

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

WINTER BOARD MEETING

Virtual Meeting: Zoom call, 11:30 am CST

Saturday, January 20, 2024

I. Call to Order & Roll Call

President Heather Stone called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:34 am CST

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

Symone Bounds

Terry Gargano Coffey

Ashley Dean

J'Markus Dubose

Bridget Smith Ellis

Andrea Germany

Clare Haefner

Trey Harper

Jenny Katool

Cynthia Kittrell

Annie Oeth

Jermarra Jones-Price

Debra Sturgis Stamps

Heather Fasciocco Stone

Anne Swearingen

Bayleigh Vick

MUWAA Board Members Absent:

Phillip “Flapp” Cockrell

Michelle R. Wescovich

Nicolas T. Wright

Guests:

Wesley House Garrett, Parliamentarian

Audrey Littlejohn, Special Events Committee Co-Chair

Ex-Officio Members present:

Andrea Stevens, Executive Director

Cathryn Vaughn Borer, 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 Trey Harper. Quorum was met via affirmative vote unanimously.

III. President’s Welcome

President Stone gave her opening remarks. She stated that the strong “W” spirit has shone bright throughout the wake of the naming process. President Stone acknowledged that the university agrees that the Alumni Association should be included in the naming process. She also thanked the Office of Development and Alumni for all their hard work over the past few weeks.

IV. Ratify Votes

The MUWAA Fall Board Meeting Minutes were approved with a vote of 19/19 members via email on November 11, 2023.

The 2024 MUWAA Alumni Award recipients were approved by an electronic survey by 19/19 members on December 3, 2023.

V. Alumni Office Report

Cathryn Vaughn Borer, our new Director of Alumni Relations and Donor and Engagement, gave the following report:

She thanked all for all of their hard work, and that it has been a seamless transition throughout her first month working at The W. She thanked all in attendance for all they do for the MUWAA.

VI. Foundation Report

MUW Foundation Chair: Jenny Katool

Jenny Katool gave the following report:

She started a conversation about giving, especially in light of the name change and several alums have renounced giving and supporting The W financially. The MUW Foundation does not want to lose any donors because all gifts to the foundation are important. By not giving, it will be the students who will feel this.

Over the past 10 years, the MUWAA has done a remarkable job establishing and endowing scholarships and faculty grants. She thanked all for their continuing hard work to make this possible. Last year, over \$2.2 million was awarded to students in the form of scholarships.

She also stated that this year's Scholarship Donor appreciation luncheon will be on February 16th.

VII. MUWAA Officers Reports

Parliamentarian

Board Parliamentarian, Wesley Garrett, had nothing to report.

Secretary

Board Secretary, Bayleigh Vick, had nothing to report.

Treasurer

Treasurer Anne Swearingen gave the following report:

President Stone pointed out that all of the MUWAA scholarships are endowed, with the exception of the MUWAA First Generation College Student Scholarship.

Restricted Accounts:

Alumni Association Activities Fund (26062)	\$23,650.77
Long Blue Line Auction Fund (26108)	\$43,109.57
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28
BLUE Event Fund	\$4,910.14
LBL Undergraduate Research Scholarship Fund (28224)	\$255.00
Magnolia Mingle Event Fund (28238)	\$15,827.30
MUWAA First Generation College Student Scholarship (28523)	\$1,375.00
Total MUWAA Restricted Funds held at MUW Foundation:	\$94,706.40
*Totals are draft balances as of 11/30/2023	

Endowed Accounts:

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 (36111)	\$29,248.82
MUW Legacy Scholarship Endowed (38051)	\$73,831.39
LBL Undergraduate Research Scholarship Endowment (38116)	\$25,005.34
Total MUWAA Endowed Funds held at MUW Foundation:	\$229,665.25
*Totals are Audited Market Value as of 11/30/2023	

VIII. Standing Committee Reports

Nominations & Elections

Chair: Symone Bounds

Symone stated that this committee has updated their timeline. Nominations will open on January 23rd, and will close on February 13th. This committee is partnering with the Digital Marketing Committee to update graphics for the entire nominations and elections process. These updates include a general summary and overview of both the Board Director and President-Elect positions.

After nominations close, this committee will vet all candidates and present the slate to the eligible voters. This committee will then review the election results and inform the MUWAA President, MUW Director of Alumni Relations and Donor Engagement, and MUWAA Board of Directors.

Bylaws

Chair: Terry Coffey

This committee created verbiage for the Outstanding Undergraduate Research Scholarship and the MUWAA First Generation College Student Scholarship to add to the Policies and Procedures section of the MUWAA Bylaws. The Board will vote on these additions during the New Business section of the meeting.

Recruitment & Retention

Chair: Ashley Dean

Ashley announced that there was 100% Board participation on the MUWAA Alumni Awards! She gave a shout out to Bridget and the Digital Marketing Committee for creating all the graphics for the social media push. The final announcement email will be coming soon!

The 2024 MUWAA Alumni Awards:

- Alumni Achievement: Elizabeth Yoste Whittington, Class of 2001
- Distinguished Achievement: Wahnee Sherman
- Alumni Service: Katy Canion Pacelli, Class of 2000
- Outstanding Recent Graduate: Taylor Vick, Class of 2016

This committee is still tweaking the policies and procedures to further capture all that this committee does. They are hoping to have this finalized and approved during the next meeting so it can be presented at the annual meeting.

This committee is also fine tuning the award process, and they are working on creating an electronic scholarship application to make the whole process easier for students.

Chapters & Constituency Groups

Chair: Cynthia Kittrell

This committee has been focusing on updating the list of chaps and constituency groups. She also mentioned that several groups have not been getting together in person since COVID, so this committee is brainstorming ways for groups to continue to meet virtually.

Cynthia Kittrell sent out a list of all of the MUWAA Chapters and Constituency Facebook groups she found to the Board to help with engagement via email. As of this meeting, this committee is working to help Ariel Seawell to form a Central Florida chapter. There is interest in forming a Math and Sciences major Chapter.

Terry Coffey asked how she could get involved in the Math and Science Group, they have a FB and contact is Shannon James.

The Houston Area chapter will meet on February 3, 2024. President Stone, Clare Haefner, and Cynthia Kittrell are all working to contact alums in this area to get together. A "Save the Date" postcard was also sent out.

Special Events

Chair: Bayleigh Vick

This committee's next event is Magnolia Mingle during Spring Homecoming. Magnolia Mingle is set for April 5, 2024 at 6:00 pm CST on the Shattuck Lawn. This committee voted on continuing the drawdown, and ordering new cups and koozies.

Drawdown tickets will go on sale Feb. 1st, and there will only be 200 tickets available for the total pot to be \$2,500 again! They voted to implement insurance this year. This will be a \$20 charge on top of the \$50 ticket to be re-entered into the drawing if their name is taken out in the first 50 people.

Cups and koozies will also go on sale Feb 1st through GiveSmart.

She stated that the goal is 100% Board participation. Board Members, "Flapp" Cockrell and LuAnne McGuirk, both won last year! She asked all to "like," "share," our social media posts, and spread the word!

She also encouraged all alums and friends to bring their LBLA items to Homecoming this year.

Finance

Chair: Anne Swearingen

The official report from this committee was given at the beginning of the meeting. The following checks were approved for payment:

Fund Number & Name	Date	Description	Amount
26062 - Activities Fund	10/18	Mugs for December graduates + shipping	\$520.23
26062 - Activities Fund	11/15	Reimbursement for travel expenses	520.71
26062 - Activities Fund	11/17	The Spectator advertising insertion	135.00
26062 - Activities Fund	11/12	Reimbursement for travel expenses	675.05
26108 – LBL Auction Fund	12/8	LBL Auction reimbursement for expenses incurred	714.81
28109 – New Faculty Member Award	10/23	New Faculty Member Award 2023	965.72
28224 - LBL Undergraduate Research Scholarship	11/27	Undergraduate Research Scholarship	180.09
28224 - LBL Undergraduate Research Scholarship	11/12	Undergraduate Research Scholarship	360.00
28224 - LBL Undergraduate Research Scholarship	11/13	Undergraduate Research Scholarship	438.38
		TOTAL	\$4,509.99

This committee is working on a one-sheeter with a list of responsibilities to make a seamless transition to the next chair. They are working with the Digital Marketing Committee on more social media content on the importance of giving back.

Public Relations

Chair: Annie Oeth

This committee has been hard at work with creating news releases on all the great things going on in the MUWAA:

- Maddy Norgard just drafted a news release for the MUWAA scholarship recipients for the 2023-2024 academic year; this release is in the proofing stage
- Troy Lewis is working on a news release about the MUWAA award winners. This will be completed and sent to the Board soon.
- This committee is also working on a draft press release for B.L.U.E.
- Once they receive the publication schedule for the student newspaper, *The Spectator*, they will schedule advertising for the Homecoming issue and the issue closest to Spring Commencement.

Past Presidents

Chair: Katherine Shell Benson

President Stone gave this in her absence. This committee has pulled out all the stops to make sure that all presidents are engaged.

During Welty Weekend, the Past Presidents met for a successful brunch. They also went on a tour of the new culinary building and the university archives!

This committee is working on a service project to benefit University efforts, increasing engagement and giving for past presidents, and they are working on a Homecoming ribbon restock and refresh for this year.

IX. Special Committee Reports

Membership Recruitment

Chair: Monique Jenkins

This committee has been hard at work launching the “Why Do You “W”” Campaign. Monique encouraged all to create videos on why they “W.”

They are also working with the Digital Marketing committee on content creation. This committee is in the beginning stages of planning an event during Homecoming based on the success of the kickball game last year.

Terry asked what the graduation gift will be, Heather mentioned that the Spring commencement gift will remain the same with The W’s current branding until we learn more about the name change status. Monique invited all to participate in giving out the new alumni gifts at commencement if they are able.

Mentoring

Chair: Andrea Germany

B.L.U.E will be held on February 8th. Andrea invited all to attend this hybrid event, consider becoming a sponsor, and spread the word. “Flapp” Cockrell, John Jacob Miller, Elizabeth Yoste Whittington, and LeAnn Alexander will be on the alumni panel. The keynote speaker will be Lori Spice Robinson. She is the Director of Equity and Inclusion for St. Jude.

This committee will also be utilizing the “Handshake” app that MUW’s Office of Career Services for networking.

She gave a special shout out to Elizabeth Yoste Whittington. She has been an exceptionally phenomenal committee member and has created a goal tracking document and budget for the committee.

John Jacob Miller, chair of the MUWAA Diversity Equity and Inclusion committee, is working with this committee to complement one another in activity planning and outreach.

Strategy & Support

Chair: Jermarra Jones-Price

This committee is working with all of the MUWAA committees to draft both external and internal one-sheets on committee duties, responsibilities, and time commitments. External one-sheets will be public for the Association to see, while the internal one-sheets will be for the committee chairs. This committee's deadline to have these finalized is March 1st.

Jermarra gave a special shout out to Bridget Ellis for all of her hard work creating a one-sheet template. She also thanked all of the committee chairs for their time and effort to submit both the internal and external one-sheets.

The committee will not be able to move forward with the beta testing of the Homecoming app because the school currently does not have the bandwidth to take on this project. This project will be tabled until future notice.

Diversity, Equity, and Inclusion

Chair: John Jacob Miller

J'Markus DuBose gave the report in John Jacob Miller's absence. At the time of this meeting, the committee has met twice to create two programs and in the planning stages of a third program, speaker, and topic.

They are focusing on working closely with the MUW staff to facilitate different partnership opportunities between on-campus events and this committee.

Digital Marketing

Chair: Bridget Smith Ellis

Bridget thanked all for their patience at the reorganization of publicity posts over the past two weeks, and asked all to "like," "share," and "comment" the MUWAA's social media posts. All social media content went dark for a week in respect of the name change.

This committee's current focus is creating content for Women's History month. Last year, this committee focused on alumni. This year, they're looking to highlight students. Bridget asked all to send recommendations.

This committee is also creating content and building content for the following events: B.L.U.E., Nominations and Elections, and Magnolia Mingle.

Social media engagements are up since last quarter!

Social Media Analytics

Facebook	Page Growth	Posts	Page Engagement	Post Engagement	Reach
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The percentage of users who interacted with any of your activity versus the number of times it reached a user's feed.</i>	<i>The percentage of users who interacted with posts versus the number of times they reached a user's feed.</i>	<i>The total number of times any of your content reached a user's feed.</i>
	5 -61.54% loss	36 0.42% growth	5.47% 26.31% growth	1.1K -14.44% loss	1.1K% -14.44% loss
Top Engagement Posts			Most Impressions		
12-20: #WayBackWednesday: 14.82%			10-22: MUW Founders Day-6648 [Impressions] 919 [Total Engagement]		
10-20: MUW Founders Day: 13.82%			10-10: MUW Alumni Awards-2854 [Impressions] 68 [Total Engagement]		
10-19: Welty Symposium Authors: 13.04%			10-4 Refer a Student Culinary -2160 [Impressions] 114 [Total Engagement]		
Instagram	Account Reach	Account Engaged	Total Followers		
	475 45.7% growth	72 67.4% growth	807 0.2% growth		
	*292 are non-followers vs 500 followers. *914 posts *455 Reels *2 Videos *Stories 208	*12 are non-followers vs 148 followers *216 posts *25 Reels *1 Story	*Overall 29 *Follows: 44 *Unfollows: 15		
Impressions: 8515 9.9% growth	Content Interactions: 210	Story Interactions: 1	Reels Interaction: 63		
* date: Oct 5-Jan 2					
Twitter	Page Growth	Posts	Followers	Reach	
	<i>The number of page likes you have received between the first and last day of your selected period.</i>	<i>Total number of published content within your selected period.</i>	<i>The total number of followers your account has.</i>	<i>The total number of times any of your content reached a user's feed.</i>	
	-1 no change from previous	37 68.18% growth	954	4.1K 301.68% growth	
Top Engagement Posts			Most Impressions		
12-13: New Director announcement: 7.02%			11-10: Nursing Anniv. - 940 [Impressions] & 6 [Engagement]		
11-9: Under the Oaks Art Festival 4.65%			11-8: Nat'l STEM Day - 539 [Impressions] 0 [Total Engagement]		
12-21: Happy Winter: 4%			11-8: LBLA Announcement - 275 [Impressions] 2 [Total Engagement]		

XII. Unfinished Business

There was none at this time.

XI. New Business

In the MUWAA Spring 2023 board meeting, the MUWAA First Generation College Student Scholarship was established. A scholarship description has since been written to be a guide for both the Recruitment & Retention Committee who leads this process, and for the benefit of the overall Scholarship application process. Terry Coffey made the motion to adopt the MUWAA First-Generation College Student Scholarship description to be added to the MUWAA Policies and Procedures under Appendix D: Scholarships/Grants.

This motion was approved unanimously as a voice vote.

Bayleigh Vick made the motion that the MUWAA Board of Directors accept the 2024 Special Events Committee Co-Chair & Members supporting Magnolia Mingle in Spring 2024 as presented.

Magnolia Mingle (Spring 2024)

Subcommittee:

1. J'Markus DuBose (Board)
2. Abi Wiggins Walker
3. Ken Smith
4. Katelyn Ayers DuBose
5. Bridget Smith Pieschel
- 6.
7. Audrey Littlejohn (Co-Chair)
8. Bayleigh Vick (Chair Lead/Board)

This motion was approved unanimously as a voice vote.

XII. Open Forum

Terry Coffey asked about how the Special Events Committee logistics with a working committee for MM and LBLA, and if there was still room on the Special Events committee since there is an open spot on the committee list voted on earlier in the meeting. Bayleigh Vick said that this spot is still open and the goal is to have a diverse committee that represents the alumni association for better event programming.

Monique Jenkins asked how more MUW apparel can be added to the Barnes and Noble website. The merchandise appears to be more directed towards males, and this could be a great area of opportunity. President Stone talked with the manager of the Barnes and Noble store about how we can get more merchandise and how they choose merchandise. President Stone mentioned that this may not be a quick adjustment, however, they are open and willing to stock things that alums want. Cathryn also mentioned that she can facilitate a line of communication with the bookstore. She also mentioned that there would be Homecoming t-shirts and sweatshirts for sale prior to Homecoming as well.

Trey Harper asked if we could work with the bookstore to possibly bring older stock into the LBLA. Cathryn said that she would work with the Alumni and Development office to see if this is something we can do.

Terry Coffey asked if an email blast could be sent out about the updated status about the name change just in case alums who haven't seen the social media posts to keep everyone updated.

President Stone said that she will be tasking the Board with a call to action on how we can talk with the Alumni Association about the name change status.

XIII. President's Closing Comments & Announcements

President Stone implored everyone to be in a place to feel confident in exercising their voice as we navigate the next steps. She mentioned that her letter to the Alumni Association paints a broader picture of where we've been in the last few weeks along with a call to action on how we can participate.

There is an opportunity for the Alumni Association to reach out to the task force with potential names. These names will be submitted to the naming task force, and a Google Sheet will be public so alums can see which names were submitted. All information will be sent up the naming task force chain. All taskforce timeline information is tentative and will be updated soon before sending out to alumni, faculty and staff, and students.

At the time of this meeting, the tentative timeline was posted to the MUW website and available for all to see.

Upcoming events:

- MUWAA Nominations opens January 23rd
- MUWAA Committee Chair Call: January 23rd
- B.L.U.E.: February 8th
- Homecoming: April 4th-7th
 - Spring Board Meeting: April 4th
 - MUWAA Annual Meeting: April 5th
 - Magnolia Mingle: April 5th
 - Homecoming Convocation: April 6th
 - MUW Spring Commencement: May 3rd

President Stone reminded all of the Board's social impact challenge. She challenged all to create organic content that talks about MUWAA. If the MUWAA social channels share your post, the Board member will receive an entry to get 1 MM Drawdown ticket.

President Stone also thanked all for their hard work, engagement, and overall presence in the MUWAA. She said that the MUWAA is vital and strong, and we won't be rocked from our unity from our support of MUW.

XVI. Adjournment

Meeting adjourned at 1:05 pm CST