

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
Spring Board Meeting**

Hybrid Meeting: In-Person at Cochran Rose Room
and Zoom Call, 4:00 pm CST
Thursday, March 30th, 2023

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:00 pm CST

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

Katherine Shell Benson
Symone Bounds
Phillip Cockrell
Terry Gargano Coffey
Ashley Dean
Robbie Foxx
Wesley House Garrett - (Non-Voting)
Jermarra Jones-Price
Jenny Katool
LuAnne McGuirk
Annie Oeth (Non - Voting)
Heather Stone
Anne Swearingen
Bayleigh Vick
Michelle R. Wescovich

MUWAA Board Members present via Teleconference were:

Bridget Smith Ellis
Cynthia W. Kittrell
Lydia Coffey Pierce

MUWAA Board Members Absent:

Kacey Keeton
Kym Gore
Lydia Coffey Pierce
Nicolas T. Wright (absent)

Guests:

Katy Canion Pacelli, Class of 2000; Brandon, MS
Carrie Niemet, Class of 2006
Audrey Littlejohn, Executive Administrative Assistant

Ex-Officio Members present:

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement
Andrea Stevens, Executive Director
Nora Miller, University President

II. Adoption of the Agenda

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

III. President's Welcome

Symone welcomed everyone to homecoming and thanked everyone for a great year.

IV. Ratify Votes

The MUWAA Board's stance on the Name Change Process was declared Undecided via an electronic vote on October 29, 2022.

The Winter Board Meeting minutes were approved by 14/19 members via email on February 25, 2023.

The appointment of Clare Haefner to fill the vacancy for the 2023-2024 Board year was approved by 14/19 members via email on February 20, 2023.

The MUWAA 2023 Alumni Awards Recipients were approved unanimously via email on March 20, 2023.

V. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. She mentioned that there was no official report, but gave a brief overview of upcoming events. At the time of this meeting, a total of 363 alumni, students, and friends of The W registered through the Alumni office. A total of 274 are registered for the Magnolia Mingle event, and a total of 211 registered for The W Family Picnic!

MUWAA Recent Events:

- Mobile alumni event- January 12th
- BLUE was also a success! (130 registered, there was great turnout!)

Upcoming events:

- Mississippi on the Mall in DC- June 10th

VI. Foundation Update

MUW Foundation Representative, Jennifer Katool gave the following report:

The MUW Foundation Board voted to start the Be The Light campaign in 2017 with a goal of 15 Million. Before The W went public with the campaign, a total of 17 Million was raised. The Foundation Board voted to increase the goal to 25 Million. As of last month, we surpassed that goal. There was a total of 25.5 million raised during the campaign. As of January 31st, over 19 Million dollars were raised for scholarships and 4.6 Million for facilities and programs.

Jenny wanted to thank Andrea, her team, and the campaign committee lead by James Threadgill for their hard work throughout the campaign

During the last academic year, the foundation provided over 1.9 Million in scholarships to 476 MUW students from 338 funds. As we end the FY, we are focusing more on the number of donors, we're anticipating an increased number of donors from the previous fiscal year.

Shattuck funds will be raised soon.

VII. MUWAA Offers Report

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary had nothing to report.

Treasurer

LuAnne McGuirk gave the following report:

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$37,618.97	
Long Blue Line Auction Fund (26108)	\$25,554.60	
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	
MUW Faculty Enhancements Grants Fund (28108)	\$1,518.34	
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00	
BLUE Event Fund	\$5,266.23	
LBL Undergraduate Research Scholarship Fund (28224)	\$703.44	
Magnolia Mingle Event Fund (28238)	\$16,814.81	
MUWAA First Generation College Student Scholarship (28523)	\$475.00	
Total MUWAA Restricted Funds held at MUW Foundation:	\$93,602.39	*Totals are draft

balances as of 02/28/2023

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 as of 2/28/23

VIII. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson

There were a total of 127 votes cast. Katherine stated that we have a great class this year. She called the entire board to action on nominating eligible alumni for the next Board Class because the total number of nominations and votes were low this year.

The following individuals were elected to MUWAA Leadership via a $\frac{3}{4}$ majority vote:

President-Elect:

- Jermarra Jones-Price, Class of 2008, Southaven, MS

Board of Directors:

- Andrea Fulgham Germany, Class of 2000, Collinsville, MS
- J'Markus DuBose, Class of 2014, Gulfport, MS
- Debra Sturgis Stamps Class of 1982, Crystal Springs, MS
- Annie Robinson Oeth, Class of 1987, Jackson, MS
- Rev. Arthur R. Harper, III (Trey) Class of 1998, Canton, MS

Board Director Vacancy:

- M. Clare Haefner Class of 2003, Round Rock, TX

Bylaws

Chair: Michelle R. Wescovich

This committee is still working with President Bounds on finalizing changes to the MUWAA Policies & Procedures.

Recruitment & Retention

Chair: Lydia Coffey Pierce, President Bounds gave the report in her absence.

This committee notified 2023 award winners.

2023 MUWAA Award Recipients

- Distinguished Alumni Achievement Award
 - Edmond McDavis III, 2003
- Alumni Service Award
 - Lesley Norwood Davis, 2006
- Distinguished Achievement Award
 - Dr. Kendall Dunkelberg, MUW Faculty Member
- Outstanding Recent Graduate Award
 - Alex Torres, 2014
- 2023 New Faculty Award
 - Dr. Davida Crossley, Assistant Professor of Microbiology
- 2023 Faculty Enhancement Grants:
 - Dr. Cecilia Brooks, Assistant Professor of Family Science
 - Wesley Garrett, Esq., Professor and Director of Legal Studies

Chapters & Constituency Groups

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

- There was no report at the time of this meeting.

Special Events

Chair: Katy Canion Pacelli

As of this report, we have sold 188 drawdown tickets and 101 cup/koozies. There was a total of 100% special events committee event registration, and 100% MUWAA Board participation for MM registration. Katy thanked everyone for their hard work for MM and encouraged all to spread the word about MM.

There will be a drop off for LBLA auction items in Welty during Homecoming. LBLA Auction deadline has not been announced, but tentative deadline Sept 1st

Finance

Chair: LuAnne McGuirk

LuAnne thanked her committee for their hard work this year. Symone thanked LuAnne and her committee for their emails/social media posts answering frequently asked questions about donating and giving back to The W.

Public Relations

Chair: Annie Oeth

- This committee has written news releases for MUW's 2023 Homecoming, BLUE, and the new MUWAA scholarship for first-generation college students.
- This committee is five biographies away from having a bio on each member of the MUWAA Board of Directors!
- A news release about the Long Blue Line Auction boosted participation, and the committee is available to write about MUWAA awards for news releases as well as for *Visions*.
- This committee has updated media contact lists as well to make sending news releases easier and more effective.

Past Presidents

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

- At the time of this meeting, there was no report.

IX. Special Committee Reports

Diversity, Equity, & Inclusion

Chair: Jermarra Jones-Price

This committee is working to finalize a list of insights and recommendations to provide to the Alumni and Development Office for more inclusive campus events for alumni and students.

Alum Danielle Badgett will join us as May's series speaker- more details to come.

This committee will be meeting on April 11th to discuss the survey results for this year and what suggestions to leave in preparation for next year's committee.

Mentoring

Chair: Kym Golden Gore

There was no official report, but President Bounds gave a brief overview of both B.L.U.E. and Spring Fling. Both events were a success.

Membership Recruitment

Chair: Nick Wright, President Bounds presented the report in his absence.

This committee is planning to launch the Why You W campaign after Homecoming.

The new graduation gift will be a key chain.

This committee partnered with the Rec Center for the Homecoming event, Alumni vs Student Kickball game on Friday. All are encouraged to come watch!

Digital Marketing

Chair: Bridget Smith Ellis

DMC worked on social media content for Black History Month in February and alumni spotlight for female alumni during Women's History Month in March.

In February, DMC started using Social Bee to schedule and analyze social media reach and impressions.

A	B	C	D	E	F
Facebook	Page Growth <small>The number of page likes you have received between the first and last day of your selected period.</small>	Posts <small>Total number of published content within your selected period.</small>	Page Engagement <small>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</small>	Post Engagement <small>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</small>	Reach <small>The total number of times any of your content reached a user's feed.</small>
	9	67	6.85%	10.27%	83.8K
	50% growth	204.55% growth	-3.09% loss	-7.51% loss	231.59% growth
	Top Engagement Posts		Most Impressions		
	2-14: MUWAA Nominations Slates: 24.24%		2-8: BHM: Shirley W. James - 16487 [Impressions] 942 [Total Engagement]		
	1-16: Mobile Chapter Meeting: 23.07%		3-22: WHM: Coach Rita - 14764 [Impressions] 1248 [Total Engagement]		
	2-28: BHM Ending Video: 14.35%		2-26: BHM: Symone Bound - 4987 [Impressions] 483 [Total Engagement]		
Instagram	Account Reach	Account Engaged	Reels Interactions	Profile Visits	Posts Interactions*
	917	252	38	Activity: 288	949
	116% growth	260% growth	850% growth	Visits: 265 (+409%)	430% growth
	*443 are non-followers vs 474 followers *1095 posts *408 Reels *1 Videos	*88 are non-followers vs 164 followers *1095 posts *408 Reels *1 Videos	*Likes: 23 *Comments: 5 *Saves: 2 *Shares: 8	External link taps: 23 (+228%)	*Likes: 761 *Comments: 34 *Saves: 18 *Shares: 80
	Impressions: 11597 357% growth	Content Interactions: 992 442% growth	Story Interactions: 5	Total Followers: 748 (+2.6%)	
* versus data from Oct. 16-Jan. 3					
Twitter	Page Growth <small>The number of page likes you have received between the first and last day of your selected period.</small>	Posts <small>Total number of published content within your selected period.</small>	Followers <small>The total number of followers your account has.</small>	Reach <small>The total number of times any of your content reached a user's feed.</small>	
	0	58	969	5.2K	
		1350% growth		1549.37% growth	
	Top Engagement Posts		Most Impressions		
	3-9: First-Gen Fund: 15.56%		1-21 BLUE Registration - 328 [Impressions] 14 [Total Engagement]		
	1-20: DEI Survey closes in 3 days: 8.22%		2-18: BHM: Miss W - 292 [Impressions] 15 [Total Engagement]		
2-8: BHM Shirley W. James: 6.44%		3-19: WHM: K. Metcalfe - 253 [Impressions] 5 [Total Engagement]			

Strategy & Support

Chair: Heather F. Stone

The MUWAA Website has received a facelift. Heather encouraged everyone to check out the website and encouraged board members to give feedback since next year's committee will be working to improve what we currently have.

One sheeter/infographics will be done for each committee based on what's in the bylaws and will be sent to the respective committee for approval before posting on the website.

Heather informed everyone that annual surveys will be going out to all board members, not just exiting board classes.

X. Unfinished Business

None at this time.

XI. New Business

Shattuck Support

- President Bounds presented a report on the MUWAA Board's annual financial obligations. According to the MUWAA's average income from our fundraising initiatives, after operating costs, the MUWAA profits around \$37,000.00 annually.
- President Bounds presented that the Board pledge a total of \$80,000 to support the Shattuck Renovation Initiatives to sponsor a reception area with the following breakdown:
 - Board Year 2022-2023: \$20,000
 - Board Year 2023-2024: \$20,000
 - Board Year 2025-2026: \$20,000
- Heather moved that we support the Shattuck Renovation Initiatives by donating a minimum of \$20,000 per year for a total of \$80,000 for the Shattuck Hall reception area with funding starting in the current Fiscal Year 2022-2023 Board Year. There was no discussion, motion carried unanimously.

XII. Open Forum

Symone wanted to recognize the oncoming Board Member class and thanked them for attending.

Carrie O. Niemet, Class of 2006, introduced herself and wanted to propose something that came to her this past year to see if we could do crowdsourcing/fundraising to support our Athletics team.

- She currently works with Proof in the Pudding (concession workers to fundraise for athletic expenses), she also mentioned that she was interested in helping with the initiatives of the Alumni Associations.

Flapp asked if we were doing marketing for the First Generation College Student Scholarship and to get the total numbers of contributions.

- At the time of this meeting, DMC is currently posting, but Bridget said they can do more push outs online since there is an official holiday for First Generation College Students (November 8th).

XIII. Adjourn

President Bounds gave her closing remarks. She thanked everyone for coming and for such a great year.

Announcements:

- President Bounds went over all the alumni events and encouraged Board participation at all events! Kickball at 3:00 pm at Pohl Gym, and mentioned that there's still time to purchase MM tickets and Drawdown tickets.
- The MUWAA Annual meeting will be at 4:00 in Cochran assembly room on Friday, March 31st.

The meeting was adjourned at 5:31 pm CST