

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

SPRING BOARD MEETING

April 4, 2024 | 4- 5:30 PM CST

Hybrid | Fant Library, Gail Gunter Room & Zoom

**I. Call to Order & Roll Call**

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:28 pm CST

The roll was called. MUWAA Board Members present:

Phillip "Flapp" Cockrell  
Terry Gargano Coffey  
Ashley Dean  
J'Markus Dubose  
Bridget Smith Ellis  
Clare Haefner  
Jenny Katool  
Annie Oeth  
Jermarra Jones-Price  
Debra Sturgis Stamps  
Heather Fasciocco Stone  
Anne Swearingen  
Bayleigh Vick

MUWAA Board Members present via teleconference:

Symone Bounds  
Trey Harper  
Cynthia Kittrell

MUWAA Board Members absent:

Andrea Germany  
Michelle R. Wescovich  
Nicolas T. Wright

Guests:

Wesley House Garrett, Parliamentarian

Sam Garrie, MUW Student Government Association President

Courtney Ballard Murtaugh, Class of 1978, MUWAA Past President

Ex-Officio Members present:

Andrea Stevens, Executive Director

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

## **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 gave her opening remarks and welcomed all home. She stated that Sam Garrie, current SGA President, will give an update at the end of the meeting, and revealed that MUW Archivist, Stephanie Salvaterra, will give us an exclusive tour through the library archives' latest exhibit that features MUW memorabilia throughout the years as our "love letter to our alums" before it's officially open to the public starting this weekend. She and Stephanie have been working together on the exhibit.

She reflected on everything that has happened this year, including MUW alumni meeting together in the MS capital to honor MUW's 140th anniversary of our charter, Flapp Cockrell representing the MUWAA Board of Directors at 100th Night, the social impact challenge and our record breaking social media engagement, and the rollout of the MUW Alumni Recruitment team led by MUWAA Past President, Katy Canion Pacelli.

## **IV. Ratify Votes**

The MUWAA Winter Board Meeting Minutes were approved with a vote of 19/19 members via email on February 26, 2024.

## **V. Alumni Office Report**

Cathryn gave a shout out to the MUW Office of Development and Alumni for all their hard work planning for the weekend's festivities, and thanked them for all of their advice as she transitioned into her role. She stated that she had never encountered a board and committees that were as dedicated and passionate as the MUWAA Board of Directors, committee chairs, and committee members, and she's excited to work with everyone more in the upcoming fiscal

year. She thanked all for their hard work this year. She stated she's excited for the Homecoming celebrations taking place all weekend and for MUW's future.

## VI. Foundation Report

Jenny Katool gave the following report:

Jenny recapped Welty Gala and stated that 294 guests attended, and a total of \$24,185 was raised for the MUW Scholarship Fund. She asked everyone to mark their calendars for this year's Welty Gala on October 25, 2024. Details will be out soon- they are wrapping up final details now.

Scholarship Donor luncheon was on February 16th, and it was a great day of celebration for the student scholars who have an opportunity to meet and show "gratitude for those who support our students."

As of April 3, 2024, the number of donors is 1,701. The fiscal year ends on June 30, 2024, so we will have a hard push over the next few months for donors who gave last year, but unfortunately, not this year, (LYBUNTS) and donors who have given some year, but unfortunately not this year (SYBUNTS).

## 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:

- A total of 8 check requests were approved for payment:

| <b>Fund Number &amp; Name</b> | <b>Date</b> | <b>Description</b>                                  | <b>Amount</b> |
|-------------------------------|-------------|---|---------------|
| 28238 - Magnolia Mingle Fund  | 2/7         | MM cups and koozies; reimbursement to Bayleigh Vick | \$653.29      |

|  |      |   |                    |
|--|------|---|--------------------|
| 28224 - LBL Undergraduate Research Scholarship | 2/9  | Undergraduate Research Scholarship  | 147.92             |
| 26062 - Activities Fund                        | 2/13 | MUWAA President's Pin   | 633.04             |
| 26108 – LBL Auction Fund                       | 2/13 | MUWAA Budget Transfers<br><ul style="list-style-type: none"> <li>• 28107 – Mortar Board - \$1000.00 •</li> <li>28208 – Faculty Enhancement Grant - \$1000.00</li> <li>• 28109 – New Faculty of the Year Award - \$1000.00</li> <li>• 28224 – LBL Undergraduate Research Fund (restricted) - \$1,000</li> <li>• 28253 – MUWAA First Generation College Student Scholarship (restricted) - \$1000.00</li> </ul> | 5000.00            |
| MUW Foundation Shattuck Fund                   | 2/13 | 26108 - LBL Auction Fund - \$10,000.00<br>28238 - Magnolia Mingle - \$10,000.00   | 20000.00           |
| 28119 – BLUE Event Expenses                    | 2/13 | Sodexo, Inc. – MUW Catering   | 1476.00            |
| 28238 - Magnolia Mingle Fund                   | 2/21 | Community Brands - GiveSmart  | 2562.65            |
| 26108 – LBL Auction Fund                       | 2/23 | Reimbursements to Katy Pacelli<br>FedEx - \$63.54<br>Thank Cards - \$62.50<br>Postage - \$76.50   | 202.54             |
| <b>TOTAL</b>                                   |      |   | <b>\$30,675.44</b> |

• Endowed Accounts:

| Account Name (Account Number)                       | Balance     |
|---|-------------|
| Culinary Arts Advisory Board Scholarship<br>(35287) | \$28,194.03 |
| Southern Grace Scholarship<br>(36062)               | \$54,513.75 |

|   |              |
|---|--------------|
| MUWAA Faculty Enhancement Grants<br>(36109)                 | \$29,169.00  |
| MUWAA Mortar Board Faculty of the Year<br>Award (36110)     | \$27,325.28  |
| MUWAA New Faculty of the Year Award<br>(36111)              | \$29,248.82  |
| MUW Legacy Scholarship Endowed<br>(38051)                   | \$73,831.39  |
| LBL Undergraduate Research Scholarship<br>Endowment (38116) | \$25,005.34  |
| <i>Total MUWAA Endowed Funds held at MUW Foundation:</i>    | \$229,665.25 |

### VIII. Standing Committee Reports

- Nominations & Elections

Chair: Symone Bounds

Symone Bounds gave the following report:

There were a ton of nominations for this year, and this committee had a great nominations season! Symone gave her committee a huge shout out for all of their dedication and diligence this year with a tight timeline and turnaround time to remain in compliance with the P&P in the Bylaws.

Symone stated that there were a total of 39 nominations, which was an increase from last year. This committee received a ton of great feedback from social media and email and were able to field a ton of questions via email and social media. A total of 14 nominations were not eligible to serve, and several nominees were nominated more than once. Sixteen were eligible to serve, 8 accepted the nomination.

The committee decided to use the traditional ballot with the “write in” option on the ballot as stated in the Bylaws to be presented to the Association. A total of 161 ballots were cast, which was an increase from last year, and there were 6 mail-in paper ballots. There were a few write-in candidates, but they did not receive the amount of votes to be considered on the slate based on the requirements outlined in the P&P in the Bylaws.

Symone announced the newly elected Board of Directors and President-Elect:

MUWAA Board of Directors to serve the 2024-2027 term:

- Jonathan Cumberland, Tuscaloosa, AL, '09
- Anne White Foster, Dallas, TX, '71
- M. Clare Haefner, Round Rock, TX, '03
- Dana Jackson, Chattanooga, TN, '93
- Elysa Harvey MacLellan, Pascagoula, MS, '88

President-Elect for the 2024-2025 term:

- Ashley Dean, Lebanon, TN, '06

- Bylaws

Chair: Terry Coffey

Terry Coffey gave the following report:

This committee addressed one Bylaws item this year, and three items in policies and procedures.

This committee placed the “Descriptions” in a new Appendix to the Policies and Procedure document, which is attached to the Board packets.

The bylaws now include references to the special descriptions published in the P&P. All changes to the Bylaws must be approved by the General Membership.

This includes the P&P references to time frames. All “yearly” and “annual” mentions will now refer to the fiscal year, July 1-June 30.

This committee also added the MUWAA First Generation College Student Scholarship and the Undergraduate Research Scholarship into the P&P document.

- Recruitment & Retention

Chair: Ashley Dean

Ashley Dean gave the following report:

The committee successfully implemented an adjustment to the nominations window for the Alumni Awards, moving it up to October from November. This change resulted in over 50 nominations this year.

The Board will vote to update the timeline officially in the P&P during the New Business portion of the meeting.

They explored changing the name of the committee, but decided to not move forward with any changes with the implementation of the Alumni Recruitment team.

This committee also facilitated the notification process of the Faculty Member of the Year award and The Faculty Enhancement Grant. They also worked with Cathryn Borer to select the MUWAA Student Scholarship selection committee, and added the MUWAA scholarship applications online to make filling the applications out easier for students.

- Chapters & Constituency Groups  
Chair: Cynthia Kittrell

Cynthia Kittrell gave the following report:

The committee has divided the current list of Chapters and Constituency groups into five sections, with 13-16 groups assigned to each committee member for outreach. They have received valuable feedback from many, but are still waiting on more to respond. This committee will work with the MUW Office of Development and Alumni on attempting outreach to the remaining groups. This committee also is included on the Homecoming flyer!

The interest meeting for the Houston area was on February 3, 2024-there were 13 in attendance! The chapter has been approved and is now operational with email updates, and they are planning a late summer meeting.

Support and information have been provided to alum Ariel Seawell who is interested in establishing a Central Florida chapter. This initiative is currently on hold but we aim to kick-start it in late 2024 or 2025.

Assistance has been extended to the new Math & Science Constituency Group led by Shannon James. This group has established a Facebook group, sent out an email to the Association, and they're partnering with the College of Education alumni to meet up this weekend.

Potential interest has been expressed by Paralegal alums to form a group, and the Culinary Arts group is looking to expand beyond just a Facebook presence.

Efforts are being made to revitalize several inactive groups such as Delta, Little Rock, Starkville-area, and Dallas. We are working closely with these groups to determine the most effective way forward.

- Special Events  
Chair: Bayleigh Vick

Bayleigh Vick gave the following report:

This committee has met monthly via Zoom to strategize Drawdown ticket sales, refillable cup and koozie sales, social media content creation, event layout, scheduling for set up and tear down, logistics planning, and integration of lessons learned from previous years.

Bayleigh gave a shout out to her committee for all their hard work this year, and thanked everyone for their participation and support of this year's Magnolia Mingle. She also gave a brief overview of the event and mentioned the food trucks coming to this year's MM.

The 2024 LBLA donation form has been finalized and posted on GiveSmart platform. The climate controlled storage unit for auction items has been confirmed for long-term storage of auction items. Alumni are encouraged to drop off their items during Spring Homecoming in the Welty Atrium.

The Long Blue Line Auction will be held on September 27-28, 2024 on the Givesmart platform. Bayleigh asked all to save the date, spread the word about MM and LBLA, and follow the LBLA and MM social media accounts for all things MUWAA Special Events.

- Finance

Chair: Anne Swearingen

There was no additional report from the previous Treasurer's report at the beginning of the meeting.

- Public Relations

Chair: Annie Oeth

Annie Oeth gave the following report:

This committee has had a busy spring! They drafted news releases and shared online and email for B.L.U.E., the MUWAA scholarship recipients, MUWAA award recipients, Homecoming ad in The Spectator for students, the Campus Beautification Fund, MUWAA elections. They are currently working on the MUWAA graduation ad in The Spectator.

- Past Presidents

Chair: Katherine Shell Benson

President Stone gave the following report in her absence: Katherine's absence.

This committee has accomplished almost all of their goals this year! They hosted a brunch for MUWAA Past Presidents and had an exclusive tour in the Culinary Arts building in October, supported the LBLA 2023 with a sponsorship, refreshed and restocked the Homecoming ribbons, and they are always encouraging Past Presidents to give and support MUWAA.



## **IX. Special Committee Reports**

- Membership Recruitment

Chair: Monique Jenkins

President Stone gave the following report in her absence:

This committee kicks off their “Why do you W?” campaign on April 8th. This will be an online digital campaign, including social media posts. President Stone encouraged anyone who is interested in being involved, or knows of anyone who would be interested in being involved, with the campaign to reach out to Monique. At the time of this meeting, they were still taking candidates.

- Mentoring

Chair: Andrea Germany

President Stone gave the following report in her absence:

This committee wrapped up B.L.U.E.- it was a success! The event was attended by students, alumni, friends of The W, and an individual, non-affiliated with The W, who was interested in learning more about professional development and knew The W “does that well.” What a story!

- Strategy & Support

Chair: Jermarra Jones-Price

The committee collaborated with committee chairs to develop external one-pagers to provide detailed information about the functions of each committee, as well as internal one-pagers for seamless transition between committee chairs.

Additionally, the committee designed buttons with a QR code linked to the MUWAA Interest Survey for members of the MUWAA Board to wear during Homecoming weekend. Infographics outlining the role of each committee will also be distributed via email and social media to launch the campaign.

She expressed appreciation and shouted out her committee for their dedication and successful efforts throughout the year.

- Diversity, Equity & Inclusion

Chair: John Jacob Miller

President Stone gave the following report in his absence:

This committee is working to put together an upcoming session soon, more information TBA! President Stone and Jermarra Jones-Price have collaborated with this committee on some event ideas too.

- Digital Marketing

Chair: Bridget Smith Ellis

Bridget Ellis gave the following report:

This committee has collaborated with almost all of the MUWAA committees to create social media content and help share The W story. Their most recent posts include: MUWAA Alumni Award winners, MUWAA student scholarship recipients, Nominations and Elections campaign, Magnolia Mingle and Homecoming promotion, MUW archives collaboration, and they are consistently working with the MUW Office of Development and Alumni to share chapter events/activities via social media.

They will be working on a PSA campaign on MUWAA active membership, FAQs for Chapters and groups, finance, and overall giving back to The W.

Bridget expressed her gratitude to everyone for their patience and adaptability throughout the year. She acknowledged the initial uncertainties faced and shared optimism for the future. Our alumni base is engaged and excited, and all of our social media impressions are up! Woot woot!

|   |   |   |  |   |   |  |
|---|---|---|--|---|---|--|
| <b>Facebook</b><br>(1/3/24-3/18/24)           | <b>Page Growth</b>  | <b>Posts</b>  | <b>Page Engagement</b>   | <b>Post Engagement</b>  | <b>Reach</b>  |  |
|   | <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> |  |
|   | 85  | 48  | 9.63%  | 19.18%  | 181.3K  |  |
|   | 1316.67% growth   | 60% growth  | 57.01% growth  | 96.44% growth   | 473.82% growth  |  |
|   | <b>Top Engagement Posts</b>   |   |  | <b>Most Impressions</b>   |   |  |
|   | 1-9: Jan 9 AA President Message: 60.27%   |   |  | 1-22: University Name Submissions-30669 [Impressions] 4835 [Total Engagement]   |   |  |
| 12-13: AA President Name Change Video: 43.54% |   |   | 2-27: Jackson Metro Chap. event photo-18795 [Impressions] 274 [Total Engagement]   |   |   |  |
| 1-26: Name Change Email Survey: 36.14%        |   |   | 1-9: Jan 9 AA President Message -17450 [Impressions] 10517 [Total Engagement]  |   |   |  |
| <b>Instagram</b><br>(1/4/24-3/18/24)          | <b>Account Reach</b>  | <b>Account Engaged</b>  | <b>Total Followers</b>   |   |   |  |
|   | 1083  | 265   | 835  |   |   |  |
|   | F: 40.5% growth   | F: 85.3% growth   | 28   |   |   |  |
|   | NF: 195% growth   | NF: 3450% growth  | 3.3% growth  |   |   |  |
|   | <small>*567 are non-followers vs 516 followers<br/>*1474 posts<br/>*2 Videos<br/>*Stories 212</small>             | <small>*71 are non-followers vs 194 followers<br/>*351 posts<br/>*31 Reels<br/>*8 Story</small> | <small>*Overall 27<br/>*Follows: 35<br/>*Unfollows: 8</small>  |   |   |  |
|   | Impressions: 11,656   |   |  |   |   |  |
| 68.7% growth                                  |   |   |  |   |   |  |
| <b>Twitter</b><br>(1/3/24-3/17/24)            | <b>Page Growth</b>  | <b>Posts</b>  | <b>Followers</b>   | <b>Reach</b>  |   |  |
|   | <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>                                     |   |  |
|   | 5   | 50  | 959  | 3.1K  |   |  |
|   | no change   | 51.52% growth   | 5 +  | -19.74% loss  |   |  |
|   | <small>*Twitter analytics continue to change and not reliable</small>   |   |  |   |   |  |
|   | Engagement Rate: 4.6%   |   |  | Likes: 108  |   |  |
| Impressions per day: 52                       |   |   | Replies: 7   |   |   |  |
| Retweets w/out comments: 44                   |   |   | Link Clicks 33   |   |   |  |

## **X. Unfinished Business**

None at this time.

## **XI. New Business**

### Annual Renewal of 501 (c) 3 Status

- J'Markus DuBose made the motion that the MUWAA Board of Directors approve the continued status of the Association as a Mississippi non-profit corporation recognized as tax exempt under Section 501(c)(3) of the Internal Revenue code as outlined in the Affiliation Agreement between Mississippi University for Women and the Mississippi University for Women Alumni Association.
- There was no discussion, motion carried unanimously.
- Be it noted: This is an annual requirement of the Affiliation Agreement with the university, we must hold status as a Mississippi non-profit corporation and meet an annual requirement to approve this non-profit status to continue in partnership with MUW. This is not approving the affiliation agreement as this is done on a five-year timetable and last signed in August 2021 - this is just to continue our organization in a non-profit status.

### Recruitment & Retention Committee: Alumni Awards P&P Revisions

- Ashley Dean made the motion that the MUWAA Board of Directors approve the proposed updates to the Policies and Procedures of the Mississippi University for Women Alumni Association, on pages 8-9 under Appendix C: Alumni Awards.
- Anne Swearingen pointed out the grammatical error "an alumni" mentioned in the proposed verbiage on the awards section under Appendix C. President Stone acknowledged that it seems odd grammatically, however, "alumni" is how our Bylaws address gender neutrality, and this verbiage used throughout the Bylaws document and was placed in the proposed section of Appendix C in order to keep consistency throughout the document.
- Jenny Katool asked how winners are decided when a tie occurs. Ashley Dean stated that a committee does not make a recommendation, the decision would be made by the Board. With the proposed changes, the Alumni Achievement award can have up to 5 winners. She mentioned that this change should cut down on tied votes. President Stone elaborated that awarding more than one alum for this alumni award was historically done that way, but this committee wanted to make it official and bring the tradition back.
- After this discussion, the vote was called. Motion carried unanimously.
- Be it noted: Clarification needed to be made for the stipulations for the MUWAA Alumni Awards. The proposed changes will also update the timeline surrounding the nominations window and voting for the MUWAA Alumni Awards by the MUWAA Board of Directors.

## **XII. Open Forum**

Cynthia Kittrell asked if the Summer MUWAA Board meeting date has been set yet. President Stone announced that all dates for the 2024-2025 Board year will be announced after Homecoming.

Past President Courtney Murtaugh, class of 1978, asked if anyone knew how many were in attendance for B.L.U.E., including students and alumni, since the first B.L.U.E. event had 25 people in attendance. Cathryn Borer said that she doesn't have that information, but can email it over to her after Homecoming, and she mentioned that every seat was taken. She thanked all for their support of the event, and gave a little background on why she came up with the idea to connect more students with alumni. She was excited that it's still going strong!

President Stone recognized Elysa Harvey MacClellan, class of 1988, as an incoming Board Member starting on July 1, 2024, and thanked her for coming to the meeting.

## **XIII. President's Closing Comments**

President Stone expressed her deep appreciation for all during this whirlwind of a year. She said that the MUWAA Board showed such solidarity and unity during an uncertain time, and she is so thankful for her time serving with the MUWAA Board.

## **XIV. Announcements**

President Stone highlighted a few Homecoming events, including the Hip Hop Line Dance, Magnolia Mingle, MUWAA Annual Meeting, Homecoming Convocation.

She also reminded all to begin casually searching for candidates to nominate for the upcoming year's Nominations and Elections committee.

Upcoming events:

- "Why do you 'W'?" campaign: April 8-12, 2024
- MUW Commencement: May 3, 2024
- MUW Committee Chair Call: May 21, 2024
- MS on the Mall in DC: June 8, 2024

## **XV. Adjourn**

Meeting adjourned at 5:44 pm CST.