrea Germany's behalf.

BLUE will be February 8, 2024. Location TBA. This committee is working to select and confirm a keynote speaker and alumni panelists, and their next step is to finalize the moving pieces for this event such as food, PR, online platform, speaker/panelist gifts, etc.

This committee is also beginning the planning process for Spring Fling.

Strategy & Support

Chair: Jermarra Jones-Price

This committee sent out the 2023 Board Member End of the Year survey and letter to all outgoing members from the previous Board year on September 13th, and the recipients had two weeks to submit the survey. A total of 13 responses were captured, and data was sent to each

of the committee chairs. This survey will be officially titled "Year End Board Service Survey" moving forward.

This committee will be beta testing a Homecoming smartphone app featuring the Homecoming schedule, campus map, and daily itinerary. More information TBA.

Diversity, Equity, & Inclusion

Chair: John Jacob Miller

This committee is working on a schedule of potential dates, hot topics, and speakers for upcoming sessions for the spring 2024 season. Tentative schedule should be announced at the beginning of December. John Jacob asked that suggestions or potential speaker nominations be sent to him.

This committee will be planning a DEI round table, and is working with the new Director of Career Services, and supporting the Mentorship committee for BLUE collaboration and networking events.

Digital Marketing

Chair: Bridget Smith Ellis

The DMC team supported the Special Events committee by generating and sharing content, and interacting with posts related to the Long Blue Line Auction. Additionally, this committee has been responsible for developing social media content for the ongoing Alumni Awards nominations campaign.

This committee will remain dedicated to creating fresh content, such as a PSA Campaign focused on highlighting the benefits of active membership in MUWAA. DMC will continue to share, comment, and interact with chapter events/activities on social media.

| Facebook | Page Growth | Posts | Page Engagement | Post Engagement | Reach |
|--|---|---|--|---|---|
| | <small>The number of page likes you have received between the first and last day of your selected period.</small> | <small>Total number of published content within your selected period.</small> | <small>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</small> | <small>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</small> | <small>The total number of times any of your content reached a user's feed.</small> |
| | 15 | 34 | 7.64 | 11.74% | 42.7K |
| | -16.67% loss | -17.07% loss | 2.46% growth | 7.12% growth | -16.44% loss |
| Top Engagement Posts | | | Most Impressions | | |
| 6-16: Mid-South Chapter Event: 40.65% | | | 9-8: Jackson Metro Welty Preview-3224 [Impressions] 504 [Total Engagement] | | |
| 7-23: LOCO Mtg: 23.7% | | | 9-19: 2026 MUWAA Board Intro-3105 [Impressions] 324[Total Engagement] | | |
| 7-23: Jackson Metro Chapter: 20.73% | | | 9-11:Mid-South Meeting Inivte -2059 [Impressions] 68[Total Engagement] | | |
| Instagram | Account Reach | Account Engaged | Total Followers | | |
| | 792 | 160 | 802 | | |
| | 23.4% growth | 64.4% growth | 3.7% growth | | |
| | <small>*292 are non-followers vs 500 followers *914 posts *455 Reels *2 Videos *Stories 208</small> | <small>*12 are non-followers vs 148 followers *216 posts *25 Reels *1 Story</small> | <small>*Overall 29 *Follows: 44 *Unfollows: 15</small> | | |
| Impressions: 7,962 | Content Interactions: 310 | Story Interactions: 5 | | | |
| 79% growth | | | | | |
| <small>* data: Jul. 5-Oct. 2</small> | | | | | |
| Twitter | Page Growth | Posts | Followers | Reach | |
| | <small>The number of page likes you have received between the first and last day of your selected period.</small> | <small>Total number of published content within your selected period.</small> | <small>The total number of followers your account has.</small> | <small>The total number of times any of your content reached a user's feed.</small> | |
| | -1 | 23 | 955 | 1K | |
| | -92.31% loss | -30.30% loss | | 97.66% growth | |
| Top Engagement Posts | | | Most Impressions | | |
| 9-28: WMUW Annv.4.62% | | | 9-1 OWLS-NCAA Div 3 Announce - 125 [Impressions] & 4 [Engagement] | | |
| 9-8: Jackson Metro Welty Preview 4.49% | | | 9-23: Fall Season - 109 [Impressions] 2 [Total Engagement] | | |
| 9-27: MUWAA Officers: 3.92% | | | 9-9: OWLS Cross Country - 91 [Impressions] 2 [Total Engagement] | | |

XII. Unfinished Business

There was none at this time.

XI. New Business

The 2023-2024 By-Laws committee has accomplished their first goal by reviewing the special committee descriptions. President Stone asked all to review the descriptions in their Board packets.

After reviewing the descriptions, Terry Gargano Coffey made the following motion:

The MUWAA Board of Directors approve the revised descriptions for special committees; Appendix G will be added to the Policies and Procedures document and contain the revised descriptions of the special committees.

Be it noted:

- A. The association needed a written record detailing the special committees. These committees are created at the pleasure of the President.

B. The special committees that have been created or will be created by the President are listed and described in Appendix G of Policies and Procedures.

There was no discussion, the motion passed unanimously.

XII. Open Forum

Flapp Cockrell asked about why minority groups were highlighted specifically, instead of all, in the new DEI committee description in the proposed strategic plan.

- The proposed description reads: "This Committee will strive to cultivate stronger relationships with alumni of minority groups and emphasize creating a culture of diversity and inclusion to encourage interest in active participation in the Association."
 - There was a good discussion on why there was a word change in the proposed strategic plan for DEI.
 - President Stone and Flapp engaged in a conversation regarding the definition and scope of the term "minority groups" in the context of diversity. They reached a consensus that this term encompasses various dimensions such as ethnicity, gender identity, sexual orientation, and religious affiliation, among others.

Katy gave a special shout out to Heather Stone for all the support she gave for the auction from Texas, assisting with social media comments and head of customer support

XIII. President's Closing Comments & Announcements

President Stone wished all who will be celebrating a birthday, and thanked all for their unwavering support and dedicated to the MUWAA. She reminded all to nominate at least one alum or "W" Friend for an MUWAA Award, and to MAG= meet, attend, and give. She also gave some friendly reminders:

- Don't forget about our social impact challenge: Create an original post about MUW or MUWAA. If it's shared on either of our social media accounts, the member will receive 1 entry into the MM drawdown raffle at HC.

Upcoming events:

MUW Art Gallery Exhibitions: Now-November 4

Alumni Award Nominations: October 9-29

Membership Campaign: October 30-November 3

Committee Chair Call: November 7

Winter Commencement: December 1

Foundation Holiday Party: December 2

Committee Chair Call: December 12

BLUE: February 8

XVI. Adjournment

Meeting adjourned at 3:27 pm CST