

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Spring Board Meeting

April 3, 2025 | Hybrid, Fant Library and Zoom

I. Call to Order & Roll Call

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 4:23 pm CST.

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

Terry Gargano Coffey
Jonathan Cumberland
Ashley Dean, MUWAA President-elect
J'Markus Dubose
Clare Haefner
Dana Jackson
Jenny Katool, Foundation Chair
Elysa MacLellan, Board Secretary
Annie Oeth
Jermarra Jones-Price, MUWAA President
Heather Fasciocco Stone, MUWAA Immediate Past President
Bayleigh Vick

MUWAA Board Members present via teleconference:

Phillip "Flapp" Cockrell
Anne White Foster
Cynthia Kittrell
Anne Swearingen, Board Treasurer
Debra Sturgis Stamps

MUWAA Board Members absent:

Trey Harper
Andrea Germany

Guests:

Wesley House Garrett, Parliamentarian
Symone Bounds
Kristie Metcalfe
Tekita Bankhead
LeAnn Alexander
Dustin Nolan
Kristi Hipp Mosley
Katy Pacelli

Ex-Officio Members present:

Nora Roberts Miller, MUW President
Andrea 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 Dana Jackson. The motion passed with 17 of 19 board members approving.

III. President's Welcome

President Jones-Price gave her opening remarks welcoming all Board members, committee chairs and guests to the meeting. She proceeded with appreciation to everyone for joining the meeting and being back on campus for the Homecoming weekend. Additionally, she thanked all that were in attendance of the development session led by the Director for the Center for Education Support on campus where we learned how innovative thinking and community collaboration are shaping our students, the next education leaders in the state of Mississippi.

President Jones-Price shared a recap of her goals, the three key areas for which the year is operating and what has been accomplished with each. The first key area- reassessing our individual alumni networks where we were able to partner with the Center for Career Services and Professional Development and Student Life to establish mentorship opportunities for students and learn how current students are being connected to long term university traditions as Freshmen. The second key area- redesigning alumni programming represents our entire association where our partnership with the Office of Development and Alumni allowed for restructuring of the Homecoming program which led to double the Homecoming registrations and better flow between events, new event introduction of the Alumni vs. Student Dance competition as well as repurposed spaces for such as the SOAC Lounge. The third key area- discovering collaborative approaches to early student engagement where we met our students on the dance floor during Welcome Week, welcomed the SGA President to join our programming lineup for the 8th Annual BLUE event, and found new ways to advertise to students on campus through digital marketing.

IV. Ratify Votes

There was one vote presented to ratify:

1. We ratified votes for the approval of the Winter 2025 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **February 8, 2025, with 18 out of 19** board members voting in approval.
2. We ratified votes for the approval of the proposed language to Section 2 Membership C and Section 4 Committees 1b in the MUWAA Bylaws. Please note that another vote is not needed. The minutes were approved by an Email vote on **March 21, 2025, with 16 out of 19** board members voting in approval.
3. We ratified votes for the approval of new MUWAA student scholarship deadline date of June 1st. Please note that another vote is not needed. The minutes were approved by an Email vote on **March 21, 2025, with 17 out of 19** board members voting in approval.

V. Alumni Office Report

Cathryn shared updates about District 3 CASE Conference that the office attended, Homecoming expectations and upcoming events. During the conference, one that is held only for university alumni offices, the members attended sessions that will benefit the growth of their team as a whole and in greater benefit our alumni association. She shared that LEAP has been going on since the beginning of the school year and they were able to bring alumni and community leaders together in concentrated areas to focus on what the W plan was and how alumni could come together to make sure our association were knowledgeable in keeping our university's name alive and flourishing across the state. Legislative engagement and the Capital dinner and day were successful in January with

Senators and students from Culinary, Education, Nursing and professors that were focused on key areas so they could hear students' stories and pleas for University advancement. Cathryn then shared that Charter Day on March 12th was greatly successful with the lunch at Capital Inn and special speakers representing LEAP and President Miller and we also learned of the new W Day proclamation before heading over to the Capital steps to take photos in blue. Lastly, she shared there is an upcoming campaign to celebrate NCAA Division 3 week from the Development side of the office to highlight our almost 200 student athletes and their accomplishments in and out of the classrooms.

VI. Foundation Report

Foundation Chair Jenny Katool started by sharing the good news that donors are up and so is giving. There are currently 1,450 donors and that is an increase from 2024 with 250 of those being new donors. A total of 3,125 sybunts have already received their Spring mailers and lybunts will go in the mail by end of April. There are several campaigns going on right now- featured donor Spring campaign, Speech Language Pathology Scholarship campaign, and the athletic fundraiser. The reunion class or Best Class Ever giving competition is also happening to be announced on Saturday. Jenny lastly shared that the Welty Gala will be on October 24th and as soon as the speaker details are confirmed, the announcement will follow.

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 shown below.

Endowed Accounts

Account Name (Account Number)	Balance
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	\$60,115.79
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,449.77

*Totals are as of 02/28/2025.

Restricted Accounts – Activity through Feb. 28, 2025

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 02/28/25)
Alumni Association Activities Fund (26062)	\$16,105.12	\$210.00 (\$7,864.91) Net deficit: (\$7,654.91)	\$8,450.21
Long Blue Line Auction Fund (26108)	\$26,089.72	\$26,614.64 (\$27,980.83) Net deficit: (\$1,366.19)	\$24,723.53
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00	\$3,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00	\$1,893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28	\$1,000.00	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59	\$1,816.94 (\$851.99) Net: \$964.95	\$8,523.54
LBL Undergraduate Research Scholarship Fund (28224)	\$431.21	\$1,000.00 (\$50.00) Net: \$950.00	\$1,381.21
Magnolia Mingle Event Fund (28238)	\$ 17,975.18	\$1,134.18 (\$10,239.94) Net deficit: (\$9,105.76)	\$8,869.42
MUWAA First Generation College Student Scholarship (28253)	\$2,265.00	\$2,100.00 (\$500.00) Net: \$1,600.00	\$3,865.00
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$76,003.44	\$35,875.76 (\$47,487.67)	\$64,391.53

*MUWAA has initiated two transfers of funds of \$ 10,000.00 each into the Shattuck fund (28246).The first was transferred on 9/25/24 and the second on 2/11/25, for a total of \$ 20,000.00.

VIII. Standing Committee Reports**Nominations & Elections | Chair Heather Fasciocco Stone**

Chair Heather presented the following report:

The Nominations and Elections Committee has completed the first of their two goals for this fiscal year which was to secure nominations for all open positions. Through alumni voting the committee identified the new President-elect Bayleigh Vick and incoming Board Directors Carrie Niemet, Nicole Rensink, Sydney Pittman, Bridget Pieschel and Terri Stewart who will be sworn in during Annual Meeting. The committee's second goal will be completed during the July Board meeting which is to provide a slate of no more than 10 nominees to the Board of Directors to vote in the next N&E committee. The Digital Marketing and Public Relations Committee will be partnering with this committee to highlight our new Board Members. Heather shared that prior to the end of the Board year her committee will submit a recommendation or motion for the Board to examine and consider a refresh to the general elections time to align with the events timeline to fast track in advance of the

Homecoming festivities to allow new members the availability to better prepare for attendance of the weekend for being sworn in. She explained that this year with President JJ's approval, a new timeline was piloted moving things up so that processes didn't overlap or fall in between events as it's been in the past.

Bylaws | Chair Terry Gargano Coffey

Chair Terry presented the following report:

Terry shared that the Bylaws Committee have been hard at work reviewing the governing documents for grammatical errors and creating a new appendix to add in the three currently used Board templates- the quarterly board meeting report, annual meeting report and motion card templates used frequently throughout the year by committee chairs. As of right now, the new appendix has been added and the committee is waiting on new revisions from the affiliation agreement and new scholarship deadlines so that all new, updated versions of both documents can be uploaded to the alumni website by June 30th.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn presented the following report:

Chair LeAnn started her remarks by thanking her committee for their assistance and efficiency as they gotten correspondence out during the timeline regarding alumni awards. In the last quarter, LeAnn has worked with the University Provost as well as the Public Relations and Digital Marketing Committee to finalize the faculty awards and get social media marketing and news releases compiled to highlight all. She has also worked closely with Cathryn and the Alumni Office to get the student scholarship committee selected. She lastly spoke to the collaboration with the One MUW Committee to create a new recognition that will join the lineup with our current awards. As she ended her report, she highlighted several members of her committee that will begin their term to the MUWAA Board of Directors in the new fiscal year- Nicole Rensink, Sydney Pittman, Carrie Niemet and Bayleigh Vick.

Chapters & Constituency Groups | Chair Cynthia Kittrell

Chair Cynthia presented the following report:

Chair Cynthia shared that her committee is working to improve the process of how groups notify the committee that they are interested in forming a new alumni chapter or constituency group. They are also building a quick reference guide to assist these groups they were already aware of to be successful as they get started. Currently, there are nine new constituency groups and alumni chapters interested in forming. Cynthia highlighted that the new C&CG workshop, which is scheduled for April 26th and completely virtual, will have speakers from current groups to speak in addition to the MUWAA Digital Marketing Committee Chair who will speak on social media and the use of the new branding guidelines. She ended by saying that there are a lot of Facebook groups out there and the committee are working hard to update those constituency groups that are on Facebook as well as the guidelines so that the groups have the latest information. She encouraged everyone to spread the word and register for the workshop.

Special Events | Chair J'Markus Dubose

J'Markus Dubose presented the following report:

Chair J'Markus started with thanks to the Board for being supportive of the committee's Magnolia Mingle event by purchasing tickets, cups and koozies. The updated total of items sold was 126 drawdown tickets, 22 insurances, and 113 cups and koozies as of the meeting and more coming in. The committee did receive a \$20,000 donation from alum Cindy Pond

for Magnolia Mingle to which Dr. Pieschel was greatly thanked for her connections in securing the donation. Following Homecoming the committee will become laser focused working on the 13th Long Blue Line Auction for which item drop off is available throughout the Homecoming weekend in Welty. J'Markus kindly reminded everyone that though the auction website is not its best right now, they are working on it and to just keep at your friend circles to remind them about purchasing tickets, insurance, cups and koozies for Mingle.

Finance | Chair Anne Swearingen

Chair Anne presented the following report:

Chair Anne shared that the committee has seen updated movement as notated in the diagrams below.

Scholarships awarded in the fall of 2024:

Fund Number	Fund Name	Recipient	Amount
28253	First Generation Scholarship	Precious Davis	\$500.00
35287	Culinary Arts Scholarship	Claten Hall	625.00
36062	Southern Grace Scholarship	Isabella Commodore	1,200.00
38051	Legacy Scholarship	Candra Broome	1,250.00

Check requests approved for payment to date¹ for the quarter:

Fund Number - Name	Date	Description	Amount
28119 – Blue Event Fund	1/13	Prographics	394.56
28119 – Blue Event Fund	2/6	Hotel Room for Blue Event Speaker	128.78
28238 – Magnolia Mingle Fund	2/6	Transfer of Shattuck Commitment	\$10,000.00
28119 – Blue Event Fund	2/20	Booklets for BLUE Event	171.74
28119 – Blue Event Fund	2/20	Vinyl Display Boards for BLUE Event	285.69
28119 – Blue Event Fund	2/20	Catering for BLUE Event	1,487.28
26062 – MUWAA Activities Fund	2/26	Gifts for Alumni Awards	507.88

26062 – MUWAA Activities Fund	3/14	Gifts for outgoing MUWAA Board members	545.77
26062 – MUWAA Activities Fund	3/17	Alumni lapel pins	1,544.89
26062 – MUWAA Activities Fund	3/18	½ page ad in The Spectator	135.00
TOTAL			\$15,201.59

¹ February 28, 2025

Public Relations | Chair Annie Oeth

Chair Annie presented the following report:

Chair Annie shared the committee has been heavy in their busy Spring semester starting with the promotion of BLUE by news release and then Homecoming. The committee are currently wrapping news releases for alumni awards and faculty awards. Annie shared that the committee are also collaborating with digital marketing to create ad graphics to be advertised in the Spectator for Homecoming and a special congratulatory message to graduates for Spring Commencement in May.

Past Presidents | Chair Symone Bounds

Chair Symone presented the following report:

Past President Symone shared that the committee have been moving and grooving sponsoring BLUE at the \$250 level, busy working on the Puckett House refresh and collaborating with the Office of Development and Alumni to schedule a Pucket House refresh weekend where they will go in remove items and then begin to polish items as they build on direct needs for their upcoming campaign. A Puckett House article has been submitted that Symone urged all attendees to be on the lookout for in future publications. Currently, the Past Presidents are working on some items to contribute on behalf of their committee but also highlight items alums can contribute directly to the refresh. Chair Symone noted that the committee are excited and thanked attendees for their support.

IX. Special Committee Reports

Membership Recruitment | Chair Monique Jenkins

Chair Monique could not join the meeting, so President Jones-Price invited all attendees to please look to the packet for the full report. President Jones-Price did take a moment to highlight that this committee has been hard at work promoting the new alumni vs. student dance competition being held in the gym on the Friday of Homecoming weekend. There are currently 60 alums signed up for this event and Recruitment and Retention Chair LeAnn Alexander will be our event DJ and leading the line dances through the ages.

Mentoring | Chair Kristie Metcalfe

Chair Kristie presented the following report:

Chair Kristie shared that the committee did host a successful B.L.U.E. event on Thursday, February 20, 2025, in the Pope Banquet Room. She also offered a special thanks to President Jones-Price for her help noting that without her and the alumni office's support the event would not have happened. Chair Kristie continued by thanking four of her committee members- Jennifer O'Connell and Audra Odom for securing the speakers for BLUE and Amber Parker and Courtney Murtaugh for driving the overall virtual experience of the event. In her opinion she enjoyed the speakers and from the feedback she received from students, they also enjoyed the information shared from the speakers and found them helpful.

Kristie shared that prior to today's meeting, the committee hosted the annual Spring Fling event in which 40 students participated receiving professional headshots, gift cards, and resume writing information from the partnership with the Career Services and Professional Development Center. To complete the experience, students were connected with alums to create an active opportunity to build mentorship relationships which was of high interest to the students and encouraging to alums in their respective fields.

Strategy & Support | Chair Ashley Dean

Chair Ashley presented the following report:

Chair Ashley shared that the committee completed most of their work in the Fall but have

still been working on the Homecoming app and though it couldn't be launched this year, the committee has leads to prepare them for Homecoming 2026. They were able to, however, update committee infographics that will hit social media next week following Homecoming and new buttons were recreated with the committee interest survey QR code and Ashley encouraged everyone to wear their buttons so alums can scan them over the weekend and the interest can start pouring in for the committees.

One MUW | Chair Tekita Bankhead

Chair Tekita presented the following report:

Chair Tekita shared the committee, though not as active as they would like to be, they are still proud of the work they have been able to complete. The first being the change of the committee's name from Diversity, Equity and Inclusion to now be the One MUW Committee. The committee has also been working collaboratively on the new proposed W.G.U.I.L.D. recognition which stands for Graduates Upholding Innovation, Leadership and Distinction. The idea for this award as it is built through this committee is to provide recognition for alumni that may fall in the middle of those award distinctions that are so specific but this one is meant to reach a broader audience. Additionally, the committee is working to finalize speakers for their upcoming Regroup and Recharge Series to start on April 24th with its first topic as 'Taking the Next Steps after Graduation'.

Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

Chair Clare shared that the committee has been busy promoting BLUE in addition to now Homecoming, Alumni Awards and Faculty Awards. All the promotions have paid off as analytics show our engagement and reach on Facebook significantly increased by 250% this last quarter ahead of the current one and projections shows that it may be even higher in the next quarter due to Homecoming advertising which hasn't been factored into current statistics. Our Instagram did experience an uptick as well though not as high as Facebook but we are reaching more people with new accounts that were not following us previously. X remains hard to track analytics but across the platform usage is declining and that is reflected with our accounts as well. Clare mentioned that we may want to consider dropping the use of the X platform and possibly researching a new one to consider in terms of reaching more people. She shared that she will be posting daily for Homecoming and asked everyone in the room to assist with those shares and likes. Lastly, Clare thanked committee member Jonathan Cumberland for all his help with the branding guidelines and welcomed any questions as we approached the later motion for those to be approved.

Facebook | Jan. 1, 2025, to March 20, 2025

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>
3	35	16.84%	994	36.3K
-150%	75%	157.57%	96.75%	251.29%

Posts with Top Engagement

03-12: Congrats to new MUWAA Board and President-elect | 24.25% engagement

02-06: Meet 6 nominees for MUWAA Board of Directors | 23.94% engagement

03-08: International Women's Day | 10.42% % engagement

Posts with Most Impressions (greatest reach)

03-03: Congrats to Alumni Award winners | 10,121 impressions

03-12: Congrats to new MUWAA Board and President-elect | 5,607 impressions

02-06: Meet 6 nominees for MUWAA Board of Directors | 1,320 Impressions

Instagram | Jan. 1, 2025, to March 20, 2025

Account Reach	Account Engaged	Total Followers
1845	99	898
F: 356 NF: 1489	F: 88 NF: 11	14
95.85%	76.78%	1.65%

Top Engagement

01-03: Congrats to Alumni Award winners
02-06: Meet nominees for MUWWA Board
03-12: Congrats to new MUWAA Board & President-elect

Top Reach

01-03: Congrats to Alumni Award winners
03-12: Congrats to new MUWAA Board & President-elect
02-01: Call for B.L.U.E 2025 sponsors

X (Twitter) | Jan. 1, 2025, to March 20, 2025

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	22	937	466
No change	29.41%	-3	-32.85%

*Social Bee does not guarantee accuracy of these analytics.

Top Posts

01-03: Announcing Alumni Award winners
02-06: 2025 Nominees for Board and President-elect
01-01: Happy New Year

X. Unfinished Business

There was no unfinished business to discuss.

XI. New Business

President Jones-Price presented the recommendation of approval for the annual requirement to continue our status as a Mississippi non-profit corporation and meet an annual requirement to approve this non-profit status to continue in partnership with MUW. She called for a motion from the floor to 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. The motion to 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 was presented by Annie Oeth. The motion passed with 17 of 19 board members approving.

President Jones-Price presented the recommendation from the Digital Marketing Committee for the approval of the MUWAA branding guidelines as presented. She called for a motion from the floor to accept the MUWAA branding guidelines as presented. The motion to accept the MUWAA branding guidelines was presented by Clare Haefner. The motion passed with 17 of 19 board members approving.

XIV. Open Forum

There were no discussion for Open Forum

XV. President's Closing Comments

President Jones-Price began her closing remarks by acknowledging Spring Board Member and Committee Chair birthdays. Birthdays announced were Dana Jackson (4/30), Bayleigh Herron Vick (5/3), Debra Sturgis Stamps (5/4), Ashley Dean (5/11), and Cathryn Borer (5/24). President Jones-Price also introduced and shared six Ginkgo Spotlights of thanking Flapp Cockrell for sharing his historical walk across the Edmund Pettus bridge for the 60th Selma Jubilee, congratulating Anne Foster for chartering new beginnings with the launch of the Dallas Alumni Chapter, thanking Monique Jenkins for her committee spearheading a new event of the Alumni vs Student Dance competition, congratulating Debra Sturgis Stamps for receiving the NAACP Community Ambassador Award, thanking Wesley Garrett for her high-level support of legal navigations with the MUWAA, thanking Heather Fasciocco Stone for working behind the scenes to ensure our student scholarships are not only visible but rest in the digital student portal with easy site navigation, and lastly, thanking Symone Bounds for her insurmountable support and institutional knowledge throughout the entire board year with tough conversations and connective support.

President Jones-Price shared the following announcement for everyone:

- **Committee Interest Survey Campaign:** April 7-11th
- **Why Do You W Campaign:** April 14-18th
- **One MUW Series Session 1:** April 24th (*registration is live*)
- **Chapters and Constituency Groups Workshop:** April 26th (*registration is live*)
- **Spring Commencement:** May 9th (*all alumni invited to attend the luncheon in-person or wear their blue and post on their socials on the day*)
- **One MUW Series Session 2:** May 28th (*registration is live*)
- **Mississippi on the Mall in Washington, DC:** May 31st
- **Mississippi in the Park in New York City:** June 14th
- **One MUW Series Session 3:** June 19th (*registration is live*)

As President Jones-Price ended, she reminded to use our individual networks and get the word out. To meet our people where they are with the medium that works for them because alumni support is needed for all the events to come as we continue elevating the W impact. She thanked us for being present and for participating as we made the last official business meeting of the board year memorable for her.

XVI. Adjournment

The meeting was adjourned at 5:28 p.m.