

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
WINTER BOARD MEETING
Zoom Call, 1:00 p.m.
Saturday, January 22, 2022

I. CALL TO ORDER AND ROLL CALL

President Katherine Shell Benson called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 1:06 p.m.

The roll was called.

MUWAA Board Members present via teleconference were:

Katherine Shell Benson, President
Symone Bounds, President- Elect
Rebecca Rogers, Immediate Past President
Jenny Katool, MUW Foundation Representative
Wesley H. Garrett, Parliamentarian
LuAnne Farrar McGuirk, Secretary
Monique Jenkins
Kym Golden Gore
Ashley Dean
Jermarra Jones-Price
Robbie Foxx
Bridget Smith Ellis
Lydia Coffey Pierce
Barbara Black Travis
Christie Jones Lawrence
Jane IZard Turner
Kacey Keeton
Nicholas Wright

MUWAA Board Members absent:

Michelle Wescovich
Troy Lewis

A quorum was established.

Ex-Officio Members present:

Andrea Stevens, Director of Alumni Relations and Donor Engagement

Guests:

Katy Canion Pacelli, *Class of 2000*; Brandon, MS

Ashley Morgan, Office of Alumni Relations
Kristi Hipp Mosley, Class of 2000, Madison, MS

II. ADOPTION OF THE AGENDA

Monique Jenkins made a motion to adopt the agenda as written. Quorum was met via affirmative vote and roll call with 17 eligible voting members approving the motion and the motion carried.

III. PRESIDENT'S WELCOME

President Benson welcomed all attendees to the Zoom call. She thanked Monique Jenkins and her committee for the event this morning. She encouraged everyone to make today a productive day.

IV. UNFINISHED BUSINESS

There is no unfinished business currently.

V. RATIFY VOTES

There were votes from electronic communications that needed to be ratified:

- The MUWAA Fall Board Meeting Minutes passed on November 16, 2021 with a vote of 15 members out of 19 in favor.
- The vote in favor of the new fundraiser MUWAA Magnolia Mingle as presented by the Past Presidents Committee on November 16, 2021 with a vote of 14 of members out of 19 in favor.

VI. ALUMNI OFFICE REPORT

Andrea Stevens, Interim Director of Alumni Relations and Donor Engagement, shared that the office has spent much time preparing for Homecoming and finding the replacement for Lyndsey. Andrea said she hopes we will see more events coming in the future. She feels optimistic we will hit the 3000 donor mark! She shared we are over 50% there at this point in the fiscal year. She also shared how much she has enjoyed working with the board during this transition time. She officially announced that Dr. Anna Ogburn will begin her new position on February 1, 2022.

VII. HOMECOMING 2022 UPDATE and SCHEDULE

Katherine Benson shared that she wants us to all be very visible on campus this year for Homecoming. She wants us to embrace the theme of "Welcome Home!" She shared that we will all get a button so we can be recognized and help others during the weekend.

There will be several opportunities during the weekend to be part of videos and promos. Mrs. Benson shared the Homecoming schedule with all of us. She has color-coded the events so that we know the events we are required to attend and what she is encouraging us to attend.

VIII. STRATEGIC PLANNING COMMITTEE UPDATE

Madame President went to see President Miller on December 17, 2021 and she approved the MUWAA officially moving forward with updating the Association's Strategic plan to complement the University's new Strategic Plan. The University approved a short term, one off committee to be comprised of the current president, the immediate past president (Rebecca Rogers), the president-elect (Symone Bounds) and the chair of the foundation (Jenny) to write the plan that will be put before the University and the MUWAA Board of Directors for approval before the end of 2022. This committee will hold its first meeting in January and report to the board at the HC, Summer, and if it is still in existence Fall Board meetings of 2022.

IX. MUWAA OFFICER'S REPORT

Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report at this time.

Secretary

LuAnne Farrar McGuirk, Board Secretary, had nothing to report at this time.

Treasurer

Jane IZard Turner, Board Treasurer, shared the report that we all have in our packets for the meeting today. She shared that the restricted account has not had much activity. The next part is the endowed account. These become eligible for awarding at \$15,000. There has been some activity of money transferred in to make some awards fully endowed. \$15,000 was transferred in for the LBLA OUR scholarship.

Jane Turner stated we are \$0.20 short to settle the account. She made a motion that we transfer \$0.20 to fully endow the fund. There were no questions.

Motion passed unanimously.

Ms. Turner shared budget-actual report. She said we are on track with spending.

Jane Turner made a motion to move \$950 into the LBL OUR Fund in order to award scholarship this year.

Motion passed unanimously.

X. STANDING COMMITTEE REPORTS

Nominations/Elections

Rebecca Rogers, Chair, shared that the committee had a Zoom meeting and held the balanced board workshop in December. She stated that the committee wants to include some of the information from the workshop. She stated that nominations for the board were open from December 15-January 14. There were a total of 33 nominations for the board this year. The final slate will hopefully be presented to President Benson on January 28. Rebecca shared a new document with the Board that is going to be used to help achieve a balanced board going forward. There will be a survey coming to us all after the meeting today.

Bylaws

Kym Golden Gore, Chair, shared that the committee has made the updates discussed at the last meeting. The committee also came up with a concise description of the OUR Scholarship and the criteria for establishing the application and selection process.

Kym made a motion for approval of this document.

Motion passed

Recruitment and Retention

Lydia Coffey Pierce, Chair, shared that the Alumnae Award nominees will be going out this week. There will be a survey for each of us to vote. There was no traditional 100th Night this year.

Chapter and Constituency Groups

Monique Jenkins, Chair, shared that the event this morning was successful. She thanked the people who have helped to make that happen. She thanked everyone for their support. The committee has a goal to get two of the new constituency groups established by the end of the year.

Special Events

Katy Canion Pacelli, Chair, stated that her committee has been working behind the scenes to get ready for the LBLA. Katy shared that the sponsorship levels have changed some. They have included the new list in our packet for the day. The last item that her committee is working on is “True Blue” to recognize those people who have been committed to the auction during its ten years! Katy also shared that the committee worked with Laura Tubb Prestwich to update the logo for the auction. The image is cleaner and crisper and works better with social media platforms. Her committee is hoping to make things easier for committees going forward. The last item Katy shared was the contract with the new LBLA donation platform. The committee has chosen GiveSmart as what they would like for the MUWAA to use going forward. She shared the benefits of this new program, one of which being that the price is all-inclusive.

Christy Jones Lawrence asked the question of what the committee was looking for in a new program. Katy shared that this one seems more user friendly and has a “text to give” option. Monique Jenkins shared that this program is much easier to change and build on to. Monique made a motion to accept the new software. Motion passed.

Katy mentioned that the money from the LBLA money needs to be designated and she asked for confirmation. Katherine, Rebecca, and Andrea suggested using the general term “to continue to support the students and faculty with grants and scholarships.”

Finance

Jane IZard Turner, Chair, shared there is not much to report. She stated that we received the report for the endowed fund. The treasurer’s report has been updated and reflects that. The committee’s goal is to update the giving profiles and how someone can give back to the W. The document describes the various ways to give financially to the W.

Public Relations-Print

Annie Oeth, Chair, was absent. Bridget Smith Ellis gave a quick report. She shared that their two committees have been working together. The next even for publicity is BLUE.

Past Presidents

Kristi Hipp Mosley, Chair, shared that they are super excited to host the Magnolia Mingle for the first time this year. This is to replace a Friday night event for Homecoming in the past. Kristi shared that this will be a ticketed event. There will be music, food, souvenir cups, and a draw down! The first social media post was this week! The goal going forward is to create an “event” on social media. The ticket sales should go live on February 15th.

XI. SPECIAL COMMITTEE REPORTS

Diversity and Inclusion

Jermarra Jones-Price, Chair, reported that the committee has completed the compilation of the alumnae survey this year. Those should be coming out next month. JJ shared that the committee’s event will be separate from Homecoming but will still coincide with the month of April.

Membership Recruitment

Ashley Dean, Chair, reported that the committee gave out tumblers at the December graduation to 115 new graduates. The committee is currently working on a recruitment idea. They have a Zoom meeting in February to get things a little more organized. The goal is to have an event in May or June to keep the Homecoming momentum going.

“Why do you W” is the name of the upcoming campaign. One suggestion Ashley has is to feature non-board members since we are already very involved.

Mentoring

Kacey Keeton, Chair, shared that her committee is preparing for the BLUE Event that is coming up on February 10 at 5:30! She thanked Bridget Smith Ellis for all her help in publicizing the event. Kacey has shared the link with us to sign up for the event or to sponsor. Rebecca asked for clarification on the sponsor level and the tickets included. Kacey stated that the Alumnae office is working on it.

Digital Marketing

Bridget Smith Ellis, Chair, shared that the committee finalized the script for the committee chair videos. These instructions will be sent out in the next week. She hopes to use this is a good publicity tool. She hopes this will get more new faces on board. The committee has mostly focused on helping others and their publicity needs. Her committee has worked with emails, social media, etc. Bridget mentioned more upcoming events that her committee has been working on!

Strategy and Support

Symone Bounds, Chair, reported that her committee has been working on the MUWAA branding guide that should be coming out to the Board soon. Symone acknowledged a suggestion from Monique. The committee will be working on a volunteer experience survey. This will be sent out after Homecoming, but before the Board year is up. She believes this will help the others as they continue. The committee is also working on a one page document about the various committees included on the Board. Some of these items will be sent out via email prior to Homecoming for approval.

XI. OPEN FORUM

Rebecca Rogers suggested using time during the Magnolia Mingle to recruit for upcoming committees and get photos.

XIII. CLOSING COMMENTS

Thank you to everyone for today. We have been on Zoom for a long time today. President Benson closed by saying thank you to all the Board. She is awarding three gold stars: to Monique, Katy, and Bridget!

Dates to Remember:

Committee Chair Check In Zoom February 1, 2022

BLUE February 10, 2022

Homecoming April 7-10th, 2022

The meeting was adjourned at 2:55 p.m.