

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

**Summer Board Meeting**

July 13, 2024

Hybrid | Fant Library, Gail Gunter Room & Zoom

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

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:40 pm CST.

**The roll was called. MUWAA Board Members present were:**

Terry Gargano Coffey  
Jonathan Cumberland  
Ashley Dean  
Andrea Germany  
Elysa Harvey MacLellan  
Annie Oeth  
Jermarra Jones-Price  
Debra Sturgis-Stamps  
Heather Fasciocco Stone  
Anne Swearingen

**MUWAA Board Members present via teleconference:**

Phillip "Flapp" Cockrell  
J'Markus Dubose  
Clare Haefner  
Jenny Katool  
Cynthia Kittrell  
Bayleigh Vick

**MUWAA Board Members absent:**

Anne White Foster  
Trey Harper  
Dana Jackson

**Guests:**

Wesley House Garrett, Parliamentarian  
Symone Bounds  
Kristie Metcalfe  
Tekita Bankhead  
LeAnn Alexander  
Audrey Littlejohn

**Ex-Officio Members present:**

Nora Roberts Miller, University President  
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 President-Elect Ashley Dean. The motion passed with 15 of 19 board members approving.

### III. President's Welcome

President Jones-Price gave her opening remarks and welcomed all Board attendees and guests to the meeting. She proceeded with casting her vision for the year with an overview of the three goals for which the year will operate. Through the work of the committees, the Board will reassess our individual alumni networks by utilizing our collective voices to reengage disconnected alumni and friends of The W, redesign alumni programming that represents our entire association by using our past attendance of MUWAA hosted events as the cornerstone for event planning in this new year and lastly, discover collaborative approaches to early student engagement by tapping into our recent graduates for current student buy-in.

### IV. Approval of Parliamentarian

President Jones-Price announced her invitation and acceptance for Welsey House Garrett to be Parliamentarian for the 2024-2025 Board year. She then asked for additional nominees from the floor. Being none, President Jones-Price called for a motion from the floor to accept Welsey House Garrett as Parliamentarian. The motion to accept Welsey House Garrett as Parliamentarian was presented by Andrea Germany. The motion passed with 15 of 19 board members approving.

### V. Election of Officers

#### Secretary

President Jones-Price asked for nominees from the floor for the Office of Secretary. Terry Gargano Coffey nominated Elysa Harvey MacLellan. With no additional nominees presented, President Jones-Price called for a motion from the floor to accept Elysa Harvey MacLellan as Secretary. The motion to accept Elysa Harvey MacLellan as Secretary was also presented by Terry Gargano Coffey. The motion passed with 16 of 19 board members approving.

#### Treasurer

President Jones-Price asked for nominees from the floor for the Office of Treasurer. Debra Sturgis-Stamps nominated Anne Swearingen. With no additional nominees presented, President Jones-Price called for a motion from the floor to accept Anne Swearingen as Treasurer. The motion to accept Anne Swearingen as Treasurer was also presented by Debra Sturgis-Stamps. The motion passed with 16 of 19 board members approving.

### VI. Ratify Votes

There were three votes presented to ratify since the MUWAA Spring 2024 Board Meeting:

1. We will be ratifying the votes for the approval of the Spring 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **May 2, 2024, with 19 out of 19** board members voting in approval.
2. We will be ratifying the votes for the approval of the Long Blue Line Auction (LBLA) Paid Intern Position/Funding & Description. Please note that another vote is not needed. The LBLA Paid Intern Position/Funding & Description was approved by an Email vote on **May 2, 2024, with 19 out of 19** board members voting in approval.
3. We will be ratifying the votes for the approval of the LBL Office of Undergraduate Research (OUR) Grant Description into the MUWAA Governing Documents. Please note that another vote is not needed. The Undergraduate Research (OUR) Grant

Description into the MUWAA Governing Documents was approved by an Email vote on **June 25, 2024, with 19 out of 19** board members voting in approval.

## **VII. Alumni Office Report**

Cathryn shared updates on the Development and Alumni Office now being fully staffed, who the new employees are, and how the team is coming together. She also highlighted upcoming events including “The W Road Trip” which will help connect the university with high alumni areas and key Mississippi senators. This new initiative will kick off soon and serve as a means for MUW alumni to govern themselves professionally through advocacy. Cathryn also shared that the website is being updated with details for upcoming events such as the MUW presence at the Neshoba County Fair and alumni chapter meetings. She addressed the need to encourage communication between different offices on campus and how they can help get the MUW message out to the community and prospective students. Lastly, her office will focus on increased participation of MUW alumni and friends in local groups and events plus find ways that local businesses and groups can support the school.

## **VIII. Foundation Report**

Foundation Chair Jenny Katool shared that as of March 31<sup>st</sup> the foundation has assets in excess of \$69 million with a total of 1,973 donors for Fiscal Year 2024. Of that total, 1,510 are alumni donors and 463 friends of the university. She mentioned that the donor numbers were starting to improve since the pandemic but were down this last year. That opportunity for growth in donor numbers will be a focus of the Foundation this year.

Jenny announced upcoming events starting with the Welty Gala on Friday, October 25 featuring speaker Jeanette Walls author of “The Glass Castle”. She also highlighted the Scholarship Donor Appreciation Luncheon on November 15<sup>th</sup>, and Charter Day at the Capital on March 12, 2025, sponsored by the Foundation.

There were also four matching gift challenges met this last year- The Campus Beautification Fund, The Recruitment Fund, and The Women’s College Coalition Fund and the Sammy Johnson Leadership Scholarship.

## **IX. MUWAA Officer Reports**

### **Parliamentarian**

Wesley House Garrett started her remarks with thanks for allowing her to serve as Parliamentarian for a new board year. She discussed tips for effective communication in carrying out business while in active business meetings as well as with virtual business. She reminded attendees of quorum and that we need 13 for voting so if anyone needed to step away virtually to send either of us a private chat, that attendees need to either raise their hand or use the raise hand feature to be recognized to speak and lastly, Board members need to check their emails regularly as we do vote electronically.

### **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 and the check request activity notated on the reports below.

**Restricted Accounts – Activity from June 30, 2023– May 30, 2024<sup>1</sup>**

<b>Fund Name (Fund Number)</b>	<b>Balance (as of 6-28-2023)</b>	<b>Revenue/ (Expense) July thru Feb.</b>	<b>Balance (as of 5-30-24)</b>
Alumni Association Activities Fund (26062)	\$27,754.53	\$280.00 (\$7,179.58)	\$20,854.95
Long Blue Line Auction Fund (26108)	\$15,009.68	\$41,552.17 (\$30,297.13)	\$26,264.72
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00 (\$1,000.00)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00 (\$1,000.00)	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$3,651.00	\$1,000.00 (\$1,965.72)	\$2,685.28
BLUE Event Fund (28119)	\$4,910.14	\$4,240.00 (1,591.55)	\$7,558.59
LBL Undergraduate Research Scholarship Fund (28224)	\$359.91	\$1,025.00 (\$701.48)	\$683.43
Magnolia Mingle Event Fund (28238)	\$15,827.30	\$14,301.17 (\$12,153.29)	\$17,975.18
MUWAA First Generation College Student Scholarship (28253)	\$825.00	\$2,377.50 (\$500.00)	\$2,702.50
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$71,230.90	\$66,755.84 (\$56,388.75)	\$81,617.99

**Endowed Accounts:**

<b>Account Name (Account Number)</b>	<b>Balance</b>
Culinary Arts Advisory Board Scholarship (35287)	\$28,194.03
Southern Grace Scholarship (36062)	\$54,513.75
MUWAA Faculty Enhancement Grants (36109)	\$29,169.00
MUWAA Mortar Board Faculty of the Year Award (36110)	\$27,325.28
MUWAA New Faculty of the Year Award	\$29,248.82
MUW Legacy Scholarship Endowed	\$73,831.39
LBL Undergraduate Research Scholarship Endowment	\$25,005.34
<b>Total MUWAA Endowed Funds held at MUW Foundation</b>	<b>\$229,665.25</b>

\*Totals are as of 05/31/24

## **X. Standing Committee Reports**

### **Nominations & Elections | Chair Heather Fasciocco Stone**

Chair Heather presented the following report:

The past Chair Symone Bounds and her team have worked to secure a slate of new MUWAA leaders that are the new incoming board class and President-Elect joining us today. She also reminded everyone of the vote for the new Nominations and Elections Committee that will happen during New Business later in today's meeting and that they should review the packet as presented. She went on to share that once the committee is selected and the four members and one alternate are announced, she will chair this board for the remaining board year.

### **Bylaws | Chair Terry Gargano Coffey**

Chair Terry presented the following report:

The committee has worked hard this past year with great communication and thought to address changes identified and enter previously approved updates to the Bylaws as well as Policies and Procedures so that they are understandable for all. All goals were met as the committee worked consistently throughout the year. Newly revised copies of both governing documents can be found on the MUWAA website.

### **Recruitment & Retention | Chair LeAnn Alexander**

Chair LeAnn presented the following report:

LeAnn started her remarks with thanks for the opportunity to serve in this new capacity as well as gratitude to outgoing Chair Ashley Dean for her hard work with the past year's committee. The committee recently finalized scholarship recipients and those congratulatory and regret letters have been issued with the Southern Grace Scholarship being the last. She referenced the name change for the committee that was attempted this last year but with the introduction of the ART Team, the committee's name will remain as they continue to build on the work of recruiting alums. She talked about the change in the alumni award's deadline being moved to the first week of November which will help gain more attention for nominations. And lastly, how the committee worked with the Public Relations and Digital Marketing Committees to publicize these honors and this great work. As Chair LeAnn ended, she expressed her excitement to collaborate with other committees this coming year on goals such as the announcement of new scholarship recipients and launch a potential 40 under 40 campaign in partnership with the DEI Committee.

### **Chapters & Constituency Groups | Chair Cynthia Kittrell**

Chair Cynthia presented the following report:

Cynthia started her remarks with thanks for the continued efforts of chairing the committee for a second year. The committee completed their first goal last year by creating a new alumni chapter in Houston, TX and they have their second in-person meeting next month. The committee's second goal produced two new constituency groups from the schools of Math and Science and Education. Other constituency groups in the pipeline are Paralegal, Communications and Culinary Arts. The committee did spend a great deal of time communicating with the current list of groups and alumni chapter leadership to learn what their activity status was post COVID and reenergize new interest from inactive groups such as the Delta, Little Rock, AR, and Dallas, TX. In this new year, the committee will host a workshop as well welcoming more members than last year that will split their attention with half working on existing groups and the other working to establish new groups.

## Special Events | Chair Bayleigh Vick

Chair Bayleigh presented the following report:

The committee executed a well-organized Long Blue Line Auction and successful Magnolia Mingle. She explained how Special Events works on a unique timeline with the chair responsibilities starting at Magnolia Mingle and ending with Long Blue Line Auction. Magnolia Mingle raised \$14,015 with \$920 made from the introduction of insurance this year. The committee met in May to debrief and discuss lessons learned from MM and how to make it better for the coming year. She asked that any feedback be sent to [lblauction@gmail.com](mailto:lblauction@gmail.com). For Long Blue Line Auction, Bayleigh shared that the headquarters are to be announced but will be either on or near campus and that if anyone has any auction items to donate that those can be dropped off at Welty and will be transported to the new auction storage in Columbus.

The Alumni Office has agreed to transport items from alumni events where they will make an appearance to assist with postage and shipping. Bayleigh also highlighted the newly created Long Blue Line Auction intern position for a W student that is currently open and posted on the W website. If you know a student that may be interested, please share the opportunity with them. Next steps for the committee will be releasing the Long Blue Line Auction FAQs page online soon and if you have any questions to please reach out to the committee.

## Finance | Anne Swearingen

Chair Anne presented the following report:

The committee had twelve check requests that MUWAA approves which comes to Cathryn Borer before forwarding to Anne and the current President to be paid out of the restricted funds notated in the diagram below.

Fund Number - Name	Date	Description	Amount
28224 - LBL Undergraduate Research Scholarship	5/1	Undergraduate Research Scholarship – lab supplies for Travis Hagey	252.22
26062 – MUWAA Activities Fund	4/3	Clocks for MUWAA Awards at Convocation	180.00
	4/3	Ad for The Spectator during Homecoming	135.00
	5/15	Paperweights for MUWAA board members completing their three-year terms	246.77
	6/13	Trophies for 2024 Convocation	180.00
	6/24	Mugs for May graduates	2,237.25
	6/28	Past President’s Pin	748.25
28107 – Mortar Board Faculty of the Year Award Fund	5/8	MUWAA Mortar Board Faculty Member of the Year to Dr. April Greenway	1,000.00
	5/6	MUWAA Enhancement Grant Award to Travis Hagey	1,000.00
28108 – MUW Faculty Enhancements Grant Fund	5/9	MUWAA New Faculty of the Year – Dr. Cecelia Brooks	1,000.00
28238 – Magnolia Mingle Fund	6/28	Magnolia Mingle drawdown to Brandy Stevenson	1,250.00
	6/28	Magnolia Mingle drawdown to Linda Ross Aldy	1,250.00
<b>TOTAL</b>			<b>\$ 9,479.49</b>

## Public Relations | Annie Oeth

Chair Annie presented the following report:

The committee has been boosting engagement and membership interest by publishing stories of who we are and what we do. These publications are sent through Tyler Wheat and an official MUW email address. The committee also writes articles for Long Blue Line Magazine and Visions. Those stories have been focused on MUWAA events such as Magnolia Mingle, LBL Auction and B.L.U.E., as well as student scholarships. Annie excitedly announced that her committee is excited about the new year as they've spent a portion of the Summer preparing stories about the faculty and OUR grants. She also noted that upcoming news releases will feature the new Board and Board photos taken during the weekend and auction coverage. Terry Coffey asked for clarification between the Public Relations committee and Digital Marketing. Annie explained that PR is more writing centric and Digital Marketing focuses on sole digital content across our three platforms.

### **Past Presidents | Symone Bounds**

Chair Symone presented the following report:

The committee this year did a Homecoming ribbon refresh, held past-presidents brunch, and will be aiding in a Pucket House restoration partnering with the Development and Alumni Office as well as Campus Facilities. The committee will continue to encourage past presidents to be more involved.

## **XI. Special Committee Reports**

### **Membership Recruitment | Chair Monique Jenkins**

Chair Monique was unable to attend today's meeting and President Jones-Price instructed everyone to refer to the packet for updates on the committee's progress this last year.

### **Mentoring | Chair Kristie Metcalfe**

Chair Kristie presented the following report:

The committee executed another great B.L.U.E. this past year with guest speaker Lori Spicer Robertson from St. Jude Children's Research Hospital on February 8<sup>th</sup> and the Spring Fling event during Homecoming. Kristie informed us that the committee is already looking for a speaker for the new B.L.U.E. event in hopes of promoting a date earlier and finding a topic that is more relatable for current students. The committee is also working on a student-alumni mentorship program in partnership with Career Services. The buildout of this committee was strategic this year with Kristie looking for alums that would be representative of different majors and career fields and act as a point person for the mentorship opportunities to come. She asked all attendees for help and feedback as planning for B.L.U.E. kicks off and that she will be working with university offices to learn what topics interest current students to provide the best event possible.

### **Strategy & Support | Chair Ashley Dean**

Chair Ashley presented the following report:

The committee had big wins this past year with the first being getting the End of Year Board Service Survey out to the chairs and board members that served in the prior year earlier and using that feedback to build out future initiatives. The committee also created the new committee overview infographic which advertises a snapshot of the committee's duties and skills for alums that may be interested in service to that committee. Lastly, Ashley referenced the Homecoming app buildout and how the committee is looking forward to trying this again for the coming Spring.

### **Diversity, Equity & Inclusion | Chair Tekita Bankhead**

Chair Tekita presented the following report:

Chair Tekita began her remarks with her excitement to be serving on DEI committee in her new role. The committee has had a good year and has a lot of lofty and ambitious goals for the new year. Previous Chair John Jacob Miller started conversations that needed to happen about ways to cultivate a much more inclusive environment and Tekita is happy to carry on that work. She expounded how in the new year the committee will consider a name change but one that will not change their mission. The committee will also collaborate this year to introduce new alumni recognition opportunities such as the “40 under 40” and collaborate with other committees to broaden Homecoming events so more alums feel “seen” and included. Lastly, the committee wants to continue to work with PR and Digital Marketing to expand and increase the committee’s representation.

### Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

The committee had a great year working with all committees to engage and create digital content across all platforms. Clare praised Bridget Smith Ellis and stated her desire to continue her good work. Highlighting Facebook and Instagram as our two most visited platforms, Clare shared that the recent “Mississippi on the Mall” event posts were a big draw online boosting share by 30%. She encouraged all attendees to continue the committee in sharing the W story by sharing, posting and liking posts. In the new year the committee wants to increase posts with organic content sharing of memories, good news about alumni, upcoming events, and more and there is a new publicity plan template to make it easier for this committee and Public Relations to assist the promotion of those digital and print needs. Chair Clare urged committee chairs to communicate with her whichever way suits them either by the quarterly Drop-In calls, texts, or emails so she and her committee can best support all the good work planned for the year.

### Social Media Analytics

<b>Facebook</b> (3/19/24-7/14/24)	<b>Page Growth</b> <small>The number of page likes you have received between the first and last day of your selected period.</small>	<b>Posts</b> <small>Total number of published content within your selected period.</small>	<b>Page Engagement</b> <small>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</small>	<b>Post Engagement</b> <small>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</small>	<b>Reach</b> <small>The total number of times any of your content reached a user's feed.</small>
	2	99	9.63%	1.2K	132.9K
	-97.75%	52.31% growth	57.01% growth	-59.88%	-31.93%
	<b>Top Engagement Posts</b>		<b>Most Impressions</b>		
	6-9: MS on Mall: 29.91% 5-4: Jackson Metro Chapter CTA: 27.31% 3-27: Why Mingle: 21.97%		6-1: Pride Month-4723 [Impressions] 655 [Total Engagement] 4-3: AA 24 BOD-4160 [Impressions] 757 [Total Engagement] 3-27: Why Mingle-3505 [Impressions] 770 [Total Engagement]		
<b>Instagram</b> (4/6/24-7/14/24)	<b>Account Reach</b>	<b>Account Engaged</b>	<b>Total Followers</b>		
	757	141	858		
	F: 53.7% growth NF: 46.2% growth	F: 91.5% growth NF: 8.5% growth	23 2.1% growth		
	*567 are non-followers vs 516 followers *1474 posts *2 Videos *Stories 212 Impressions: 10,161	*12 are non-followers vs 171 followers *171posts *17 Reels *9 Stories	*Overall 18 *Follows: 32 *Unfollows: 14		
	-37.90%				
<b>X</b> (3/19/24-7/14/24)	<b>Page Growth</b> <small>The number of page likes you have received between the first and last day of your selected period.</small>	<b>Posts</b> <small>Total number of published content within your selected period.</small>	<b>Followers</b> <small>The total number of followers your account has.</small>	<b>Reach</b> <small>The total number of times any of your content reached a user's feed.</small>	
	2	96	961	3.8K	
	no change	43%	2 +	-3.05% loss	
	<small>*Twitter analytics continue to change and not reliable</small>				



## **XII. Unfinished Business**

There was no unfinished business to discuss.

## **XIII. New Business**

### **Election of Nominations & Elections Committee**

Board members were asked to make a final review of the candidates listed in the packet while Cathryn Borer prepared the voting link to be distributed via email. After distribution of the link from the Alumni Office, Board Members were given time to vote electronically. President Jones-Price called for a 15-minute break. After reconvening, board members learned that there was a tie for the alternate and that an additional voting link would be issued via email. After experiencing lengthy technical issues, President Jones-Price announced that the vote would be finalized via email following the meeting.

### **Board Approval of Committee Appointments**

President Jones-Price moved on to the next order of business asking Wesley House Garrett to confirm quorum was present following the voting break. After confirmation, President Jones-Price notified board members and chairs that she was extending the deadline for donations towards active status until July 31<sup>st</sup> and that the list of committees and members proposed today would be finalized after the deadline and voted on again via email. President Jones-Price called for a motion from the floor to accept the 2024-2025 Committee Chair & Members of the Standing and Special Committees as presented. The motion to accept the 2024-2025 Committee Chair & Members of the Standing and Special Committees was presented by Annie Oeth. The motion passed with 15 of 19 board members approving.

### **Approval of 2024-2025 Budget**

A message of gratitude was shared by President Jones-Price to President Miller for covering the cost of MUWAA insurance for the new Board Year and asked all attendees if there were any questions or concerns about the information or figures listed in the budget. Being none, President Jones-Price called for a motion from the floor to accept the 2024-2025 Budget as presented. The motion to accept the 2024-2025 Budget was presented by Heather Fasciocco Stone. The motion passed with 15 of 19 board members approving.

## **XIV. Open Forum**

The floor was opened to guests to share any input or ask questions. There were none so President Jones-Price let guests know if any questions came up after the meeting to please feel free to approach her by call or email.

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

President Jermarra Jones-Price began her closing remarks by expressing appreciation to all who have given their time and efforts to contribute to the benefit of MUW. She also recognized that Jenny Katool, Symone Bounds, Nora Miller, and Terry Coffey have birthdays coming up in this first quarter. She declared her promise to the Board this year for reassurance and guidance starting with the introduction of her Board Buddy program and in return she asked for open communication towards committee activities and participation in meetings. She looks forward to bigger events, better social promotion and more members welcomed to the Long Blue Line. She gave an inspiring and upbeat send-off at the end of the meeting encouraging members to give their best for MUW.

Announcements that followed were:

- Summer Commencement on July 26<sup>th</sup>
- Blues Week: August 20-25, 2024
- Long Blue Line Auction: September 27-28, 2024
- Welty Symposium: October 24-26, 2024
- Welty Gala: October 25, 2024, with guest speaker New York Times bestselling author Jeannette Walls.
- Board Reports due October before or by October 10, 2024
- Fall Board Meeting will be October 26, 2024

## **XVI. Adjournment**

The meeting was adjourned at 3:35 p.m.