

MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION

Winter Board Meeting

January 18, 2025

Online via Zoom

I. Call to Order & Roll Call

President Jermarra Jones-Price called the Mississippi University for Women Alumni Association (MUWAA) meeting to order at 11:16 am CST.

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

Phillip "Flapp" Cockrell
Terry Gargano Coffey
Jonathan Cumberland
Ashley Dean, MUWAA President-elect
J'Markus Dubose
Anne White Foster
Andrea Germany
Clare Haefner
Dana Jackson
Jenny Katool, Foundation Chair
Cynthia Kittrell
Elysa MacLellan, Board Secretary
Annie Oeth
Jermarra Jones-Price, MUWAA President
Debra Sturgis Stamps
Heather Fasciocco Stone, MUWAA Immediate Past President
Anne Swearingen, Board Treasurer
Bayleigh Vick

MUWAA Board Members absent:

Trey Harper

Guests:

Wesley House Garrett, Parliamentarian
Symone Bounds
Kristie Metcalfe
Tekita Bankhead
LeAnn Alexander
Monique Jenkins

Ex-Officio Members present:

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 Heather Fasciocco Stone. The motion passed with 17 of 19 board members approving.

III. President's Welcome

President Jones-Price gave her opening remarks welcoming all Board members, committee chairs and guests to the meeting. She proceeded with appreciation to everyone for tuning into the development session earlier in the morning featuring the Director of the Career Services and Professional Development Center, Elise Wilson. Mrs. Wilson spoke to attendees about the current student body professional service offerings, mentoring opportunities, the importance of student connections to alumni, and professional excursions her office has procured for the students. Lastly, she reminded alumni of opportunities shared with students such as the Handshake app.

President Jones-Price shared a recap of her vision for the year and the three goals for which the year is operating- reassessing our individual alumni networks, redesigning alumni programming that represents our entire association, and lastly, discovering collaborative approaches to early student engagement. In this attention to goals, she reviews how strong of a start we already have by advertising for the upcoming BLUE event for students scheduled for February 20th, the variety of alumni-facing events scheduled during and post-Homecoming in addition to the early connection efforts of the upcoming Winter Blues Party targeted for recent graduates and graduating seniors. President Jones-Price shared we have started the board year off strong, tackling each one of these through behind-the-scenes work in the committees. She urged all in attendance to understand that the work we are doing sets the tone for how we will accomplish committee goals and make ourselves proud.

IV. Ratify Votes

There was one vote presented to ratify:

1. We ratified votes for the approval of the Fall 2024 Board Meeting minutes. Please note that another vote is not needed. The minutes were approved by an Email vote on **November 15, 2024, with 14 out of 19** board members voting in approval.

V. Alumni Office Report

Cathryn shared updates about the office being fully staffed again with the hiring of new team members since our last meeting. She shared that Homecoming is the biggest agenda item right now for her office and highlighted how there will be some old favorites but new changes as well. and that we are currently amid an early bird special of only \$20 until March 1st. She shared how there are two days approaching at the Mississippi Capitol- January 29th for students with a planned dinner the night before with students using their time to promote the Nursing and Culinary programs to impart the impact The W has on the state and then Charter Day on March 12th including a luncheon at Old Capital Grille which registration is currently open now to get an accurate headcount. Cathryn urged all in attendance to be there as we lunch, rally and pose on the capital steps for a photo in blue. Lastly, she spoke about Mississippi on the Mall on June 7th in Washington, DC and Mississippi in the Park on June 14th in New York City. She asked all attendees to save those dates and begin checking the W website for further updates on these events. There will be more activities and details soon to come at the Spring Board meeting.

VI. Foundation Report

Foundation Chair Jenny Katool started by talking about donors. From July to December 2024, we are down 55 donors from 2023 to 2024 with that number shifting from 1,436 to now 1,381. In fiscal year 2023, 2,373 donors gave just north of \$2.9 million and in fiscal year 2024, we had a lower number of donors at 1,873 but we were up in dollars at \$3.4 million. Right now the focus is to reclaim those donors at the lower tier amounts of giving

\$100 and below. The expectancy is that this fix will be easy but Jenny encouraged us all to reach out to our networks and ask for donors to give to any fund they are passionate about so we can see those numbers begin to increase.

There is a new all purpose athletic space which is designed for lounge, group study and team game prep. It will greatly help with the retention of student athletes. It will be housed in the former Hogarth Auditorium with hopes of having it completed by Homecoming. The Legislative dinner on the January 28th is sponsored by the Foundation inviting Senate and the House along with lobbyists, students and staff from The W. The Foundation will also sponsor the Charter Day in March. In closing Jenny shared the confirmation of the Welty Gala speaker is being finalized pending a contract signature.

VII. MUWAA Officer Reports

Parliamentarian

Wesley House Garrett had nothing to report for the Office of Parliamentarian.

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 shown below. The accounts are mostly unchanged but will soon see movement once the scholarships are paid out.

Endowed Accounts

Account Name (Account Number)	Balance
Culinary Arts Advisory Board Scholarship (35287)	\$21,022.11
Southern Grace Scholarship (36062)	\$46,311.87
MUWAA Faculty Enhancement Grants (36109)	\$25,000.00
MUWAA Mortar Board Faculty of the Year Award (36110)	\$25,000.00
MUWAA New Faculty of the Year Award	\$25,000.00
MUW Legacy Scholarship Endowed	\$25,000.00
LBL Undergraduate Research Scholarship Endowment	\$25,000.00
Total MUWAA Endowed Funds held at MUW Foundation	\$227,424.77

*Totals are as of 12/31/24

Restricted Accounts – Activity for quarter ended Dec. 31, 2024

Fund Name (Fund Number)	Beginning Balance	Revenue/ (Expense)	Balance (as of 9-30-24)
Alumni Association Activities Fund (26062)	\$16,105.12	\$110.00 (\$2,228.46) Net deficit: (\$2,118.46)	\$13,986.66
Long Blue Line Auction Fund (26108)	\$26,089.72	\$13,228.42 (\$15,541.87) Net deficit: (\$2,313.45)	\$23,776.27
Mortar Board Faculty of the Year Award Fund (28107)	\$2,000.00	\$1,000.00	\$3,000.00
MUW Faculty Enhancements Grants Fund (28108)	\$893.34	\$1,000.00	\$1,893.34
MUW New Faculty of the Year Award Fund (28109)	\$2,685.28	\$1,000.00	\$3,685.28
BLUE Event Fund (28119)	\$7,558.59		\$7,558.59
LBL Undergraduate Research Scholarship Fund (28224)	\$431.21	\$1,000.00	\$1,431.21
Magnolia Mingle Event Fund (28238)	\$17,975.18	\$14,301.17 (\$239.94)	\$ 17,735.24
MUWAA First Generation College Student Scholarship (28253)	\$2,702.50		\$2,702.50
<i>Total MUWAA Restricted Funds held at MUW Foundation:</i>	\$76,440.94	\$31,639.59 (\$18,010.27)	\$75,769.09

VIII. Standing Committee Reports

Nominations & Elections | Chair Heather Fasciocco Stone

Chair Heather presented the following report:

The Nominations and Elections Committee has been working in preparation to vet the nominees with next steps to meet tomorrow to formerly review the eligible nominees and then present a slate to President Jones-Price. The active voting link will go live to active alumni January 27th for two weeks according to the Bylaws followed by a formal announcement of the incoming Board Class and President-elect. The committee is piloting a new timeline to give more time for the nominees to accept and prepare to be at Homecoming to be sworn in. A dedicated email was created for the N&E Committee this year by President Jones-Price to streamline communications between nominees and committee members in addition to the roll out of a Google form to capture packet information and headshots. The committee has had a pleasant trial period of their new timeline and look forward to presenting this recommendation to be adapted into the governing documents.

Bylaws | Chair Terry Gargano Coffey

Chair Terry presented the following report:

Terry shared that the Bylaws committee are waiting on the greenlight from the President and Board Directors to place approved documents in the governing documents as shown in their outlined board goals for the year.

Recruitment & Retention | Chair LeAnn Alexander

Chair LeAnn presented the following report:

Chair LeAnn shared her committee has been busy with the selection of this year's Alumni Award winners. She thanks those who helped market the call for nominations and the announcement of winners which rolled out on all MUWAA socials last week. The official recognition of the winners will be held at Homecoming. The beginning stages of faculty awards is underway with communications already out to Dr. Tollison. LeAnn will accompany President Jones-Price to 100th Night on January 29th. LeAnn concluded by sharing new ideas for additional alumni awards are being discussed and will be shared later in the meeting by partner committee, DEI..

Chapters & Constituency Groups | Chair Cynthia Kittrell

Chair Cynthia presented the following report:

Chair Cynthia shared her committee has met four times via Zoom with a scheduled meeting for the coming Thursday. Currently, they are wrapping up completing updates to the list existing chapters and constituency groups. She said they are working on new groups and for those on the Board that have messaged or shared during meetings they'd like to start a new group she will be reaching out using the newly created interest form that was just finished.

Her committee is helping four chapters to reactivate- Little Rock Arkansas, MS Delta, Birmingham Alabama and Oktibbeha County (Starkville area). The new C&CG workshop which is scheduled for April 26th and completely virtual will target new groups that want to get started and what that looks like, a section for existing groups to learn steps for reactivating and to affirm for other groups that it is fine in informal settings is all they want through social media only.

The new Houston Chapter is hosting a meeting on February 8th with Linda Ross Aldy coming to share a LEAP presentation and Cynthia encouraged other chapters that may want to know how they can be of assistance during legislative times to the W from outside of Mississippi that this option would be beneficial. Lastly, all documents to the alumni website are being updated and the SOAC Lounge will be open Thursday-Saturday for alumni to use freely of which the new STEM group will be using on Saturday of Homecoming to meet. She lastly shared that she is working with Annie Oeth and Public Relations on a Visions article to highlight the work of this committee.

Special Events | Chair Bayleigh Vick

Chair Bayleigh presented the following report:

Chair Bayleigh is presented for J'Markus Dubose who will be voted on during New Business. J'Markus and his committee are scheduled to meet next week to finalize plans for a successful Magnolia Mingle which will take place on Friday at Homecoming. The final decisions about the cups and koozies that will be sold is on their agenda in addition to the draw down tickets which will go on sale February 1. Alumni attending Homecoming are encouraged to bring their auction items with them as the committee will be collecting across the weekend for the 13th Long Blue Line Auction. President-Elect Ashley Dean asked if food

trucks were being confirmed this year to which J'Markus and Bayleigh shared that due to financial loss on the food trucks, we are moving in the direction of food stations catered by Sodexo this year.

Finance | Anne Swearingen

Chair Anne presented the following report:

Chair Anne shared that the committee has had light movement as notated in the diagram below. The committee will be working with the Digital Marketing to schedule social media reach out to gain donors.

Fund Number - Name	Date	Description	Amount
26062 – MUWAA Activities Fund	12/15	Spectator ¼-page ad	81.00
26062 – MUWAA Activities Fund	12/11	MUWAA president’s travel July-Nov.	699.62
26108 – LBLA Fund	12/13	LBL Auction postcards	242.25
28238 – Magnolia Mingle Fund	9/27	Magnolia Mingle save-the-date cards ⁱ	239.44
TOTAL			\$ 1,262.31

Public Relations | Annie Oeth

Chair Annie presented the following report:

Chair Annie shared that this has been a busy quarter for the committee. They are currently working on and planning news releases for the BLUE event and Homecoming, a Spectator ad about student-facing events during Homecoming, and Visions stories for board elections and the alumni groups. When asked about upcoming communications regarding BLUE from Terry Coffey, Annie shared that that article was in the works and should be ready for publication soon.

Past Presidents | Symone Bounds

Chair Symone presented the following report:

Past President Symone shared that the committee has been busily working on their Puckett House refresh and collaborating with the Office of Development and Alumni. With Cathryn’s assist on campus, the refresher is coming together. There are items in the Puckett House that were recently appraised through an appraisal donation from Stewarts Antiques, Appraisals and Estate Sales in Columbus because the owner says he has a special love in his heart for The W and would love to donate his time checking out the furniture and if it would be original pieces or recreations. A list has now been created of all items in Puckett House, and the committee plans to move forward by launching a giving campaign to help updating furniture, replacing the roof and other items Resources Management deems necessary. Being that the Puckett House is a designated MS landmark, the committee is working with Archives and History grants for future funds. There is also a brunch being planned to assess needs as a committee with the intention to sponsor and attend BLUE and a cleaning day scheduled the following day for all Past Presidents in attendance. For now, the group is looking forward to an article to keep the charm and history of the Puckett House alive and can’t wait for it to be shared.

IX. Special Committee Reports

Membership Recruitment | Chair Monique Jenkins

Chair Monique shared upcoming events the committee are finalizing with the virtual Winter Blues Party planned for March 6. This is an opportunity to engage recent graduates, get them informed about Homecoming, and learn about the benefits of being involved with The W post-graduation. The save date announcements have already been shared inside the graduate gift from the recent Fall commencement. The committee also hopes to use it as a small fundraiser, but those details are being ironed out. At Homecoming, the committee will be hosting an alumni-vs-students "Dance through the Ages" competition in partnership with Campus Rec. Alumna LeAnn Alexander will DJ the event in addition to teaching line dances representing different generations. The "Why do you 'W'" series will be the final push for this committee's goal this year which will happen the week following Homecoming. The committee will continue to support commencement services with the distribution of gifts.

Mentoring | Chair Kristie Metcalfe

Chair Kristie presented the following report:

The committee will host B.L.U.E. on Thursday, February 20, 2025, at 6:00pm in Pope Banquet Room. Chair Kristie shared that BLUE will feature two keynote speakers this year in lieu of an alumni panel. This development is to allow the students to have increased time with the two keynotes for questions and networking. The two speakers will present on professional development and financial literacy. Donor emails have been sent and the next committee meeting will focus on the building out of Spring Fling. Chair Kristie took the opportunity to thank President Jones-Price for her help along with committee members Amber Parker, Jennifer O'Connell and Courtney Murtaugh.

Strategy & Support | Chair Ashley Dean

Chair Ashley presented the following report:

Chair Ashley shared that the committee has been working hard, and she paused to reflect on just how dedicated our MUWAA Board is to the title of "working board" as her committee has researched like size universities for similarities or takeaways to share. In doing their research, which is shared in the packet, Ashley noted that these universities do not share much information regarding their alumni associations on their websites or the work, if any, that they perform as a membership. She shared that her committee researched four institutions and some of the findings were there are varying terms for their board directors, no online presence for their association, and no recent or updated governing documents unlike ours which are publicized for all to see. There are no recommendations currently to what we are doing as an alumni association but that may develop over time. She met with Symone as part of their committee collaborations to see about the building of a Homecoming app and from talks with Cathryn they have a direction they are heading in.

Diversity, Equity & Inclusion | Chair Tekita Bankhead

Chair Tekita presented the following report:

Chair Tekita greeted everyone following by the announcement that one member of the DEI committee is rolling off due to military obligations but that the input and work she gave is appreciated and they are thankful. The committee has an upcoming meeting being scheduled. The committee has finalized the recommendation of their new name as One MUW which will better capture the work of the committee without compromising the commitment of building an inclusive alumni community without misrepresenting the work that is being done.

The committee is working with the Recruitment and Retention Committee to come up with

an award campaign based on the idea of “40 Under 40”. Planning is underway for a workshop series, “Regroup and Recharge”, that will improve engagement for young alumni and alumni going through different stages of transitions. The topics of this 3-part series are “Taking the Next Step after Graduation” targeting new graduates, “Different Generations in the Workplace” targeting how we learn and adapt to working among different ages and lived experiences, and “Rest, Liberation, and Understanding the Importance of Juneteenth” to take place in June 19 to provide context for cultural approaches. These are working topics, and the committee welcomes suggestions for other titles. This series will take place starting in April to iron out details and publicize it.

Digital Marketing | Chair Clare Haefner

Chair Clare presented the following report:

Chair Clare shared that the committee has been busy promoting events such as MUWAA elections and BLUE. The committee will be assisting in building out graphics for promoting upcoming board elections and Homecoming. They have also been working on the MUWAA brand guidelines updates and hope to have that ready for the Spring Board meeting in April. Claire reviewed the different social media analytics which reflect that some growth is down, but engagement is up. It is expected for numbers to ramp up heading into Homecoming and other events. They are still looking at other analytic platforms and plan on presenting findings at the next board meeting. Clare encourages all committees to contact her with any digital marketing needs or join the upcoming media drop-in scheduled for Monday.

Facebook | Oct. 1, 2024 to Dec. 31, 2024

Page Growth	Total Posts	Page Engagement	Post Engagement	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Percentage of users who interacted with content during time period)</i>	<i>(Number of users who interacted with posts during time period)</i>	<i>(Total times posts reached a user's feed)</i>
-4	22	5.87%	577	13.0K
-200%	0%	-48.56%	23.95%	-69.95%

Posts with Top Engagement

- 12-13: Congrats to new Long Blue Line members | 17.29% engagement
- 11-28: Happy Thanksgiving/Gratitude list | 12.89% engagement
- 11-18: Are you willing to serve on MUWAA Board? | 8.15% engagement

Posts with Most Impressions (greatest reach)

- 12-13: Congrats to new Long Blue Line members | 1469 impressions
- 10-8: Seeking nominations for Alumni Awards | 791 impressions
- 10-26: Alumni Awards nomination deadline reminder | 405 Impressions

Instagram | Oct. 1, 2024 to Dec. 31, 2024

Account Reach	Account Engaged	Total Followers
942	56	884
F: 296 NF: 646	F: 53 NF: 3	1
44.03%	-27.3%	0.01%

Top Engagement

- 12-13: Congrats to new Long Blue Line members
- 12-24: Happy Holidays (reel and story)
- 11-28: Happy Thanksgiving/Gratitude list

Top Reach

- 12-13: Congrats to new Long Blue Line members
- 10-8: Seeking nominations for Alumni Awards
- 10-15: Distinguished Achievement Alumni Award post

X (Twitter) | Oct. 1, 2024 to Dec. 31, 2024

Page

Growth	Total Posts	Followers	Reach
<i>(New page likes during time period)</i>	<i>(Number of posts to feed during time period)</i>	<i>(Total number of people following our account)</i>	<i>(Total times posts reached a user's feed)</i>
0	22	940	724
No change	-20.83%	-21	-24.5%

*Social Bee does not guarantee accuracy of these analytics.

Top Posts

10-31: Happy Halloween

11-28: Happy Thanksgiving

11-11: Veterans Day

X. Unfinished Business

There was no unfinished business to discuss.

XI. New Business

President Jones-Price presented the recommendation from the Special Events committee for the approval of the 2025 Special Events co-chairs and members for Magnolia Mingle as presented. She called for a motion from the floor to accept the 2025 Special Events co-chairs and members for Magnolia Mingle as presented. The motion to accept the 2025 Special Events co-chairs and members for Magnolia Mingle was presented by Bayleigh Vick. The motion passed with 18 of 19 board members approving.

President Jones-Price presented the recommendation from the Diversity, Equity and Inclusion Committee for the approval of the proposed name of One MUW Committee as presented. She called for a motion from the floor to accept the proposed name of One MUW Committee as presented. The motion to accept the new name as One MUW Committee was presented by Tekita Bankhead. When asked for discussions, Immediate Past President Heather Fasciocco Stone wanted clarification if the word "One" would be an acronym or standard writing with a capitalized letter 'O' to which Chair Tekita confirmed it would be in standard writing format. The motion passed with 18 of 19 board members approving.

XIV. Open Forum

Terry Coffey asked for clarification as to what type of movement had been going on with the ART Team to which President Jones-Price reference the recent email sent from the University with an official update of progress for this team and their office as whole. Past President Katy Pacelli will be invited to the Spring Board meeting to share more but President Jones-Price said that from the recent article it seems this team had a great Fall recruitment season. Debra Sturgis-Stamps shared more from her hand-on work with the team this recruitment season saying they have been instrumental in participating in high school and junior college career fairs and that the travel has been great and she's been to new areas around the state. She did share they have been limited in swag giveaways, but she is excited about the work being done. Anne Foster has what efforts have been made to attract the incoming Freshman class. Debra shared that they have interest cards they have students to complete and then turn those over to the Admissions Office. Terry Coffey then asked if there was anything additional that the alumni membership could do informally to help bolster engagement in pushing student towards The W. President Jones-Price urged patience while this office wraps up their season and Katy is able to report on what we can do and the direction from this office. She also asked alumni to continue to spread the great works of The W whenever opportunities were available to inform students and parents of what The W offers and what our time here provided.

XV. President's Closing Comments

President Jones-Price began her closing remarks by acknowledging Winter Board Member and Committee Chair birthdays. Birthdays announced were Jonathan Cumberland (1/15), Clare Haefner (1/17), Andrea Germany (1/29), Annie Oeth (2/06), Heather Stone (2/10), Trey Harper (2/27) and Elysa MacLellan (3/3). President Jones-Price also introduced and shared nine Gingko Spotlights of congratulating Bayleigh Vick being named Administrator of the Year with her institution of work, Tekita Banked being voted as Outstanding Recent Graduate and J'Markus Dubose on receiving the best Christmas gift of a new baby boy, Trey Harper receiving a new appointment for the Mississippi Conference, Elysa MacLellan for being a social media rockstar, Debra Sturgis for making the Board proud through her dedication with the ART Team, Cynthia Kittrell for such an impressive handle on Board work and team member accountability, Jonathan Cumberland for bringing his expertise to the MUWAA branding guideline updates and Anne Swearingen for her patience with processes and procedures for campus guidelines as we build the finance SOP.

President Jones-Price shared the following announcement for everyone:

- **Media drop-in:** January 20th (*which will serve as a drop-in call for anyone that has actual approvals to discuss with the PR Committee or social posts to confirm with Digital Marketing*)
- **100th Night:** January 29th (*which President Jones-Price will be joined by Chair LeAnn Alexander*)
- **BLUE:** February 20th (*everyone asked to make sure they register and share the posts on their socials to help boost attendance and sponsorships*)
- **Media drop-in:** March 3rd (*which will serve as a drop in call for anyone that has actual approvals to discuss with the PR Committee or social posts to confirm with Digital Marketing*)
- **Winter Blues Party:** March 6th
- **W Charter Day:** March 12 (*all alumni invited to attend the luncheon in-person or wear their blue and post on their socials on the day*)
- **Spring Board Reports DUE:** March 20th (*President Jones-Price is asking all chairs to submit reports as soon as they wrap early Spring meetings so the packets can be created ahead of Homecoming*)
- **Spring Board Meeting:** April 3rd (*Homecoming Meeting and more info will come soon*)
- **Homecoming: April 3-6** (*Make sure you register during early registration and be sure to share the posts on socials in your networks*)

As President Jones-Price ended, she reminded us that we are meeting people where they are this year in terms of sharing the great work of this board and the alumni association. All Board Members and Chairs were thanked for their observation and participation in making the time in their schedules to attend virtually this weekend. She reiterated that the hard work of everyone does not go unnoticed and is appreciated as we work towards the duration of this board year together.

XVI. Adjournment

The meeting was adjourned at 12:49 p.m.