

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, January 14, 2021**

I. Call to Order & Welcome

President Mikala Shremshock called the meeting to order at 5:30 pm.

II. Guest Speakers

- Lee Graham, MU Foundation Finance
 - Marshall Rises Campaign – on target working to make Marshall better
 - No difference between Endowments (1100 active) and Endowed Scholarships. Endowments managed with perpetuity in mind – goal is 8% (4% spending, 1.4% goes to help pay fees because Foundation “eats” fees); Amazon Smile donations go into General Fund; Donations from private donors can be to support general fund and can be unrestricted or restricted; invested for long haul.
 - Employer matches – some matches are restricted as to what they support.
 - Members can obtain summary of donations made for year. Currently setting up emails to be sent automatically; make sure your contact information is correct.
 - Endowment level is \$25,000 currently.
 - Contact office if you have special needs, such as need to contribute to multiple funds.
- RaShad Sanders – Executive Director for Fairfield Community Development Corporation and also President of Marshall Black Alumni Association
 - Works to increase economic wealth of Fairfield neighborhood. Partners with different programs in the community. Follow on social media to keep up with activities: @FCDCHuntington. Or email RaShad at: hrsanders.fcdc@gmail.com
- Shaunte Polk – Vice-President of Marshall Black Alumni Association
 - Was able to have scholarship endowed just before end of the year. Working on MLK Day event along with intercultural affairs. Tune into Marshall’s YouTube channel on Monday – readings from Martin Luther King. Partnering with Marshall Black United Students to have mentors for students. Preparing for Black History Month in February. Also, will be highlighting notable Black Alumni in February. Follow on social media or contact offices at Student Center.
 - What can MUAA Board do to help? Strength in numbers; takes a village. Will be reaching out to our Board!
- Isabella Griffiths – Student Government representative
 - Elections coming up in March for cabinet and new liaison to MUAA Board.
 - Excited to get back on campus; many virtual classes; classes starting a week late; Bella is part of Society of Yeager Scholars.

III. MUAA General Business

- Minutes Review – Jane McDaniel
 - November minutes are available on the Herd Alum website: <https://www.herdalum.com/monthly-board-calls>

- Treasurer's Report – Mendy Aluise
 - Board Participation in Endowment Fund is at 47%
 - Goal 30; Achieved 14
 - Balance has exceeded goal of \$18,000; \$19,163 balance to date; Mendy will send out contribution summary to members who have contributed to date in this fiscal year.
 - Encourage all Board to participate in contributing to the Endowment Fund
 - Endowment Fund was created in 2016 to provide spending money for Board; Reached endowment status (\$15,000) in July 2020. Can now use earnings for student activities, club events, etc. To date, have not spent any of this fund. This is our legacy as Board members; helps support the organization and show support for Marshall.
 - Mikala suggested making the MUAA Board one of your top giving priorities and that Endowment is part of it.

IV. **Committee Reports**

- Jessica Wintz – Adams
 - Chapter Committee – Barbara White, chair
Barbara reported that the committee has made a lot of progress on initiatives. Next quarterly chapter meeting on Tuesday, March 2; have asked chapters not to hold in-person meetings at this time; chapter reporting forms need to be done for chapters whose funds are not with the Foundation; Also discussed recruitment needs and asked Board to make this a priority.
 - Technology Committee – Irv Johnson, chair
No updates at this time.
 - Events Committee – Reeves Kirtner
Need to get in touch with Larry about Alumni Awards this Spring. Stay tuned.
- Jimmy Black
 - Membership – Misty Ferguson, Chair
Meeting set for 1/21 to discuss membership enhancement. Have looked at demographic information from fall and looking to see if it correlates with active alumni. Will be discussing membership drive in the Spring. Mikala asked for age range of alumni and which colleges. Misty has grad year and colleges, but not age. Will work with Kasey to get a more complete list.

V. **By-laws Committee – Steve Wellman**

- By-laws: voting on amendments. Please refer to executive session minutes from 12/02/2020 for complete details.
- Steve Wellman – By-laws committee will meet on 2/19
- Committee is charged with addressing issues in current by-laws that needed addressing.
 - Amendment #1: section 5.3b of By-laws

- Pertains to changes to the Nomination Committee. The current provision says that members of the Nomination Committee cannot be reelected, but the Executive Committee feels this is both vague (it does not specify reelection just as a member of the Nomination Committee), but more importantly, unnecessary. As long as the member of the Nomination Committee is voted upon by the Board, there is no reason they should not be eligible for reelection. The remainder of the Section does not need to be amended.
- Motion to approve made and seconded.
- Motion carried unanimously.
- Amendment #2 – section 3.4 of By-laws
 - Clarification that nominations for election as Board members can only be made by current Board members. Currently, any otherwise eligible person could nominate himself or herself, and could nominate anyone else, to be a Board member. The Executive Committee feels that the Board members should nominate new Board members, as we are familiar with what is required for Board service and can more effectively vet good candidates for Board membership.
 - Misty Ferguson mentioned that she had self-nominated for the Board when she was not on the Board; Jim Woodrum and Max Lederer also had self-nominated for the Board.
 - Motion to approve made and seconded
 - Discussion followed.
 - Ben Sandy brought up that intention of this amendment was good. However, he does not support this because we lose ability to self-nominate and run risk of having only people on the Board who know each other.
 - Steve Wellman spoke to intent of this amendment.
 - Jimmy Black suggested that we could still have self-nomination.
 - Reeves also suggested we endorse self-nomination. Would be better served by enforcing attendance rules.
 - Mikala indicated there were problems with election process and this was one way we tried to fix it. In process, discovered that the By-laws provided nominating committee power to vet the candidates to make sure the best candidates were on the ballot.
 - Motion failed.
- Amendment #3 – section 3.3 of By-laws rule change
 - The Executive Committee is concerned that the current term limit is resulting in the loss of productive, energetic, and highly engaged Board members, who have good institutional knowledge and experience. Therefore, the Executive Committee wants the Board to consider changing the term limit, at least for those members who have proven to be active, contributing members from two terms to three terms.
 - Motion to approve made and seconded
 - Motion carried unanimously

VI. New Business

- Alumni Staff Report – Matt Hayes, Larry Crum, Kasey Stevens
- See Monthly Update on website: <https://www.herdalum.com/monthly-board-calls>
- Events calendar on website: <https://www.marshall.edu/calendar/>
- Highlights:
 - Alumni Weekend (Larry): Working on how to handle the awards banquet. Will have update by end of January.
 - Chapters (Kasey): Some great activities with chapters over holidays.
 - Partnerships (Matt) Augeo – new insurance affinity partner (50/50 revenue split with Augeo). Adding home, auto and life insurance plans ; MUAA will do marketing. Can surpass what we earned from Nationwide in 3 years.
- Review upcoming meeting dates
 - January 28th – next Board Executive Committee meeting
 - February 11th – next full Board meeting
 - Quarterly meeting second week of April. Details to follow soon.

VI. Closing

- Next Meeting: Thursday, February 11, 2021 at 5:30 pm.
- Meeting was adjourned at 6:55 pm

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Aluise, Mendy
Bailey, Tom
Baldwin, Jordan
Black, Jimmy
Blatt, Melissa
Collins, David
Davis, Gail
Ferguson, Misty
Fisher, Chad
Freeman, Bruce
Green, Annette
Hammond, Alyssa
Jackson, Paul
Johnson, Irv
Kirtner, Reeves
Lederer, Max
McDaniel, Janie
Morrison, Missy
Patrick, Susan
Profitt, Brad

Shremshock, Mikala
Wellman, Steve
Wilson, Ted
Wintz-Adams, Jessica
Woodrum, Jim
Workman, Ben

Representatives:

Griffiths, Isabella
Polk, Shaunte
Sanders, Harold
Smith-Branch, Feon
Taylor, Christopher
Zatar, Wael

Chapter Representatives:

Sandy, Ben
White, Barbara

MUAA Staff:

Hayes, Matt
Crum, Larry
Stevens, Kasey