

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Fall Board Meeting

October 26, 2024

Hybrid | Welty Board Room & Zoom

I. Call to Order & Roll Call

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:51 am CST.

The roll was called. MUWAA Board Members present were:

Annie Oeth
Anne White Foster
Ashley Dean
Cynthia Kittrell
Dana Jackson
Elysa Harvey MacLellan
Jermarra Jones-Price
Trey Harper

MUWAA Board Members present via teleconference:

Anne Swearingen
Bayleigh Vick
Clare Haefner
Debra Sturgis-Stamps
Heather Fasciocco Stone
J'Markus Dubose
Terry Gargano Coffey

MUWAA Board Members absent:

Andrea Germany
Jenny Katool
Jonathan Cumberland
Phillip "Flapp" Cockrell

Guests:

Wesley House Garrett, Parliamentarian
Symone Bounds
Kristie Metcalfe
Tekita Bankhead
LeAnn Alexander
Asia Duren
Katy Canion Pacelli

Ex-Officio Members present:

Nora Roberts Miller, University President
Andrea Nester Stevens, Executive Director of Development and Alumni
Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

President Jones-Price called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by Anne White Foster. The motion passed

with 15 of 19 board members approving.

III. President's Welcome

President Jones-Price gave her opening remarks and welcomed all Board members, committee chairs and guests to the meeting. She proceeded with appreciating to everyone in person and virtually that tuned in for the development session with Director of Student Life, Asia Duren as she spoke to us about our current student body, their interests and how we can move forward with future event planning that will not only engage them but get them excited about the day they join the Long Blue Line. President Jones-Price also thanked everyone for their attendance of the Welty Gala and how a great time was had by all. She shared a recap of her vision for the year with an overview of the three goals for which the year will operate- reassessing our individual alumni networks, redesigning alumni programming that represents our entire association, and lastly, discovering collaborative approaches to early student engagement. President Jones-Price shared we have started the board year off strong, tackling each one of these through behind-the-scenes work in the committees. She urged all in attendance to understand that the work we are doing sets the tone for how we will accomplish committee goals and making ourselves proud.

IV. Ratify Votes

There were three votes presented to ratify since the MUWAA Summer 2024 Board Meeting:

1. We ratified votes for the approval of the Summer 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **August 13, 2024, with 17 out of 19** board members voting in approval.
2. We ratified votes for the approval of newly added committee members to the 2024-2025 Standing & Special Committees. Please note that another vote is not needed. The newly added committee members to the 2024-2025 Standing and Special Committees were approved by an Email vote on **August 13, 2024, with 17 out of 19** board members voting in approval.
3. We ratified votes for the approval of the reclassification of funds for \$1,000.00 to be moved from the line-item Insurance Policy to line-item Student Graduation Gifts for the Next 2 Years. Please note that another vote is not needed. The reclassification of funds was approved by an Email vote on **September 30, 2024, with 18 out of 19** board members voting in approval.

V. Alumni Office Report

Cathryn shared updates about LEAP and why it is vital for the future of MUW. Alumni need to know how to effectively contact legislators, impress on them how valuable MUW is to the State of Mississippi. She shared that within LEAP is the Key Person Network headed by Kristi Hipp Mosley and that each region has a captain with key people under the captain who can motivate other alumni and alert them to the need for action. Cathryn announced that a new Capitol Day will be on January 29, 2025, and Charter Day is scheduled for March 12, 2025. She urged attendees to share these dates with alumni they know and encourage other alumni to show up. Also announced was the replacement of Ginger Smith, Jammie Stewart. Puckett House refresh is underway along with the preparation for Blues Week.

Additional highlights shared were that the Vision articles are essential to the alumni story and she encouraged Board members to consider topics for articles and submit those to

President Jermarra as soon as possible, that Homecoming 2025 preparations are underway and to expect some old favorites but new changes as well, and that the Good News updates come out biweekly via email on Wednesdays and are a great way to spread W stories of successes. She encouraged alumni to send in their Good News stories so they can be featured. Board Secretary Elysa MacLellan asked if stories could be shared on other platforms which Cathryn thought was a great idea to work on for future releases.

VI. Foundation Report

Foundation Chair Jenny Katool was unable to join us so Executive Director of Development and Alumni, Andrea Stevens provided the report. Andrea began by thanking everyone for attending the Welty Gala. She went on to share that as of June 30th, there are 1,116 LYBUNTS (donors who gave last year in FY23 but not in FY24) and of recent attempts, there were 27 responses to the LYBUNT letter. Despite donors being down 20% (1,973 from 2,373), dollars have increased over \$400,000 in comparison to FY23. Included in that number were 476 new donors. FY24 yielded a strong impact awarding 685 students with 366 scholarships for a total of \$2,489,939.00. Ending this first quarter, numbers are ahead for this year at 626 donors.

There is one matching gift challenge currently being advertised for the MUW Mock Trial team as they prepare for the 10th Annual Arizona Cactus Classic Invitational. Alums Jayne Perkins-Brown and Don Spaulding have joined together pledging \$5000 each for a combined total of \$10,000. The efforts to match this gift are already close to \$8,000.

Event reminders highlighted were upcoming Scholarship Donor Appreciation Luncheon on November 15th, and Charter Day at the Capital on March 12, 2025, sponsored by the Foundation.

VII. MUWAA Officer Reports

Parliamentarian

Wesley House Garrett had nothing to report for the Office of Parliamentarian.

Secretary

Elysa Harvey MacLellan had nothing to report for the Office of Secretary.

Treasurer

Anne Swearingen discussed the numbers from the Endowed and Restricted accounts and the check request activity notated on the reports below.

Restricted Accounts - Activity from July 1, 2024 - September 30, 2024

Fund Name (Fund Number)	Balance (as of 6/30/24)	Revenue/ (Expenses) July thru Sep	Balance (as of 9/30/24)
Alumni Association Activities Fund (26062)	\$16,105.12	\$110.00 (\$2,228.46)	\$13,986.66
Long Blue Line Auction Fund (26108)	\$26,089.72	\$13,228.42 (\$15,541.87)	\$23,776.27
Mortar Board Faculty of the Year Award (28107)	\$2,000.00	\$1,000.00 (\$ 0.00)	\$3,000.00
MUW Faculty Enhancement Grants (28108)	\$893.34	\$1,000.00 (\$ 0.00)	\$1,893.34
MUW New Faculty of the Year Award (28109)	\$2,685.28	\$1,000.00 (\$ 0.00)	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$ 0.00 (\$ 0.00)	\$7,558.59
Long Blue Line Undergraduate Research Scholarship (28224)	\$431.21	\$1,000.00 (0.00)	\$1,431.21
Magnolia Mingle Event (28238)	\$17,975.18	\$ 0.00 (\$239.94)	\$17,735.24
MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$1,587.50 (\$ 0.00)	\$3,852.50
<i>Total MUWAA /Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$18,925.92 (\$18,010.27)	\$76,919.09

Endowed Accounts:

Account Name (Account Number)	Balance
Culinary Arts Advisory Board Scholarship (35287)	\$28,194.03
Southern Grace Scholarship (36062)	\$54,513.75
MUWAA Faculty Enhancement Grants (36109)	\$29,169.00
MUWAA Mortar Board Faculty of the Year Award (36110)	\$27,325.28
MUWAA New Faculty of the Year Award	\$29,248.82
MUW Legacy Scholarship Endowed	\$73,831.39
LBL Undergraduate Research Scholarship Endowment	\$25,005.34
Total MUWAA Endowed Funds held at MUW Foundation	\$229,665.25

VIII. Standing Committee Reports

Nominations & Elections | Chair Heather Fasciocco Stone

Chair Heather presented the following report:

The Nominations and Elections Committee will begin their year with an introductory meeting in November to learn of their goals for the year, walk through their timeline, and begin

preparations for choosing the MUWAA's next class of leaders. Chair Heather excitedly explained that the committee is eager to get to work with digital and traditional marketing to alert the general membership of the nominations window and then elections to follow. She did share that the committee is comprised of great diversity with the alternate being the former SGA President. She ended with thanks to the Board for voting on the committee and asked them to share the W story about nominations and elections when that time comes.

Bylaws | Chair Terry Gargano Coffey

Chair Terry presented the following report:

The committee has been working on their goals of thoroughly scouring through the MUWAA governing documents to check for grammatical errors and consistent language. Chair Terry shared that the committee will be creating a new appendix, Appendix H, in the Policies and Procedures to include the three meeting templates used in quarterly board meetings- the quarterly board report template, year-end board report template and motion card template. The committee will also be moving forward to collaborate with Digital Marketing to discuss the addition of the MUWAA Branding Guidelines to the Policies and Procedures as well as with Chapters and Constituency Groups to see whether their guidelines should also be included in the governing documents. The committee's goal is to present the new appendix for review before or at the Winter Board meeting.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn presented the following report:

Chair LeAnn started her remarks with the announcement that her committee are nearing the end of the nominations window for the 2025 MUWAA Alumni Awards with the deadline being October 27th. The candidates will be vetted through the Development and Alumni Office and then those results shared with the committee for email correspondence to begin with nominees. She shared that in alignment with the new timeline created last year, a new digital form and dedicated google account have been created to receive nominee biography packets that will later be shared with the Board. She has worked closely with the Digital Marketing Committee to promote and advertise these efforts on behalf of her committee. Chair LeAnn also mentioned that after the announcement of the award recipients in the new year, the committee will begin partnership discussions with the DEI Committee to research, draft and launch a potential 40 under 40 campaign.

Chapters & Constituency Groups | Chair Cynthia Kittrell

Chair Cynthia presented the following report:

Chair Cynthia started her remarks celebrating the continuity of her team with five returning members this year including herself as chair. With a full 10 members this year, the committee has split into three subcommittees this year to tackle their goals. Cynthia shared that the new Houston chapter has had another meeting and though it was low in attendance, a great time was had. She highlighted that one subcommittee is looking at the current list of C&CG and reaching out to those last known contacts to see what their activity and social presence is and how they help. She also detailed that this group has assignments of 10 groups each as to not overwhelm anyone. The second subcommittee is looking at new interest and so far have heard from Theatre, Education, Paralegal, Communications and Culinary Arts as constituency groups and they will be following up on chapter interest from Central Florida, Dallas, Vicksburg/Tallulah, East Central MS and existing chapters such as Arkansas and MS Delta. This group is working on a request form so that the office as well as the Board understands the group's intentions or interests in its early stage. The third subcommittee is working on another Chapters & Constituency Groups workshop to be done in the Spring. She has current members on her team that spoke at the last workshop and

are looking forward to helping pull that off.

Special Events | Chair Bayleigh Vick

Chair Bayleigh presented the following report:

Chair Bayleigh opened by sharing the committee recently executed a well-organized Long Blue Line Auction and look forward to Spring's Magnolia Mingle. The goals that the group have accomplished regarding LBL Auction were securing a climate-controlled storage unit to house auction items, collaborating with DM and PR Committees to promote the auction, and there was a goal of hiring a student intern. Even though that did not happen, the Student Alumni Ambassadors were a huge help. Bayleigh is hopeful that next year will be more successful in placing that intern. The next steps for this committee will be to finalize reports and reconcile final figures so the official proceeds can be announced. She is waiting on Jammie Stewart in the Development and Alumni Office to give the green light that all numbers are good to go. The committee are working on a 'Thank You' email with a survey to grab feedback from alumni and university friends on how the auction went and any improvements. She gave a shout out Digital Marketing for assisting with social content, Dr. Pieschel for her engaging posts during the auction window, President Jones-Price for creating the Facebook frames, the D&A Office for their support behind the scenes and everyone that participated and donated.

Finance | Anne Swearingen

Chair Anne presented the following report:

The committee has had five check requests and four annual funds transfers being approved by the that MUWAA and paid out of the restricted funds notated in the diagram below.

Fund Number - Name	Date	Description	Amount
28224 - LBL Undergraduate Research Fund (Restricted)	9/16	Transfer	1,000.00
26062 – MUWAA Activities Fund	8/21	MUWAA Faculty Luncheon	887.78
	9/23	Blues Week T-shirts	2,492.30
28107 – Mortar Board Scholarship Fund	9/16	Transfer	1,000.00
26108 – LBLA Fund	9/16	Transfer for Shattuck Commitment	10,000.00
		Faculty Enhancement Grant	1,000.00
28109 – New Faculty of the Year Award	9/16	Transfer	1,000.00
28238 – Magnolia Mingle Fund	9/27	Magnolia Mingle save-the-date cards ¹	1,250.00
28253 – First Generation College Student Scholarship (Restricted)	9/16	Transfer	1,000.00
TOTAL			\$ 19,630.08

Public Relations | Annie Oeth

Chair Annie presented the following report:

The committee has been busy since Summertime developing news articles for the Long Blue Line Auction which were also shared via ad in the campus Spectator paper which Annie referenced on the tables. There will be a follow-up on the Long Blue Line Auction to share highlights and as well as the announcement of the total raised. Annie also shared that a new Spectator ad is being prepared, with big thanks to Clare Haefner, regarding Fall

graduation to welcome our newest graduates to the Long Blue Line. This committee is also working with Past Presidents to create a featured article about the Puckett House refresh. Trey Harper suggested that the PR Committee collaborate with Special Events to showcase the live engagement on social media and capture the stories behind the why for certain bids. The confirmation of this idea came when President Jones-Price shared that she had spoken with Special Events about highlighting these stories this year to boost engagement for the upcoming year's donations and auction socials.

Past Presidents | Symone Bounds

Chair Symone presented the following report:

This committee is incredibly excited to start working on their Puckett House refresh and collaborating with the Office of Development and Alumni. The refresh is already underway thanks to Cathryn and her team starting on rug pulls and linen changes. The committee is looking at having a furniture surveyor come in to complete an assessment of the current furniture and determine what is salvageable, what is time piece appropriate and any recommendations for removals or replacement. The goal is to maintain the historical beauty of the building. The committee will be working with Public Relations to follow them on the journey of refreshing Puckett in partnership with Dr. Pieschel on research she will include for the article. Trey Harper shared a suggestion of creating a list of dedicated items needing to be replaced and publicizing that list for alumni and friends of the university to have something tangible to donate towards. Elysa MacLellan suggested possibly donating items being pulled from Puckett to the future auction to which President Miller shared would not be allowed.

IX. Special Committee Reports

Membership Recruitment | Chair Monique Jenkins

Chair Monique was unable to attend today's meeting and President Jones-Price instructed everyone to refer to the packet for updates on the committee's progress so far this year.

Mentoring | Chair Kristie Metcalfe

Chair Kristie presented the following report:

The committee had their introductory meeting in September and mainly focused discussions on B.L.U.E. settling on Thursday, February 20, 2025, as the date. A save date is included in the packets for reference. Chair Kristie shared that when it came to the topic, the committee zoned in on financial literacy and professional development. The committee currently has some suggestions for alumni and non-alumni speakers but they want to expand that list so Kristie asked all in attendance to send her names if they knew anyone that could truly connect with our current students. A location for B.L.U.E. has not been confirmed at this time but Courtney Murtaugh, a committee member, is looking forward to working with the Development and Alumni Office to find a location that will deliver a great in-person and virtual experience. In addition to B.L.U.E. discussions, Kristie shared that she had a committee member suggest a professional dress closet resource to collect donations from alumni of professional attire that can be utilized by students as they learn during the Spring Fling Mixer about preparing for interviews and headshots. The committee's next meeting, which is being decided now, will focus on Spring Fling and its execution during Homecoming.

Strategy & Support | Chair Ashley Dean

Chair Ashley presented the following report:

The committee has successfully reviewed, edited and distributed the End of Year Board Service Survey to the chairs and board members that served in the 2023-2024 Board year. 16 out of 22 people completed the survey to which Ashley thanked for their participation. Chair Ashley shared that next steps for the committee will be to get their next meeting scheduled for the second week of November to share survey results and begin working on their second goal of researching like-size regional colleges and universities for reference of what their alumni associations are providing for alumni and their structure. The final two goals are more Spring focused, and the committee is looking forward to working on those soon.

Diversity, Equity & Inclusion | Chair Tekita Bankhead

Chair Tekita presented the following report:

The committee has begun their year with a promising start focusing their time on a proactive approach to a new name for the committee to get a head of any potential legislative strongholds that could deter the work. Chair Tekita pointed out that this is like the announcement President Miller made about the University thinking along the same path of wanting the work to continue but not allowing the name to be a deterrent. The committee has tossed around the idea of renaming the committee 'One MUW' that would serve as either a new name and/or campaign to broaden and streamline inclusion efforts. This campaign could be a multifocal campaign in the sense of thinking about alumni engagement but also being intentional with celebrating all the identities that currently make up the MUW student population. They are excited to continue fleshing out the details of what that will look like. Tekita mentioned that the committee is working closely with Recruitment and Retention to spearhead a "40 under 40" campaign and work with PR and Digital Marketing to get some buzz setup surrounding this effort soon. Lastly, Tekita shared that the committee is looking to diversify their offerings around Homecoming for programming to engage alumni and expand to find a balance between social and networking events that could provide relevant updates in a forum style event. The committee looks forward to presenting more tangible pieces of how to move these efforts forward by the next meeting.

Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

The committee is off to a slow start as a committee, but they have had their introductory meeting to assess each member's background and skills as it relates to digital marketing. The biggest task now is completing the branding guidelines that will be used as a tool to help other committees, and the alumni association know what colors, fonts and logos need to be used as we are promoting ourselves on social media. Jonathan Cumberland has agreed to spearhead this project as branding is a class he currently teaches at University of Alabama and the committee is excited to have his expertise behind this. The goal is to have it completed by the Winter meeting so it can be added to the Policies and Procedures and be a living document available for everyone to access. Chair Clare says they have been busy helping to promote the new board members, Long Blue Line Auction, Welty Gala and this month, the alumni awards. The committee will still be researching another platform due to the X platform having constant tracking changes and not being compatible with Social Bee. Heather Stone suggested reaching out to the University to ask them to cross promote a posting with our social media handles to assist with engagement and access and Clare that that was great considering how often we share their media. The analytics for the last quarter can be found below.

Facebook | July 1, 2024 to Sept. 30, 2024

Page Growth	Total Posts	Page Engagement	Post Engagement	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Percentage of users who interacted with content during time period)</i>	<i>(Number of users who interacted with posts during time period)</i>	<i>(Total times posts reached a user's feed)</i>
4	23	11.64%	1.4K	32.8K
-200%	-72.62%	29.14%	18.73%	-69.95%

Posts with Top Engagement

9-25: Calling All Gingko Lovers | 21.69% engagement

9-22: Happy Fall Y'all | 20.46% engagement

9-27: LBLA Bidding Open | 19.26% engagement

Posts with Most Impressions (greatest reach)

8-20: Meet MUWAA Board Class 2025 | 3847 impressions

7-1: Letter from MUWAA President Jermarra Jones-Price | 3136 impressions

8-27: Meet MUWAA Board Class of 2026 | 2500 Impressions

Instagram | July 1, 2024 to Sept. 30, 2024

Account Reach	Account Engaged	Total Followers
654	77	883
F: 364 NF: 290	F: 75 NF: 2	25
-10%	-42.60%	2.50%

Top Engagement

8-20: Meet MUWAA Board Class of 2025

9-22: Happy Fall Y'all

8-27: Meet MUWAA Board Class of 2026

Top Reach

8-20: Meet MUWAA Board Class of 2025

9-3: Meet MUWAA Board Class of 2027

8-27: Meet MUWAA Board Class of 2026

X (Twitter) | July 1, 2024 to Sept. 30, 2024

Page Growth	Total Posts	Followers	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Total number of people following our account)</i>	<i>(Total times posts reached a user's feed)</i>
0	25	961	1.0K
-100%	-70.93%	No change	-70.51%

*Social Bee does not guarantee accuracy of these analytics.

Top Posts

9-3: Meet MUWAA Board Class of 2027

7-12: Thank you to 2024 fiscal year donors

9-27: Meet MUWAA Board Class of 2026

X. Unfinished Business

There was no unfinished business to discuss.

XI. New Business

There was no new business to discuss.

XIV. Open Forum

The floor was opened to guests to share any input or ask questions. President Jones-Price recognized Past President Katy Canion Pacelli to provide an update on the ART Team (Alumni Recruitment Team). Katy shared that during the Summer, the team had their orientation and since have been underway. They have had alumni attend 8 different college fairs of which some were solo attendance, others were paired with other alumni, and some have been alongside the admissions counselor for that area. Some folks on the team appreciated the on-the-job training learning from the counselors. Katy shared that she and David Brooking continue to discuss how this group will be shaped to support the Admissions Office and their efforts. A few items David shared with Katy were that the funds from the Recruitment Fund started in the Spring have supported 4 counselor luncheons (Desoto, the Delta, Jackson and the Coast) where over 7 counselors attend those luncheons. The Admissions Office will be hosting student dinners from that fund and will be in early December and will be in Memphis, the Delta, Jackson and on the Coast. They had a visit day in early October with 35-40 students attending considering how busy the Fall is and there is a Culinary Arts visit day coming up on October 29th with over 90 students registered so we'll be able to show off the new building. There is a Nursing Day being planned for the Spring and they can host about a 150 where they will have a morning and afternoon session. On November 7th, the office will host their Scholar Recognition Lunch where they recognize applicants that are receiving scholarships so there are lots of things going on. Lastly, Katy shared that Census Day is coming up soon where an official account of all students on campus is shared so we should see those numbers released soon.

XV. President's Closing Comments

President Jones-Price began her closing remarks by acknowledging Fall Board Member and Committee Chair birthdays. All birthdays announced were in December recognizing J'Markus Dubose (2nd), Monique Jenkins (3rd), President Jones-Price (4th), Anne White Foster (11th), Anne Swearingen (14th), and Cynthia Kittrell (25th). President Jones-Price also introduced and shared six Gingko Spotlights of congratulating J'Markus Dubose on the announcement of he and his wife's pregnancy and well wishes, asking the Board to send W love and light to Dr. Flapp on the recent passing of his father, and hats off to Special Events Committee Chair Bayleigh Vick for her outstanding leadership and thoughtful presence during the 2024 Long Blue Line Auction weekend.

President Jones-Price also expressed appreciation to Clare Haefner for being on constant flyer patrol with tight deadlines and knocking it out of the park with Digital Marketing's turnaround, Annie Oeth for beautiful articles and for keeping consistent with submissions and suggestions to keep the W story alive on and off campus, and LeAnn Alexander for rocking out as a first time committee chair with Recruitment and Retention and finding new ways to improve upon our alumni awards experience.

Announcements that followed were:

- Media drop-in: November 11, 2024
- Scholarship luncheon: November 15, 2024
- Fall Commencement: December 13, 2024 (*Any local alumni in Columbus who would like to help distributing the speckled mugs to students, please reach out to President Jones-Price and Membership Recruitment Chair Monique Jenkins.*)
- Winter board reports are due before or by January 2, 2025 (*Board chairs urged to submit reports as December calls and meetings are wrapped while the information is fresh and before the holidays*)
- Winter Board meeting: January 18, 2025 (*This meeting will be completely virtual with more details to come as we get closer to date.*)
- B.L.U.E.: February 20, 2025



As President Jones-Price ended, she thanked all Board Members and Chairs for making the time in their schedules to attend in person as well as virtually this weekend, for the hard work at just four months into the board year together and for the continued time we all have and will invest towards our quest for changes this year. She reiterated to us that the greatest ask from her to us all will be open communication as the best form of transparency to our current students, our committee work and to the alumni association. Her final prompt was reminding all attendees that the nominations window for the MUWAA alumni awards closes Sunday, October 27th at 11:59 p.m.

XVI. Adjournment

The meeting was adjourned at 1:15 p.m.