

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Summer Board Meeting

July 19, 2025

Hybrid | Welty Board Room & Zoom

I. Call to Order & Roll Call

President Ashley Dean called the Mississippi University for Women Alumni Association (MUWAA) Board meeting to order at 1:41PM

The roll was called. MUWAA Board Members present were:

Ashley Dean
Deborah Hodges
Jermarra Jones-Price
Elysa Havery Maclellan
Carrie Niemet
Annie Oeth
Sydney Pittman
Debra Sturgis Stamps
Bayleigh Vick
Wesley House Garrett, Parliamentarian

MUWAA Board Members present via teleconference:

Clare Haefner
Anne White Foster
Bridget Pieschel
Nicole Rensink
Terri Stewart

MUWAA Board Members absent:

Jonathan Cumberland
J'Markus Dubose
Andrea Germany
Trey Harper
Dana Jackson

Guests:

Heather Fasciocco Stone
Ariel Seawell
Troy Lewis
LeAnn Alexander
Sonny Lemmons
Kristen Pate

Ex-Officio Members present:

Nora Roberts Miller, University President

Elise Wilson, Interim Executive Director of Development and Alumni

Cathryn Vaughn Borer, Director of Alumni Relations and Donor Engagement

II. Adoption of the Agenda

President Ashley Dean called for a motion from the floor to adopt the agenda as presented. The motion to adopt the agenda was presented by Annie Oeth. The motion passed with 14 of 19 board members approving.

III. President's Welcome

President Ashley Dean gave her opening remarks and welcomed all Board members, committee chairs and guests to the meeting. She proceeded with appreciating to everyone in person and virtually that tuned in for the Summer Board meeting. Ashley stated we are here to strengthen alumni engagement and connections because we show up with passion and purpose making it our "why". She said we are here to support our students not just with words but with our mentorship, presence and the belief in our potential as they grow. She thanked us all of those in attendance again for being here and being a part of the mission.

IV. Approval of Parliamentarian

President Ashley Dean invited Wesley House Garrett as the Parliamentarian for the 2025-2026 Board year. She then asked for additional nominees from the floor. Being none, President Ashley Dean called for a motion from the floor to accept Wesley House Garrett as Parliamentarian. Bayleigh Vick moved the acceptance of Wesley House Garrett for Parliamentarian for the 2025-2026 Board year. The motion passed with 14 out of 19 board members approving.

V. Election of Officers**Secretary**

President Ashley Dean asked for nominee from the floor for the Office of Secretary. Debra Sturgis Stamps nominated Nicole Rensink for the 2025-2026 Board Year. With no additional nominees presented, President Ashley Dean called for a motion from the floor to accept Nicole Rensink as Secretary. Debra Sturgis Stamps moved to accept Nicole as the Secretary for the 2025-2026 Board year. The vote passed with 14 out of 19 board members approving.

Treasurer

President Ashley Dean asked for nominee from the floor for the Office of Treasurer. Sydney Pittman nominated Dana Jackson for the 2025-2026 Board Year. With no additional nominees presented, President Ashley Dean called for a motion from the floor to accept Dana Jackson as Treasurer. Sydney Pittman moved to accept Dana Jackson as the Treasurer for the 2025-2026 Board year. The vote passed with 14 out of 19 board members approving.

VI. Ratify Votes

There were five votes presented to ratify since the MUWAA Spring 2025 Board Meeting:

1. MUWAA Spring Board meeting minutes – MUWAA Board voted by email on **May 3, 2025 with 17 of 19** voting in approval
2. Nominations and Elections timeline changes to the MUWAA Policies and Procedures Appendix E – MUWAA Board voted by email on **May 27, 2025 with 17 of 19** voting in approval
3. Revisions to the MUWAA Policies and Procedures document including corrected grammatical errors, modernized language, the new One MUW Committee name change and description in Appendix G, and the inclusion of the three (3) regularly used motion card and board report templates in Appendix H – MUWAA Board voted by email on **May 27, 2025 with 17 out of 19** voting in approval
4. Creation of the new W Guild Alumni Award program which will rest within the oversight of the One MUW Committee – MUWAA Board voted by email on **May 27, 2025 with 17 of 19** voting in approval.
5. Reclassification of \$1,500 from the budget line DEI Workshops/Events to create a new fund, The W Guild Fund to raise money in support of the new award program – MUWAA Board voted by email on **May 27, 2025 with 17 of 19** voting in approval.

VII. Alumni Office Report

Cathryn Borer shared the Alumni Office Report. She briefed us on the Mississippi on the Mall in Washington D.C. Dallas had their chapter meeting with the hard work of Cynthia Kittrell and the Chapters and Constituency group committee. North Alabama chapter kick off and many alumni were involved in this. Chapters are getting more growth. In the future, there will be pins given out to celebrate 60 years of our service. Asia Duran will be giving an update on current students. Vicksburg will be having a meeting August 14th, and the Central Florida Chapter on August 20th.

VIII. Foundation Report

Foundation Chair Deborah Hodges told us we were entering into our 60th year in helping students with scholarships. The Foundation has about 70 million dollars. There are strict rules with what the University can and cannot do with funds and this is where the Foundation can support the university.

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

Nicole Rensink had nothing to report for the Office of Secretary.

Treasurer

Chair Dana Jackson was unable to attend today's meeting and President Ashley Dean instructed everyone to refer to the packet for updates on the committee's progress this last year.

Restricted Account Balance: \$78,665.60

Unrestricted Account Balance: \$227,449.77

X. Standing Committee Reports

Nominations & Elections | Chair Jermarra Jones-Price

Jermarra Jones-Price presented the following report:

The Nomination and Elections committee was incredibly busy this year. They opened the nomination period for the 2025-2026 nominations and elections committee in June. There was a total of 7 nominations, with 6 alumni accepting their nomination. Piloted a new timeline for nominations and elections committee. The Nominations and Elections committee elections will happen today.

The goal that was completed was to have no more than 10 nominees for the nominations and election committee. Next steps for the committee will be the same process bringing in new excitement this coming season. The committee's goal is to start earlier due to the approved timeline. Thanked MUWAA Recruitment and Retention chair Lee Ann for form training. A motion was submitted to adopt the new general elections timeline and that is what was piloted during 2024-2025 fiscal year and that is what is going to be moved forward with starting in October.

Bylaws | Chair Deborah Sturgis Stamps

Chair Deborah Sturgis Stamps presented the following report:

Explained the committee's role in recommending changes to the board of directors. Noted that Terry informally advised keeping all members.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn Alexander was unable to attend today's meeting and President Ashley Dean instructed everyone to refer to the packet for updates on the committee's progress this last year.

Chapters & Constituency Groups | Chair Ariel Seawell

Chair Ariel Seawell presented the following report:

Outgoing chair Cynthia Kittrell prepared the board report. Aim to increase active participation in the association. Focus on forming chapters and constituency groups. Coordinate efforts with the university director of alumni relations and the PR

committee. Held six Zoom meetings with follow-ups conducted via email. Relaunched a workshop for new and existing groups with training topics. Repurposed the SOAC lounge during homecoming as a drop-in space. Implemented a digital alumni chapter request form. Adopted a three sub-team approach to execute the goals. Contacted all assigned groups and updated the alumni office spreadsheet. Digital outreach has yielded 11 potential new groups (target is 4 groups for the year). Successfully hosted a virtual workshop (April 26) and updated C&CG guidelines with PR collaboration. Continue serving as liaisons for existing chapters and update webpage. Follow-up with new groups and support the formation of a sports alumni group. Finalize updates to documents and prepare an article for Visions publications. Maintain active communication as groups evolve and needs change.

Special Events | Chair Kristen Pate

Chair Kristen Pate presented the following report:

Expressed excitement and gratitude for being chosen as chairperson. She acknowledged the honor of leading the special events committee. Detailed the committee's role in coordinating member participation in formal programs and special activities. Mentioned plans to consult with the university's director of alumni relations. Noted ongoing personal training with Audrey Littlejohn. Emphasized learning the new role and making progress on planning the auction fundraiser. Outlined key events: Long Blue Line Auction and Magnolia Mingle. Scheduled email blasts starting July 24 with reminder emails as the auction weekend (September 26) approaches. Secured Puckett House as a base for the Auction. Planned social media advertising and coordinated with the IT guru, Dustin. Encouraged sharing of all updates on Facebook to maximize participation. Invited questions and emphasized the goal of making this fundraiser the biggest money maker.

Finance | Chair Dana Jackson

Chair Dana Jackson was unable to attend today's meeting and President Ashley Dean instructed everyone to refer to the packet for updates on the committee's progress this last year.

Public Relations | Chair Troy Lewis

Chair Troy Lewis was unable to attend today's meeting and President Ashley Dean instructed everyone to refer to the packet for updates on the committee's progress this last year.

Past Presidents | Chair Heather Fasciocco Stone

Chair Heather Fasciocco Stone presented the following report:

Engage past presidents in a service campaign to refresh Puckett House for a better guest and alumni experience. Collaborate with the alumni office to develop and distribute business cards with QR codes, aimed at facilitating contributions. Partner with the MUWAA strategy and support committee to test a homecoming app featuring check-in, campus mapping, event alerts, and messaging. Plans include creating an Amazon wish list for targeted giving and engaging graduation classes to

sponsor higher-end items. Coordination with resources management will monitor repair progress for areas outside the campaign's scope. There is an opportunity to pursue grant funding to support these initiatives. Emphasis was placed on the value of Past Presidents' experience and their continued dedication as alumni. Ongoing discussions and active participation are expected to keep the campaign dynamic.

XI. Special Committee Reports

Membership Recruitment | Chair Annie Oeth

Chair Annie Oeth presented the following report:

Reviewed the student versus alumni dance off and overall festive events. Noted successful membership recruitment, the Long Blue Line greeting new graduates, homecoming activities, and the "Why Do You W" campaign. Emphasized that student and alumni events are becoming a lasting tradition. Delivered the message from outgoing chair Monique Jenkins. Praised her for a "fabulous job" and an "amazing year". Highlighted the balanced enthusiasm from both students and alumni. Announced plans for an "Each One Reach One" initiative this fall. Encouraged members of MUWAA and local chapters to reach out to a less-involved classmate invited these individuals to join upcoming MUWAA events or the next homecoming.

Mentoring | Chair Bridget Pischel

Chair Bridget Pischel presented the following report:

The committee did host a successful B.L.U.E. event on Thursday, February 20, 2025, in the Pope Banquet Room. 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 Bayleigh Vick

Chair Bayleigh Vick presented the following report:

Completed the committee interest survey launch and distributed 2023-2024 board service surveys. Collaborated with the Past President's committee on research and comparison analysis of board structures and alumni office interactions. Initiated a beta test for a homecoming smartphone app featuring campus check-ins, maps, daily schedules, and event alerts. Partnered to identify current student curriculums and technology for app development. Considered adding infographics to homecoming buttons for easier alumni selection. Plan to take over pending projects (homecoming app) and advance them during the current year. Continue collaboration with relevant committees to complete ongoing initiatives.

The One MUW Committee | Chair Sonny Lemmons

Chair Sonny Lemmons presented the following report:

Goal 1: Committee Name Change

Researched and recommended changing the committee name from DEI to One MUW to mitigate legislative concerns. This goal was successfully completed, reflecting an expanded outreach effort.

Goal 2: 40 Under 40 & WGUILD

Partnered with the Recruitment and Retention Committee to launch a 40 Under 40 campaign to recognize diverse alumni. Established WGUILD (Graduates Upholding Innovation Leadership and Distinction) with plans to launch its inaugural awards class. Initiative is currently in progress.

Goal 3: Homecoming Event

Created a new homecoming event aimed at sparking equitable and inclusive conversations for alumni and students. Introduced the Regroup Recharge series to provide development programming for both alumni and new graduates.

Goal 4: Digital Promotion

Collaborated with the MUWA Public Relations Committee and Digital Marketing Committee to enhance digital recognition for the 40 Under 40 campaign and homecoming events.

Ongoing efforts to further promote digital engagement.

Successfully rebranded the committee to One MUW, reflecting intentional outreach.

Delivered the inaugural WGUILD Alumni Awards with plans for future iterations.

Recommended that next year's committee schedule meetings further in advance and more contiguously. Concluded with reminders to monitor emails and thanks to all participants.

Digital Marketing | Chair Clare Haefner

Chair Clare Haefner presented the following report:

Met goals for driving publicity for MUWA events via social media Successfully promoted homecoming, Why Do You W campaign, speaker series, and workshops Magnolia Mingle video garnered significant views.

Observed growth in likes and post reach, though engagement (comments/shares). Noted strong gains on Instagram, especially among younger alumni. Reported a decline in overall numbers on platform X compared to previous years. Completed a two-year digital marketing branding guide. Approved and now live on the website for use by any committee. Provides a consistent framework for social media posts and brand messaging. Plan to leverage the guide for maintaining brand consistency in future posts. Will evaluate whether to continue with platform X, shift to Blue Sky, or use both. Emphasis on collaborating with alumni, development, and PR to boost engagement. Thanked past committee members and welcomed new ones.

XII. Unfinished Business

There was no unfinished business to discuss.

XIII. New Business

Election of Nominations and Elections Committee

Board members were asked to make a final review of the candidates listed in the packet while Cathryn Borer distributed the voting link via email. After distribution of the link from the Alumni Office, Board Members were given time to vote electronically. President Ashley Dean called for a 15-minute break. After reconvening, board members learned that there was a tie and that an additional voting link was issued via email.

The members for the 2025-2026 Nomination and Elections Committee are:

1. Ryan Ahrens
2. Anghaarad Teague Dees
3. Kim Jobe
4. Tina Morgan

Terry Coffey (Alternate)

Board Approval of Committee Appointments

President Ashley Dean called for a motion from the floor to approve the committee listings as presented. The motion to approve committee appointments was presented by Elysa Havery Maclellan. The motion passed with 14 of 19 board members approving.

Approval of 2025-2026 Budget

A message of gratitude was shared by President Ashley Dean to President Miller for covering the cost of MUWAA insurance for the new Board Year. President Ashley Dean asked attendees if there were any questions or concerns about the information or figures listed in the budget. Being none, President Ashley Dean called for a motion from the floor to accept the 2025-2026 Budget as presented. The motion to accept the 2025-2026 Budget was presented by Jermarra Jones Price. The motion passed with 14 of 19 board members approving

XIV. Open Forum

There were no open forum comments.

XV. President's Closing Comments

Long Blue Line Auction on Sept 26-27

Welty Symposium & Gala on Oct 24

Fall Board Meeting on Oct 25

Birthday Shoutouts: Carrie Niemet (Jul 16), Leanne Alexander (Jul 21), Ariel Sewell (Jul 26) President Miller (Jul 31), Bridget Pischel (Aug 28), Deborah Hodges (Sep 14)

A challenge was issued for 100% board participation in the Long Blue Line Auction.

Members are encouraged to donate items, serve as auction champions, or both.

Gratitude expressed for members' time, energy, and service. Emphasis on unity, supporting students, and strengthening alumni ties. President Ashley Dean encouraged everyone to take time to pause during the busy days ahead and remember your why and carry this momentum with supporting students, strengthening alumni connections, and showing up with pride and purpose.

XVI. Adjournment

The meeting was adjourned at 3:07pm