

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

Virtual Meeting, Zoom, 11:00 am CST.

Saturday, January 21, 2023

**I. Call to Order and Roll Call**

President Symone Bounds called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 10:52 am CST.

The roll was called. MUWAA Board Members present via Teleconference were:

Symone Bounds, MUWAA President

Katherine Shell Benson, Immediate Past President

Phillip "Flapp" Cockrell

Terry Gargano Coffey

Bridget Smith Ellis

Ashley Dean

Robbie Foxx

Kym Golden Gore

Wesley House Garrett, Board Parliamentarian

Jermarra Jones-Price

Jenny Katool, MUW Foundation Representative

Kacey Keeton

Cynthia W. Kittrell

LuAnne Farrar McGuirk, Board Treasurer

Lydia Coffey Pierce

Heather Fasciocco Stone, President-Elect

Anne Swearingen

Bayleigh Vick, Board Secretary

Nicolas T. Wright

**MUWAA Board Members Absent:**

Rebecca Rogers, Past President

Michelle R. Wescovich

**Guests:**

Katy Canion Pacelli

Annie Oeth

A quorum was established.

**Ex-Officio Members present:**

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

**II. Adoption of the Agenda**

The motion to adopt the agenda as written was on the floor by Phillip Cockrell. Quorum was met via affirmative vote unanimously.

**III. President's Welcome**

President Bounds welcomed everyone to the meeting and thanked everyone for their support and hard work. While our last few months have been quiet, so many things are still going on behind the scenes. She encouraged everyone "to be the light" and remember our Why as we move through the second half of our Board year.

**IV. Ratify Votes**

The Fall Board Meeting minutes were approved by 14/19 members via email on December 22, 2022.

**V. Alumni Office Report**

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

- The number of donors from July 1, 2021 – June 30, 2022: 2,632 including 1,979 alumni donors
- Current number of active members of MUWAA: 2,058 (to include lifetime members)
- Past Events
  - DEI Development Session: November 3
  - Lowndes County Chapter: December 4
  - Mobile Chapter: January 12
- Upcoming University/Alumni Events
  - Augusta, GA Alumni Gathering: Mid-February
  - B.L.U.E: February 23rd
  - Scholarship Donor Event: March 3
  - SpringFest: March 23
  - Homecoming 2023: March 30-April 2nd
  - Spring Graduation: May
  - Homecoming 2024: April 4th-7th, 2024
- Anna thanked Carolyn Byrd and Deborah Hodges for their help on the Mobile chapter MUWAA event. She also thanked Audrey Littlejohn for all her help in the

office as the new executive administrative assistant for the MUW Office of Development and Alumni.

## VI. Foundation Update

MUW Foundation Chair: Jenny Katool

- Shattuck naming opportunities have been established, but are awaiting approval before official announcements.
- Number of donors: has been lower due to the pandemic, but now we are back to 2632 for FY22, which is an increase from FY2021.
- New donors for FY22: 418
- Welty Gala: Money raised bottom line: \$26,685, 76% of this went to scholarships. 24% went to other funds including expenses and athletics.
- Career services is under a reorganization and is looking to ramp up.

## VII. MUWAA Offers Report

### Parliamentarian

Wesley Garrett, Board Parliamentarian, had nothing to report.

### Secretary

Bayleigh Vick, Board Secretary, had nothing to report.

### Treasurer

LuAnne Farrar McGuirk went over the financial report provided in the Board packets.

### Restricted Accounts:

Fund Number	Fund Name	10/1/22 Balance	Revenue	Expenses	11/30/22 Balance
26062	Alumni Association Activities Fund	\$29,296.97	\$165.00	\$0.00	\$29,461.97
26108	Long Blue Line Auction Fund	\$28,194.41	\$31,590.78	\$19,892.59	\$39,892.60
28107	Mortar Board Faculty of the Year Award Fund	\$2,000.00	\$0.00	\$0.00	\$2,000.00
28108	MUW Faculty Enhancement Grants Fund	\$518.34	\$0.00	\$0.00	\$518.34
28109	MUW New Faculty of the Year Award Fund	\$2,651.00	\$0.00	\$0.00	\$2,651.00
28119	BLUE Event Fund	\$4,844.99	\$0.00	\$0.00	\$4,844.99
28224	LBL Undergraduate Research Scholarship Fund	\$193.44	\$0.00	\$0.00	\$193.44
28238	Magnolia Mingle Event	\$12,754.04	\$0.00	\$0.00	\$12,754.04

<b>Total MUWAA Restricted Funds held at the MUW Foundation</b>	\$80,453.19	\$31,755.78	\$19,892.59	<b>\$92,316.38</b>
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\*Totals are draft balances as of 11/30/2022

**Endowed Accounts:**

<b>Fund Number</b>	<b>Fund Name</b>	<b>6/30/21 Audited Historical Gift Value</b>	<b>Transfers In 7/1/21-5/31/22</b>	<b>5/31/22 Unaudited Historical Gift Value</b>	<b>6/30/21 Audited Market Value</b>
35287	Culinary Arts Advisory Board Scholarship	\$21,022.11	\$0.00	\$21,022.11	\$31,465.49
36062	Southern Grace Scholarship	\$46,311.87	\$0.00	\$46,311.87	\$60,460.55
36109	MUWAA Faculty Enhancement Grants	\$24,757.53	\$242.47	\$25,000.00	\$29,858.28
36110	MUWAA Mortar Board Faculty of the Year Award	\$14,757.51	\$10,242.49	\$25,000.00	\$17,955.58
36111	MUWAA New Faculty of the Year Award	\$24,757.48	\$242.52	\$25,000.00	\$29,940.51
38051	MUW Legacy Scholarship	\$60,090.79	\$0.00	\$60,090.79	\$81,294.60
38116	LBL Undergraduate Research Scholarship Endowment	\$0.00	\$16,000.00	\$16,000.00	\$0.00
<b>Total MUWAA Endowed Funds held at the MUW Foundation</b>				<b>\$218,424.77</b>	<b>\$250,975.01</b>

\*Totals are Audited Market Value as of 6/30/2021, there was no change to these accounts in October and November 2022

**VIII. Standing Committee Reports**

– **Nominations/Elections**

- Chair: Katherine Shell Benson, Immediate Past President
- This committee is working to solicit for the Director positions and the MUWAA President-Elect for the 2023-2024 Nominations & Elections Committee for the 2023-2024 MUWAA Board of Elections to elect for the upcoming year, the slate will be coming soon.

– **Bylaws**

- Chair: Michelle R. Wescovich, President Bounds gave the report on her behalf.
- This committee is reviewing the MUWAA conflict-of-interest policy, Section II (B) of MUWAA bylaws, and adding the Undergraduate Research Scholarship to the scholarship section of the MUWAA Policies and Procedures

– **Recruitment & Retention**

- Chair: Lydia Coffey Pierce
- This committee has updated and released award nomination form to MUW Alumni for the 2023 Alumni Awards. The previous two years of alumni award nominees will be included with this year’s award nominee pool.
- This committee is continuing to work with the University on moving student scholarship applications to an electronic format to increase the number of applicants.

– **Chapters & Constituency Groups**

- Chair: Kasey Keeton
- This committee met with alumni regarding a Math and Science alumni constituency group. Initial outreach has begun to gather information to organize and launch this group.

– **Special Events**

- Chair: Katy Canion Pacelli
- Long Blue Line Auction final numbers are below, including shipping and finances:

<b>Income</b>	
Donations	\$725.00
Sponsorships	\$7,600.00
Champions	\$4,634.00
Auction Items	\$20,778.00
Transaction Fees	\$1,003.47
Shipping	\$304.00

<b>Total:</b>	\$35,044.47
<b>Expenses</b>	
Transaction Fees	\$1,003.47
Shipping	\$359
Other	\$135.03
<b>Total:</b>	\$1,497.27
<b>Net Revenue:</b>	\$35,044.47

- This committee is finalizing membership and details on Magnolia Mingle Event and Draw Down.
- Magnolia Mingle tickets go live on February 1st.
- A comprehensive list of all LBL item donors is in the works.
- Katy asked the Board for help with spreading the word on LBL Auction forms so all LBL donors will get credit for their donations.

– **Finance**

- Chair: LuAnne Farrar McGuirk
- This committee will be sending out an email to active MUWAA members with more information about the 2021-2022 education tool and giving categories.
- This committee is also working with DMC on a social media push for donor participation process FAQ in January and February.

– **Public Relations**

- Chair: Annie Oeth
- This committee is working on biographies for the MUWAA Board. Phillip Cockrell, Anne Swearingen, Bayleigh Vick and Cynthia Kittrell's biographies have been updated. Other board members and officers will be contacted by email for information for their biographies.
- Anne Swearingen wrote a story for Visions about MUWAA scholarship recipients that was then used for news releases about the recipients for their hometown media.
- Work will begin on news releases for BLUE and LBLA soon!
- We will continue working with Bridget Smith Ellis to assist in digital public relations efforts as needed.

– **Past Presidents**

- Chair: Rebecca Rogers
- There was no report for this committee.

**IX. Special Committee Reports**

– **Diversity & Inclusion**

- Chair: Jermarra Jones-Price
- Tekita Bankhead, alum and DEI committee member, gave a successful presentation during the November 3rd event. This event had 43 participants.
- The annual DEI survey will open January 9<sup>th</sup>-23<sup>rd</sup>, 2023, for participation, results will be announced soon!
- The committee's name was officially changed to the Diversity, Equity, and Inclusion Committee.
- The committee will continue to collect suggestions and recommendations for the alumni office for future engagement opportunities.
- JJ gave a special thanks to Dr. Ogburn and her team, and Bridget Smith Ellis for all their hard work and publicity for these events.

– **Mentoring**

- Chair: Kym Golden Gore
- Spring Fling Homecoming Event update: March 30
  - Professional development and headshot session for students
- B.L.U.E: February 23
  - Judge Inger Hampton Chandler, class of 1995, will be keynote speaker
  - Full list of panelists will be announced soon
  - Ticket pricing: free for students; \$15 for alums/friends of the W
- B.L.U.E Sponsorship levels have been adjusted:
  - Freshman Sponsor: \$50
  - Sophomore Sponsor: \$100
  - Junior Sponsor: \$150
  - Senior Sponsor: \$200

– **Membership Recruitment**

- Chair: Nicolas Wright
- Why You W campaign is scheduled for a mid-February launch
- Nick is working with Glen from Campus Recreation to finalize the Student vs Alumni Kickball Game Homecoming event

– **Digital Marketing**

- Chair: Bridget Smith Ellis
- DMC is working to promote N&E for nominations, DEI survey, B.L.U.E., and publicizing Homecoming
- DMC will be promoting Black History Month, and Women’s History Month in February/March
- Support Special Events committee for publicity of Magnolia Mingle and LBLA announcement
- Twitter and Facebook social media impressions have increased
- Bridget asked all to “like” and “share” the B.L.U.E. Facebook page to get the word out

– **Strategy & Support**

- Chair: Heather F. Stone
- Heather met with previous MUW Director of Alumni Relations, Lyndsay Cumberland, on how a large university engages with their alumni on their websites to get insight on how we can improve our alumni website.
- This committee is working to set up one-on-one meetings with MUW Webmaster, MUW Public Affairs & MUW Alumni & Development all via assistance from the MUW Alumni Relations Office
- This committee is working to create infographics on each MUWAA committee for the alumni website

**X. Unfinished Business**

- There was no unfinished business.

**XI. New Business**

- First Generation College Student Scholarship Opportunity
- President Bounds presented to the Board that the MUWAA 1st Generation College Student Scholarship to be awarded at the \$1000 level each year to one student that is enrolled as a full-time student, is a 1st generation student, and has a GPA of 2.5 or above based on high school, transfer, or MUW Grades (if applicable) to the floor.
  - Heather F. Stone made the official motion to create the MUWAA 1st Generation College Student Scholarship to be awarded at the \$1000 level each year to one student that is enrolled as a full-time student, is a 1st gen student, and has a GPA of 2.5 or above based on high school, transfer, or MUW Grades (if applicable), the motion was carried unanimously.
- Establish New Fund for First Generation Scholarship



- In order to remain in compliance with the MUW Foundation, a new Restricted fund must have at least a \$100 donation to open the fund.
- President Bounds suggested that we move \$1,100 from the LBL Auction fund so the scholarship can be awarded in the next scholarship cycle.
- Heather F. Stone made the official motion that we allocate \$1,100 from LBL Auction Fund (Fund# 26108) to open the MUWAA First Generation College Student Scholarship Fund in order to award this scholarship fund for Fall 2023. The motion was carried unanimously.

## **XII. Open Forum**

- None at this time.

## **XIII. President's Closing Comments/Adjourn**

- President Bounds wished all a happy birthday to those who celebrated since our last meeting. She also sent congratulations to Katherine Shell Benson and family on their newest addition, Jenny Katool on retirement, Lydia Coffey Pierce on her last, first day of Graduate school, and Michelle Wescovich' s marriage.
- She also highlighted some Gold Star Busy Bees:
  - Annie Oeth and Anne Swearingen on PR releases
  - Kym Golden Gore, Jermarra Jones-Price, and Nick Wright for going above and beyond for their events
  - LuAnne Farrar McGuirk for her hard work on the financial committee.
- President Bounds thanked everyone for their attendance and reminded everyone about the DEI Survey, B.L.U.E, and Spring Homecoming.

The meeting was adjourned at 12:32 pm CST.