



**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
SUMMER BOARD MEETING**

Hybrid Meeting: In-Person at Fant Memorial Library Tiered Classroom and Zoom Call
1:00 p.m.
Saturday, July 16, 2022

I. Call to Order and Roll Call

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:36 pm

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

Symone Bounds, President
Katherine Shell Benson, Immediate Past President
Terry Gargano Coffey
Bridget Smith Ellis
Robbie Foxx
Kym Golden Gore
Jermarra Jones-Price
Jenny Katool, MUW Foundation Representative
Kacey Keeton
Cynthia W. Kittrell
Heather Fasciocco Stone, President Elect
Anne Swearingen
Michelle R. Wescovich
Nicholas T. Wright

MUWAA Board Members present via Teleconference were:

Phillip "Flapp" Cockrell
Ashley Dean
Wesley H. Garrett, Board Parliamentarian
Lydia Coffey Pierce
Bayleigh Vick, Secretary

MUWAA Board Members Absent:

LuAnne Farrar McGuirk, Board Treasurer

A quorum was established.

Ex-Officio Members present:

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

Guests:

Annie Oeth, Class of 1987; Jackson, MS

Katy Canion Pacelli, Class of 2000; Brandon, MS

Rebecca Rogers, Class of 2000; Memphis, TN

Ashley Morgan

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

President Bounds welcomed everyone to our first meeting of the fiscal year. She thanked everyone for attending and for their service to the MUWAA. President Bounds encouraged the Board members to be resourceful, and connect with more alumni and current students.

IV. Approval of Parliamentarian

President Bounds made a motion to approve Wesley Garret as Parliamentarian for this Board year. The motion was approved unanimously.

V. Election of Offices

Jermarra Jones nominated Bayleigh Vick as Board Secretary for this year. President Bounds called for other nominations. There were none. The nomination was approved unanimously.

Jermarra Jones nominated LuAnne Farrar-McGuirk as Board Treasurer for this year. President Bounds called for other nominations. There were none. The nomination was approved unanimously.

VI. Ratify Votes

The MUWAA Spring Board Meeting Minutes passed on April 30, 2022, with a vote of 14 members out of 19 in favor.

VII. Alumni Office Report

Dr. Anna Ogburn, Director of Alumni Relations and Donor Engagement, thanked all for coming. She reported that Homecoming 2022 was a success, and it was the first in-person Homecoming in 3 years.

Dr. Ogburn thanked all who participated, attended, and volunteered throughout the weekend. She reported that in-person MUWAA events are back!

The first Lowndes County event was hosted on June 2, 2022, from President Miller's home. The Mississippi on the Mall event was June 11th in Washington D.C, and the Jackson-Metro Chapter on June 16th.

Upcoming Events:

- July 30th-Gulf Coast Alumni Gathering
- August 6th-Lowndes County Chapter Annual Meeting
- August 27th- Mid-South Alumni Gathering
- September 17th- Middle Tennessee Alumni Gathering
- October 2nd- Birmingham Alumni Gathering

The final number of donors has not been announced yet for Fiscal Year 2022. Dr. Ogburn will let us know once she has final numbers.

Upcoming University Events:

- July 29th- Summer Commencement
- August 9th- New Faculty Orientation Lunch
- August 11th-19th- Blues Week
- August 11th- Move in Day- volunteers are needed!
- August 13th- MUWAA President speaks, t-shirts provided
- October 28th- Welty Gala
- March 30-April 2nd-Homecoming 2023

Dr. Ogburn announced the recipients of the MUW Foundation Scholarships.

- Legacy Scholarship Winner-Laura McLellan
- Southern Grace Scholarship Winner- Rachel Harris
- Culinary Arts Advisory Board- Makaylah Allen

VIII. Foundation Report

Ms. Katool briefly went over the plan for Shattuck Hall. Shattuck Hall has been announced as the new home for the Office of Development and Alumni. The first step is to determine the cost of the renovation and is currently in the works. It was noted that the renovation funds will be a restricted fund because the funds will be specifically used for the renovation.

Fundraising and naming opportunities are coming soon! Formal announcements for Fundraising will be at Homecoming 2023. The Department of Culinary Arts is anticipated to be in their new building in Fall 2023!

IX. MUWAA Officers Reports

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

Secretary

Bayleigh Vick, Board Secretary had nothing to report.

Treasurer

Symone Bounds, Board President, shared the report in LuAnne's absence provided in our Board packets.

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$31,052.38
Long Blue Line Auction Fund (26108)	\$5,719.08
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$1,018.34
MUW New Faculty of the Year Award Fund (28109)	\$2,651.00
BLUE Event Fund	\$4,844.99
LBL Undergraduate Research Scholarship Fund (28224)	\$1,165.00
Magnolia Mingle Event Fund (28238)	\$12,754.04
Total MUWAA Restricted Funds held at MUW Foundation:	\$61,204.83

*Totals are draft balances as of 5/31/2022

Endowed Accounts:

Culinary Arts Advisory Board Scholarship (35287)	\$31,465.49
Southern Grace Scholarship (36062)	\$60,460.55
MUWAA Faculty Enhancement Grants (36109)	\$29,858.28
MUWAA Mortar Board Faculty of the Year Award (36110)	\$17,955.58
MUWAA New Faculty of the Year Award	\$29,940.51
MUW Legacy Scholarship Endowed	\$81,294.60
LBL Undergraduate Research Scholarship Endowment:	\$0.00
Total MUWAA Endowed Funds held at MUW Foundation:	\$250,975.01

*Totals are Audited Market Value as of 6/30/2021

X. Standing Committee Reports

Nominations/Elections

Chair: Katherine Shell Benson

Katherine discussed that new nominees are in the Amy Johnson-Lewis has been removed from the ballot.

Bylaws

Chair: Michelle R. Wescovich

The Bylaws Committee did not have anything to report.

Recruitment & Retention

Chair: Lydia Coffey Pierce

This committee will be reformatted this year to make sure they are hitting the purpose outlined in the Bylaws.

Chapters & Constituency Groups

Chair: Kasey Keeton

The Chapters & Constituency Groups Committee did not have anything to report.

Special Events

Chair: Katy Canion Pacelli

The Special Events committee is preparing for the MUWAA Auction on September 23rd-24th. Sponsorship, bidding, and viewing auction items will all be available on Give Smart. Katy stated that there is still time to become an event sponsor.

At the time of the meeting, 38 items were listed in the Give Smart platform, but more will be posted soon. Symone and Katy are working to get the remaining 25 items photographed and posted.

Katy asked the Board to like and share MUWAA posts, donate item(s) to the auction, become an individual sponsor for the auction, and/or Champion (crowdsource sponsorship) for the auction.

Social media- 800+ likes on Facebook, 220+ likes on Instagram. The committee's goal is 1k+ this year. Facebook engagement is currently down but should come back up as we move into the fall.

Finance

Chair: LuAnne McGuirk

Symone presented the report in LuAnne's absence.

The following checks were approved for payment from 3/22/2022 to date were:

Alumni Assoc. Activities Fund (26062)	3/25/22	Gifts for MUWAA Award Winners	\$428.91
Alumni Assoc. Activities Fund (26062)	4/18/22	Outgoing Board Member Gifts for Two Years	\$597.75
Magnolia Mingle (28238)	4/26/22	Drawdown Winner Award	\$2,500.00
Alumni Assoc. Activities Fund (26062)	5/26/22	Transfer to UA Scholarship Fund	\$950
UR Scholarship Fund	6/29/22	Undergraduate Research Scholarship Awards	\$971.56

Public Relations

Chair: Annie Oeth

News releases and photos from Summer Orientation, Homecoming event stories, Scholarship Recipients, and LBL news releases will all be coming soon.

Past Presidents

Chair: Rebecca Rogers

This committee is still recruiting for volunteers. The Past Presidents Committee approved a donation of \$1,000 to the LBL Undergraduate Research Scholarship and \$1,000 to Lynn Hanson Speech-Language Pathology Scholarship from the Past President's Fund.

The Magnolia Mingle event raised \$15,264 in its first year! Lessons learned have been written and will be passed along to this year's committee.

XI. Special Committee Reports

Diversity & Inclusion

Chair: Jermarra Jones-Price

The first ever Diversity/Inclusion Round Table took place this year and it was a success. There were 39 registrations across 12 different topics.

The Annual Diversity/Inclusion survey was sent out in February, 173 alums participated. Responses and event suggestions were sent to Symone and Dr. Ogburn for Spring Homecoming 2023.

Membership Recruitment

Chair: Nick Wright

This committee's overall goal this year is to increase membership and participation by 10%.

The "Why Do You W" campaign raised \$550 with a total of 9 donors via the Express Link, and had a total of 162 views.

Overall, the MUWAA Facebook page reached over 3,370, which is an increase of 42.6%.

Final alumni participation numbers will be announced by the MUW Office of Development and Alumni.

Mentoring

Chair: Kym Golden Gore

This committee is currently recruiting for members. B.L.U.E. was a success, and this committee is looking forward to planning next year's event.

Digital Marketing

Chair: Bridget Smith Ellis

Bridget will be working with one committee liaison member from each of the following committees: Chapters & Constituencies, Mentoring, Recruitment & Retention, and Membership & Recruitment. Bridget will be reaching out to these members in the coming weeks. This committee will also be working with the MUW Office of Development and Alumni to choose a scheduling software for social media posts.

This committee's main focus over the past three months was publicizing the following MUWAA events and campaigns:

- Diversity and Inclusion Roundtable
- "Why Do You W" Campaign
- 10th Long Blue Line Auction

This committee will continue to focus on publicity for the LBL Auction throughout the fall, in addition to promoting W events and Chapter & Constituency events. Bridget stated that another goal for the fall is to create more organic W content.

Bridget called for all in attendance to like/share posts to promote more alumni participation and increase visibility. This committee is still recruiting for volunteers.

Our current social media audience is 2,695, with the largest age range between ages 34-44. Instagram and Twitter will be tweaked to promote more engagement with the younger audience. The total engagement is 2,643, which is an increase of 93%. Overall page views and post interactions are down at a total of 155 (11.7% decrease) because fewer posts were made. Page views are anticipated to increase as we move into the fall semester.

*Note: these statistics are for the date range 5/27-6/23

Top 3 performing posts since the spring were from recent alumni events: Mississippi on the Mall (reached 2,871, 966 engagements, 194 reactions/shares/comments), Jackson Metro Lunch (reached 2,243, 182 engagements), and Washington DC post (reached 1,535, 35 reactions).

Strategy & Support

Chair: Heather F. Stone

Heather reported that the committee hit all three of their goals last year. The overall goals for this year will be to go through the MUWAA Board of Directors Volunteer Experience Survey results from last year, continuing to develop the MUWAA Branding Guide, and creating the MUWAA Board of Directors Committee Snapshot and Expectations document from data sent by each Committee Director to this committee.

XII. Unfinished Business

None at this time.

XIII. New Business

Election of Nominations & Elections Committee

Symone stated that Amy Johnson Lewis will no longer be on the ballot because she has declined her nomination. The Board voted on this committee virtually via Survey Monkey.

The 2023-2023 Nominations & Elections Committee:

- Inger Chandler
- Greg Clayton
- Jianwen Jackson Crump
- Austin Rayford
- Lesley Davis- Alternate

Appointments

President Bounds reported that there were errors in the committee listing is not correct; this will be resubmitted and voted upon at a later date.

Terry Gargano Coffey made the motion to accept the committee chairs as assigned to the committees as listed, motion carried.

Approval of 2022-2023 Budget

Katherine Shell Benson made the motion to approve the 2022-2023 budget, motion carried.

Allocation of 2022 Magnolia Mingle Proceeds

Past Presidents Committee made the recommendation to allocate Magnolia Mingle to support future renovations of Shattuck Hall.

Katherine Shell Benson made the motion that the allocation of the 2022 Magnolia Mingle proceeds be tabled until the time that naming opportunities for the new Shattuck Hall renovation. Motion carried.

XIV. Open Forum

None at this time.

XV. President's Closing Comments/Adjourn

President Bounds closed by thanking everyone for attending and sending her encouragement; she is excited to get the year started and to see what all is accomplished on the Board for the 2022-2023 year.

She reminded everyone about upcoming events including Summer Graduation, the Long Blue Line Auction, and asked that anyone who is interested in volunteering for Move In Day or any other Blues Week even to let her know

The meeting was adjourned at 3:17 pm.