

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION**  
**SPRING BOARD MEETING**  
**Hybrid Meeting, 4:00 p.m.**  
**Thursday, April 7, 2022**

**I. CALL TO ORDER AND ROLL CALL**

President Katherine Shell Benson called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:02 p.m.

**The roll was called.**

MUWAA Board Members present in person were:

Katherine Shell Benson, President  
Rebecca Rogers, Immediate Past President  
Jenny Katool, MUW Foundation Representative  
Wesley H. Garrett, Parliamentarian  
LuAnne Farrar McGuirk, Secretary  
Ashley Dean  
Jermarra Jones-Price  
Robbie Fogg  
Bridget Smith Ellis  
Barbara Black Travis  
Jane Izard Turner  
Kacey Keeton  
Michelle Wescovich  
Troy Lewis

MUWAA Board Members present via teleconference:

Lydia Coffey Pierce  
Symone Bounds  
Kym Golden Gore  
Christie Jones Lawrence

MUWAA Board Members absent:

Monique Jenkins  
Nicholas Wright

**A quorum was established.**

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement

Andrea Stevens, Executive of Development and Alumni

Guests:

Katy Canion Pacelli

Kristi Hipp Mosley

Heather Fasciocco Stone

Cynthia Kittrell

Terry Coffee

Leta Palmiter

Brooke Graham

Bayleigh Vick via Zoom

Phillip “Flapp” Cockrell via Zoom

Anne Swearingen via Zoom

Ashley Morgan, Office of Alumni Relations

## **II. ADOPTION OF THE AGENDA**

Ms. Benson corrected a mistake on the agenda in the naming of Nominations and Elections Committee. This was noted and corrected. Rebecca Rogers made a motion to adopt the agenda as written. Quorum was met via affirmative vote and roll call with 15 eligible voting members approving the motion and the motion carried.

## **III. PRESIDENT’S WELCOME**

President Benson welcomed all attendees to the Board meeting. She welcomed us “home!” She encouraged all of us to make all the Homecoming attendees feel welcome this weekend. She asked for us to attend as many events as possible, be visible, and have fun! She also thanked Andrea and Anna and the entire office for all the hard work they have put in to make Homecoming happen this year!

## **IV. RATIFY VOTES**

There were votes from electronic communications that needed to be ratified:

- The MUWAA Winter Board Meeting Minutes passed on February 21, 2022 with a vote of 14 members out of 19 in favor.
- Alumni Awards were voted on by the Board on February 25, 2022 with the following individuals winning the awards:

Linsey Boater – Recent Graduate Award

Virginia Segrest Hughson – Alumni Service Award

Alumni Achievement Award – Erin Rust Munton

## V. ALUMNI OFFICE REPORT

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, welcomed all of us home as well. This is her first in person meeting of the year with the Board. She is excited to see everyone here. She reported that she started her job on February 1, 2022, and has been working on Homecoming since then. She has learned a lot and is making notes for next year. She looks forward to working with all of us in the coming years.

## VI. MUWAA OFFICER'S REPORT

### Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report at this time.

### Secretary

LuAnne Farrar McGuirk, Board Secretary, had nothing to report at this time.

### Treasurer

Jane IZard Turner, Board Treasurer, shared the report that we all have in our packets for the meeting today. There has been some activity in several accounts in the past few months. We adjusted the account balances to be accurate and fully endowed. We are on or under budget in all categories based on "budget to actual."

## VII. STANDING COMMITTEE REPORTS

### Nominations/Elections

Rebecca Rogers, Chair, shared that the committee has been working hard since January. She was excited for all the people who attended the balanced board workshop. They compiled a spreadsheet with each person's information in specific categories. Ms. Rogers shared that the annual report will be given tomorrow but she won't be here, so:

34 nominations, 4 not eligible, 3 received multiple nominations

25 were determined eligible, 18 accepted the nominations

The committee then deliberated to move forward with balanced recommendations.

### Chapter and Constituency Groups

Monique Jenkins, Chair, was absent. Michelle Wescovich shared the report in her absence. The committee's workshop was held on January 22, 2022, with great success. The committee is still working with other groups to add them to our Alumnae Association.

### **Recruitment and Retention**

Lydia Coffey Pierce, Chair, shared that they requested Faculty Grant recipient application. They invited those people to Convocation. The committee is also working on transferring scholarship applications to digital formats. The committee is also helping with a better process and workflow for nominees who aren't selected.

### **Finance**

Jane IZard Turner, Chair, shared there is a report in our packet. The report only includes expenses since January. The committee had goals to provide reports and compile recommendations for "suggested giving profiles."

Rebecca Rogers asked if there was any information from the new Magnolia Mingle fund. There is none available at this time.

Jenny Katool asked where the funds for GiveSmart came from. Jane said the money comes from the Long Blue Line Auction fund.

### **Bylaws**

Kym Golden Gore, Chair, shared that the policy and procedure on the OUR Scholarship has been updated. This will be updated on the website. Ms. Gore made a motion to add "Magnolia Mingle" to the Policies and Procedures Manual, Appendix F: Naming Rights. The motion is as follows (changes redlined with strikethroughs and additions in blue):

"The Mississippi University for Women Alumni Association (MUWAA) shall maintain exclusive ownership of any and all designated naming rights for any and/or all special events for which it proposes, develops, promotes, and maintains on behalf of the benefactor, Mississippi University for Women, including but not limited to the following events: The MUWAA Long Blue Line Auction, ~~and~~ the MUWAA BLUE Event, ~~and~~ the MUWAA Magnolia Mingle.

Motion passed.

### **Public Relations-Print**

Annie Oeth, Chair, shared that she is excited. The committee has worked to publicize Homecoming and BLUE. The committee is also working on media suggestions and any upcoming needs.

### **Past Presidents**

Kristi Hipp Mosley, Chair, shared that the committee has been busy this year. The committee was tasked with coming up with a new fundraiser. They have worked hard and came up with Magnolia Mingle. The committee has teamed up with the special events committee. The adoption of the GiveSmart platform has been a great change. The committee has set up a new foundation account and a logo. Kristi shared that the

committee has met the goal of selling 200 tickets. There were over 150 cups sold so far and some additional donations in the amount of \$774. All of those who bought a cup or ticket elected to pay their own fees so that saved a good bit of money. So far, the amount raised has been \$14,410. Kristi is super excited for the event tomorrow night at 6pm. 14 past presidents bought tickets. Most of the board also purchased tickets as well.

### **Special Events**

Katy Canion Pacelli, Chair, stated that her committee has been continuing to work on the Long Blue Line Auction (LBLA). They have designed a new logo. They have also opened a drop off spot during the weekend for donations. As soon as HC is over, they will be hitting it hard with the LBLA. She is hoping we can share more info and such with the GiveSmart platform. The committee has received over 50 items donated already. Please make sure we share all social media posts regarding LBLA.

## **VIII. SPECIAL COMMITTEE REPORTS**

### **Diversity and Inclusion**

Jermarra Jones-Price, Chair, reported that the committee is working to prepare for our Virtual Roundtable on April 30, 2022. They were successful in getting the alumnae survey out this year. The survey asked some hard questions and not as many people participated. The committee is working to compile the list of inclusive events. JJ also shared that Anghaarad Tees was recently named the first female pastor of Quaker Memorial Presbyterian Church in Virginia.

### **Digital Marketing/Media**

Bridget Smith Ellis, Chair, shared that the committee has been actively publicizing various events including Spring Fling, Board Elections, the D and I Roundtable, and Magnolia Mingle. The committee will have another push for the “Why do you W?” Facebook analytics for a one month period showed that the page view was 210 with a of 6,129 individuals. Please continue to follow, like, share, and comment with all social media posts.

### **Membership Recruitment**

Ashley Dean, Chair, reported that the committee is currently in the big membership initiative with the “Why do you W?” In May, they will be doing something more detailed with stories and pictures and such. The Board members will not be included in this. Graduation is May 7, 2022, to give out gifts. The committee is also working on getting graduation gifts for the next few years.

### **Mentoring**

Kacey Keeton, Chair, shared that her committee report is not in the packet. She apologized. The committee has had monthly Zoom meetings. The committee hosted the BLUE Event in a hybrid format. Bridget helped with all the publicity and social media engagement. The speakers at the event were amazing and enjoyed the event as well. Shoutout to committee member Yarbrough for encouraging students to be there. The Spring Fling event today was a huge success. Many students participated in getting their headshots and goodie bags.

### **Strategy and Support**

Symone Bounds, Chair, reported that her committee has had several Zoom calls. The committee has continued to work on the MUWAA branding guide. This will include logos, colors, trademarks, etc. Her committee is working with the digital marketing committee to come up with a short description of each committee and the time commitment required. This should aid in recruitment. The committee has suggested a Board survey to be given out at the end of the board year. A motion was presented that read as follows:

“The Strategy and Support Committee moves that the MUWAA Board of Directors approve the BOD Year End Survey as presented (in our packets) to be utilized at the end of the current and future board service years.”

Motion passed

## **IX. UNFINISHED BUSINESS**

None at this time.

## **X. NEW BUSINESS**

- Katherine Shell Benson introduced new members from the gallery who will be installed tomorrow.
- Motion to approve 501(c)(3) status of the MUWAA. Rebecca Rogers made a motion to continued status of the MUWAA.  
Motion passed
- Saturday is convocation. Students are excited to join us. Ms. Benson said in the past, MUWAA used to award money to the organization who had the most students there. Mea has agreed for us to do that again. A motion to give \$250 for this was made. There was a question about percentage of members versus numbers. Ms. Benson said Mea will decide.

Motion passed.

(Michelle Wescovich and Troy Lewis were included in this vote. Secretary, LuAnne Farrar McGuirk, inadvertently left them off the previous roll call votes.)

## **XI. OPEN FORUM**

Ms. Benson asked for any remarks. Rebecca Rogers shared that we should let the Board know if anyone tells us they are interested in serving.

Troy Lewis shared that the Nominations and Digital committee did an awesome job with the election materials!

Terry Coffee shared that “I Hate Shakespeare” will be presented tonight at 6:30pm.

## **XII. CLOSING COMMENTS**

Remaining actions- D&I Roundtable and LBLA

Continue to celebrate this weekend. Show up, host, smile all weekend.

Please remember the schedule of all the events Ms. Benson would like for you to attend.

Magnolia Mingle- please come even if no ticket. More cups available.

Art show, Interclub March, and the play tonight.

The meeting was adjourned at 5:05 p.m.