

**MISSISSIPPI UNIVERSITY FOR WOMEN ALUMNI ASSOCIATION
WINTER BOARD MEETING 2018**

Rose Room, Cochran Hall, 1:30 – 3:30 P.M.
Saturday, January 27, 2018

I. CALL TO ORDER AND ADOPTION OF THE AGENDA

The WINTER quarterly meeting of the Mississippi University for Women Alumni Association (MUWAA) was held on the MUW campus in Cochran Hall on January 27, 2018, with President Courtney Ballard Murtaugh presiding. President Murtaugh called the meeting to order at 1:35 PM. Katy Pacelli moved to accept the agenda as presented. Motion carried.

II. PRESIDENT’S WELCOME

President Murtaugh welcomed everyone then expressed sympathy to fellow Board member, Melissa Gilmore, for the recent death of her father. President Murtaugh also thanked Board members who attended 100th night, stating the positive impression it provides to the students when Board members appear interested in events on campus. She then read the Mission Statement of the MUWAA.

III. ROLL CALL

The roll was called. MUWAA Board members present were:

Courtney Ballard Murtaugh, President	Heather Fasciocco Stone (T)
Katy Canion Pacelli, President-Elect	Symone Bounds
Carolyn Wilson Byrd, Secretary	Amy Harris (T)
Erica Woodard, Treasurer	Clemmie Phillips
Deborah Stockman Hodges, Immediate Past President	Audra Odom
Jayne Perkins-Brown, Foundation Representative	Sunshine Burgess (T)
Wesley H. Garrett, Parliamentarian	Kristi Hipp Mosley
Sue Simmons Freeman	Nita Byrd Lumpkin (T)
Rebecca Rogers	Sarah Morgan Howell

A quorum was established. (T) indicates attendance via Teleconference.

MUWAA Board members absent were:

Pam Towery Rhea
Melissa Hays Gilmore

Ex-Officio Member:

Lyndsay B. Cumberland, Director of Alumni Relations

Guest:

Andrea Stevens, Executive Director of Development & Alumni

IV. RATIFY VOTES

President Murtaugh moved to accept the minutes of the fall, October 2017 Board Meeting that were approved electronically on November 11, 2017 with 18/19 Board members voting. Motion carried. President Murtaugh moved to accept the Alumni Awards that were approved electronically on December 20, 2017 with 16/19 Board members voting. Motion carried.

V. ALUMNI OFFICE REPORT

Lyndsay B. Cumberland, Director of Alumni Relations, related a number of alumni meetings held in the past quarter, which included the Mid-South Chapter, Arkansas Alumni Chapter, Gulf Coast Chapter, Greater Denver Chapter, Mobile Area Alumni Gathering, Austin, TX, Area Interest Meeting, and the Lowndes County Chapter. Other recent events were 100th Night and the Past Presidents Dinner.

Upcoming events include a Scholarship Shower and a “Feed the Team” both sponsored by the Jackson Metro Chapter; a Golden Triangle Region (“GTR”) Event with the Owls; and a Hattiesburg Area “Feed the Team” Event.

Active membership in the MUWAA now stands at 1,976 (members who gave any amount or are Life members in 2017), which is 29 fewer than 2016. Ms. Cumberland strongly encouraged the Board to encourage friends to join MUWAA and to start or become a part of chapters in their area.

Homecoming 2018 brochures and Long Blue Line brochures were provided. Registration for Homecoming is at 63 with 4 of those enrolling becoming active members of MUWAA.

VI. MUWAA OFFICERS REPORTS

Erica Woodard, Board Treasurer, submitted the Treasury Report as of December 31, 2017.

Alumni Restricted Account	\$16,178.78
Alumni Association Activities Fund	\$6,368.20
MUWAA Legacy Scholarship/Back to Blue	\$25.00
Southern Grace	\$1,070.61
Mortar Board Faculty of the Year Award	\$2,500.00
MUW Faculty Enhancement Grants	\$2,500.00
MUW New Faculty of the Year Award	\$2,500.00

The \$25.00 remaining in the Legacy Scholarship/Back to Blue Account was questioned by Ms. Woodard and will be researched and clarified. She also related the current amount in the MUW Legacy Scholarship Endowed fund as \$60,065.79.

VII. STANDING COMMITTEE REPORTS

Recruitment & Retention: Chair Sunshine Burgess submitted the report in writing and verbally via teleconference at the meeting. Changes were made in 100th Night at the encouragement and support of campus and alumni leadership to include more alumni participation and opportunities for mentorship and networking for upcoming graduates so that graduates will understand how involvement in MUWAA can be beneficial.

Voting was conducted via Survey Monkey for the 2018 MUWAA Alumni Awards with 16/19 Board members participating. Results are posted in the Recruitment and Retention committee report on the MUW website.

An email was sent to Provost Richardson on November 30th asking him to begin the MUWAA Faculty Awards process. He was asked to submit names of the winners to the Board by February 19th.

Chapters & Constituency Groups: Chair Heather Fasciocco Stone submitted the report in writing and verbally via teleconference at the meeting. Ms. Stone related that her committee worked to enhance the MUWAA website to add more Alumni Benefits and encouraged the Board to check out the changes at <https://longblueline.muw.edu/alumni/alumni-association>

Subcommittees continue to work on Growth & Sustainability, Chapter Communication and Education, and Chapter Consistency & Guidelines. In addition, particular focus was placed on the MUWAA President's goal of growing five new chapters, with two of those five chapters already established. Specific emphasis is being placed on establishing chapters for male alumni and African American alumni.

Special Events: Chair Kristi Mosley submitted a written report and presented information verbally at the meeting. The present emphasis of this committee is the Long Blue Line Silent Auction to be held at Homecoming on March 23, 2018, from 5:30-7:30 PM on the 2nd floor of Hogarth in the President's Dining Room.

Auction information can be obtained from www.longbluelineauction.com. Official email address for the 2018 auction is give@longbluelineauction.com where questions, donations, or leads for donations/sponsorships can be sent.

Public Relations: Chair Amy Harris submitted the report in writing and verbally via teleconference at the meeting. Ms. Harris confirmed the timeline for release of information regarding the Alumni Awards. The press release will include the

background information on each awardee and will be released prior to Homecoming 2018.

MUWAA Facebook Page continues to profile current Board members, and Spectator ads congratulating December graduates were published in the November issue of the Spectator. Upcoming press releases will feature Homecoming 2018 and May 2018 graduates. Ms. Harris and Ms. Pacelli will work together to report the success of BLUE.

VIII. SPECIAL COMMITTEE REPORTS

Membership Recruitment: Chair Rebecca Rogers reported minimal activity for this quarter. Both Membership Recruitment and Chapters & Constituency plan to work together on future efforts (e.g., Back to Blue). Other goals for the Membership Recruitment committee are to update timelines for the new Membership Committee and clarify/prioritize the Back to Blue emphasis so work in this area can begin earlier.

New Graduates/Young Alums: Chair Melissa Gilmore submitted the report in writing. Symone Bounds submitted the report at the meeting in Melissa's absence. Members of this committee were present at the December 15, 2017, graduation to meet and greet new graduates and their families. Graduates were given a *Southern Grace* cookbook and their pictures were taken in front of the W backdrop. Sixty-two graduates completed MUWAA interest forms.

The Committee recommends continuing the involvement in post-graduation and providing cookbooks as long as they last. A total of 884 cookbooks have been distributed thus far. Lyndsay Cumberland made a note to count the remainder so the committee can plan accordingly once these run out.

Plans are to partner with the Chapters and Constituencies Committee to "re-create" the idea of a Recent Grads group or focus on more Nursing grads chapters. The Committee also plans to survey recent graduates to determine their expectations of the MUWAA. In addition, the Committee would like to participate in 100th Night.

Strategy & Support Committee: Chair Deborah Stockman Hodges provided a verbal report. The question being considered by this committee is whether or not a plan to utilize an evaluation tool for Board projects (e.g., BLUE, Long Blue Line Silent Auction) is worthwhile. The discussion is ongoing.

IX. BLUE UPDATE

Katy Pacelli submitted a written report (see Special Events Sub Committee) and presented information verbally at the meeting. Since the fall meeting, panel members for BLUE were finalized, sponsors were established, an event program was developed, and the Mid-planning evaluation was completed. Promotion for

BLUE was conducted via social media and email. A total of 42 people attended the event with 8 of those attending being MUW students.

X. UNFINISHED BUSINESS

There was no unfinished business.

XI. NEW BUSINESS

President Murtaugh announced that clarification regarding a motion made during the fall meeting on how to manage proceeds from the Long Blue Line Auction was needed. Three options were presented and discussed.

Deborah Hodges moved to set aside funds from the Long Blue Line Auction into the MUWAA Activities Fund in the amount of the operating budget for the following year. Remaining funds will be designated for current year scholarships, faculty awards, and student and faculty recognition initiatives. Once these have been paid, all remaining funds will be split among the Mortar Board Faculty of the Year Award account, the MUW Faculty Enhancement Grants account, and the MUW New Faculty of the Year Award account until such time as these accounts are fully endowed. Motion carried.

President Murtaugh moved to establish a Mortar Board Faculty of the Year Endowment Fund of \$1,500.00 from the Mortar Board Faculty of the Year Restricted Account and leave a balance of \$1,000.00 in the Restricted Account.

President Murtaugh moved to establish a MUW Faculty Enhancement Grants Endowment Fund of \$1,500.00 from the MUW Faculty Enhancement Grants Restricted Fund leaving a balance of \$1,000.00.

President Murtaugh moved to establish a MUW New Faculty of the Year Endowment Fund with \$1,500.00 from the MUW New Faculty of the Year Restricted Account leaving a balance of \$1,000.00.

Motions carried with one abstention.

XII. OPEN FORUM

Discussion regarding growing chapter involvement was held with particular focus on enrolling males and African Americans. It was determined that Heather Stone and Symone Bounds should talk about ideas on how to reach these populations. In addition, the date for the Chapter Round Table was moved to April 7, 2018, since March 31st (the weekend immediately following Homecoming) is Easter weekend.

XIII. PRESIDENT'S CLOSING COMMENTS/ADJOURN

President Murtaugh thanked the Board for their attendance and participation. She reminded the Board of Homecoming dates, particularly noting the Board meeting to be held on March 22, 2018, at 6 PM. President Murtaugh adjourned the meeting at 3:43 P.M.

Respectfully submitted by Carolyn Byrd.