

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Fall Board Meeting

October 25, 2025

Hybrid | Welty Board Room & Zoom

I. Call to Order & Roll Call

President Ashley Dean called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:31 PM

The roll was called. MUWAA Board Members present were:

Ashley Dean
Deborah Hodges
Jermarra Jones-Price
Elysa Havery MacLellan
Annie Oeth
Debra Sturgis Stamps
Nicole Rensink
Dana Jackson
Bayleigh Vick

MUWAA Board Members present via teleconference:

Clare Haefner
Anne White Foster
Bridget Pieschel
Terri Stewart
J'Markus Dubose
Trey Harper
Carrie Niemet

MUWAA Board Members absent:

Jonathan Cumberland
Andrea Germany
Sydney Pittman

Guests:

Heather F. Stone
Troy Lewis
LeAnn Alexander
Sonny Lemmons
Kristen Pate
Katy Pacelli
Mariah Spiva, Stewardship Coordinator

Ex-Officio Members present:

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

President Ashley Dean called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by Bayleigh Vick. The motion passed with 16 of 19 board members approving.

III. President's Welcome

President Ashley Dean gave her opening remarks and welcomed all Board members, committee chairs, and guests to the meeting. She is glad to be back and ready to keep on working towards goals for the year. Recalls the summer meeting about our "why" and serving to stay connected. Ashley wants us to continue our momentum and keep celebrating our progress.

IV. Ratify Votes

Since our Summer 2025 Board Meeting, we have held two electronic votes. Please note that no additional vote is required and ratifying the votes during the meeting simply captures our actions in between executive sessions for the minutes.

1. MUWAA Fall Board meeting minutes – MUWAA Board voted by email on August 10, 2025, with 19 of 19 voting in approval.
2. MUWAA Standing and Special Committee Appointments and the MUWAA Board voted by email on August 10, 2025, with 19 of 19 voting in approval.

V. Alumni Office Report

Cathryn shared the Alumni Office Report after the previous board meeting. There has been some new hires added to MUW for the Alumni office. Kara Gibson is the new accountant and undergoing training. Devin who is coming from Starkville Daily News. Rachel took over Katie's position. The Long Blue Line auction was successful. LEAP is back up and running. Linda Ross Aldy is finalizing and getting ready to release the newsletter. It is expected to be released on November 15th. Homecoming schedule is getting prepared for the weekend. Organizing the first "hoot and holler" event to support athletics. STEM Conference happened and the group who is led by Shannon James coordinated a successful networking event with science and math professors and students. The event was received well by students and has helped gain this constituency group some momentum.

VI. Foundation Report

Foundation Chair Deborah Hodges commented about Chef Jeff from Welty Gala. Encouraging to give money to Foundation because that is what helps our students to be able to have opportunities like collaborating with Chef Jeff at the Welty Gala. Supporting the student body who is currently on campus with funding through the foundation.

VII. Alumni Recruitment Team

Katy Pacelli class of 2000 provided an Alumni Recruitment team update.

A recruitment team has been established with 15 members. Some key activities for this team is: attending college fairs, presenting scholarships, and supporting admissions. The W Past, Present and Future recruitment fund supports recruitment efforts amid the budget cuts the W is facing. Counselor luncheons and career coach engagement are

some recruitment strategies. Counselor engagement led to increased student interest as reported from a recent college fair that was attended. The admissions office faces employee retention challenges due to low pay. The upcoming preview day may see lower attendance because the dates conflict with USM.

VIII. MUWAA Officer Reports

Parliamentarian

Wesley House Garrett was absent.

Secretary

Nicole Rensink had nothing to report for the Office of Secretary.

Treasurer

Dana Jackson presented the following Treasurer report: With office changes, there are no numbers to report currently, and will report numbers when they are ready.

IX. Standing Committee Reports

Nominations & Elections | Chair Jermarra Jones-Price

Chair Jermarra Jones-Price presented the following report:

They have had several meetings since the new committee was put together. Save the dates went out on October 20th on social media. Reminding us to share what they are putting out on social media to maximize the outreach. Begin preparing a candidate list for next year's Board Class because the nominations window opens on November 3rd. Next steps will be pushing out the nomination window for the next Board class on November 3rd, start receiving recommendations, and prepare for the next leadership class.

Bylaws | Chair Deborah Sturgis Stamps

Chair Deborah Sturgis Stamps presented the following report:

The bylaws were updated back in May, and everything is up to date. No reports to be made during the meeting. They are excited and ready to do whatever comes their way.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn Alexander presented the following report:

Award season is underway. Alumni awards are closing on October 27th. There will be a meeting about sending out award nominees, and the members of the committee will be contacting the nominees about filing out their packets to be voted on. After receiving the packets and winners are chosen, the committee will update the winners and congratulate them.

Chapters & Constituency Groups | Chair Ariel Seawell

Chair Ariel Seawell was absent, but her report is in the packet.

Special Events | Chair Kristen Pate

Chair Kristen Pate presented the following report:

The 13th annual Long Blue Line auction was held on September 26-27th. The fundraising goal was \$25,000 and they exceeded the goal by raising \$26,000. The monetary donation goal of \$10,000 was also met during the Long Blue Line auction. Future planning on trying to recruit a co-chair to prepare for 2026 Long Blue Line Auction and considering hiring an intern to assist with tasks. Next steps for the committee is Magnolia Mingle for homecoming, and first call for that to be in mid-November – early December.

Finance | Chair Dana Jackson

Chair Dana Jackson presented the following report:

All check request and payments made for the quarter since last board meeting. Working to remove budget from the president and intends to build budget with a team approach. Their goal is to avoid the president from having to manage the budget. Next steps are to schedule a committee meeting to discuss the budget and reduce the president's responsibility.

Public Relations | Chair Troy Lewis

Chair Troy Lewis presented the following report:

Kick-off meeting was held in September. They have drafted the new release for the Long Blue Line auction. Completed press releases for post-auction and scholarship recipients. The press releases have been sent to Cathryn and Ashley for review. They expect to distribute them soon. Future plans will be to focus on December graduates and planning for next year's Blue's event over the next month.

Past Presidents | Chair Heather F. Stone

Chair, Heather F. Stone presented the following report:

First of four goals were completed by having a Past Presidents brunch with 10 of 40 living presidents on campus on October 25th. They had a personal tour with 2 alumni of Martin Hall, the nursing building. Upcoming projects will include launching a campaign to refresh soft goods in the living, sitting, and sleeping quarters of the Puckett House. Two additional goals are in progress and to be completed at homecoming this coming year with the introduction of "passing the gavel" to honor the past MUWAA President and the upcoming MUWAA President.

X. Special Committee Reports

Membership Recruitment | Chair Annie Oeth

Chair Annie Oeth gave the following report:

A virtual meeting was held on August 13th to kick off the year. The student vs alumni dance off was a hit so it will be happening again at homecoming. Launched the "Each One Reach One" campaign on social media which aims each member to invite one colleague or friend that does not usually attend events to attend. Travel coffee mugs have been ordered for upcoming graduates with special thanks to Mariah and Cathryn for making that happen.

Mentoring | Chair Bridget Pischel

Bridget Pischel gave the following report:

The Blues event is scheduled for February 19th. The art exhibit at MUW Art Gallery to coincide with the event to start incorporating programs. November they will have a full committee meeting. Starting to communicate with the Women's College, Honors college, and

Student Success Center to boost student participation. In the future, planning for spring events such as the interviewing practice, headshots, and networking event.

Strategy & Support | Chair Bayleigh Vick

Chair Bayleigh Vick presented the following report:

Surveys were completed with 13/24 responding. She and Ashley will review those soon. Upcoming testing out an app to see about using it for homecoming this coming April. This will allow streamlined event check-in, agendas, enabling in-app purchases for the homecoming store, photo sharing, maps for where events are, etc. The final app choice will be communicated when it is chosen.

The One MUW Committee | Chair Sonny Lemmons

Chair Sonny Lemmons was absent, but his report is in the packet.

Digital Marketing | Chair Clare Haefner

Chair Clare Haefner presented the following report:

Zoom meetings haven't been scheduled due to busy schedules, but they have had communication via email. They are actively promoting events through all social media platforms. Shout-outs to Bridget Ellis for helping with the Long Blue Line posts. There has been good social media traffic from the auction. Thanks to Mariah and all of us for liking and sharing post to get more engagement on social media platforms. The plan is to incorporate more videos into the social media content. Moving forward, they are currently promoting the alumni awards nominations and preparing for election posts. Also, evaluating whether they should continue to use the platform "X" or move over to Blue Sky.

XI. Unfinished Business

There was no unfinished business to discuss.

XII. New Business

New business: The Mortar Board Faculty Member of the Year, Faculty enhancement Grant, and Faculty of the Year award status has been filled for 2024-2026. Shattuck commitment ends after the 2025-2026 Board year.

Discussion on the future of the MUW Alumni Association funding and initiatives. Options are endowing the first-gen scholarship, creating a broader scholarship, or funding campus engagement programs (getting high schoolers on campus for preview days) to show future students' life on campus, and to help admissions out. Bringing them on campus allows them to see what it is like for a day for a college student and show the values that the W offers to students. With that, a proposed dining event was said to highlight the culinary arts department and highlight their work to attract students to campus when they attend tours. Nothing was voted on just yet about what the next steps are but just wanted to get the conversation started to get ideas of the future plans.

XII. Open Forum

There were no open forum comments.

XIV. President's Closing Comments

Recapping on upcoming events stated by committee chairs in their packets. Board reports are due January 2nd with updates. Dates not mentioned in regular Board Meeting, Winter

Board meeting scheduled for January 24th all virtual. The BLUE event is scheduled for February 19th . Celebrating past and future coming birthdays. The Board challenge for the Long Blue Line Auction Ashley set back in July for us was met with 20 out of 25 Board Members and committee chairs participating, and \$850 was raised. Our next challenge is to nominate someone for the Board of Directors when those nominations come out.

XV. Adjournment

The meeting was adjourned at 2:48pm