

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, February 11, 2021**

I. Call to Order & Welcome

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

II. MUAA General Business

- Minutes Review
 - Janie McDaniel gave a summary of the January minutes, which are available on the Herd Alum website: <https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report – Mendy Aluise
 - January financials available on Herd Alum website. We are in good shape right now. Did lose Nationwide partnership, which was a good amount of income. Have a partnership with a new company but will not be as lucrative, so we will need to be financially frugal. Any Board members who have contributed to the MUAA should have received an email designating that their contributions went to the MUAA.

III. Committee Reports

- Jessica Wintz – Adams
 - Chapter Committee – Barbara White, chair
Nothing to report since we cannot have events. Some online happy hours, but most people waiting for in-person meetings. Mikala encouraged chapters to reach out to speakers from campus for their Zoom meetings.
 - Technology Committee – Irv Johnson, chair
Technology has done well thanks to Kasey. Asked to get data from website about how we were reaching our members via Facebook, Instagram and Twitter. Facebook has really taken off this year. Would like to up our game on Twitter and Instagram. Any suggestions for reaching these members would be appreciated. Worked with Kasey to get birthday emails sent out to Alumni Association members this year. Most of activity on social media is after newsletter goes out, so newsletter is working.
 - Events Committee – Reeves Kirtner
Everything we have done this year has been great! No Alumni Banquet this year, but date for next year is April 9, 2022. March 19, 2021 is the scholarship and chapter awards deadline. We will have opportunity to chair in celebrating these awards in April. Hoping that things will return to normal in fall.
- Jimmy Black
 - Bylaws Committee – Steve Wellman, chair
No updates. Voting now going on for new board members through next Monday, 2/15. There was an error on the ballot. Matt explained that there was a huge influx of new members. Foundation employed group to track down email addresses. Took us from 30 K to 80 K email addresses but produced some emails that were not valid and overrode correct emails. Working to correct this, so if

you did not receive a ballot, let staff know. Staff will be checking all emails over the next month. Ballots will be tallied and presented to Board at March meeting. In April will vote to accept the election results. New members will start in July. How is voting going compared to previous years? One par or up from previous years. Great pool of candidates and good turnout.

- Membership – Misty Ferguson, Chair
Doing a lot with data analysis, looking for opportunities where there are most active alumni. Want to have a more pronounced online presence. Received information from Kasey on age, grad year, and location of members. 2011-2020 grads are only a small number of active alumni. Need to boost the outreach to this group. Working to come up with a plan to make this happen and encourage alumni to join.

IV. **New Business**

- Alumni Staff Report (see Events, Media, Chapters, and Partnerships PowerPoint).
 - Matt Hayes – any notes to Coach Huff – send to Matt Hayes and he will deliver. Coach Huff will speak to the MUAA Board next month.
 - Larry Crum – Alumni events; working on events with chapters; Homecoming date to be determined soon. See PowerPoint for additional information.
 - Kasey Stevens – Chapter highlights; chapter of the month is mid-Ohio Valley Chapter. Raised over \$15,000! Looking ahead, working on new chapter development. December 2020 grads have been added to our database. See PowerPoint for additional information.
 - Matt Hayes – update from insurance partner. Lines of coverage will be available through new website soon; working out branding issues. Will be a great resource for alumni. Koin benefits will be available for members to get rebates. Will take a couple of years to get off the ground but have high hopes for this partner to outpace the previous partnership with Nationwide.
- Black History month activities are underway.
 - Working on Welcome Celebration for Coach Huff. Update to follow.
 - Janis Winkfield and Nate Ruffin scholarships are currently being accepted: <https://muba-alumni.com/muba-scholarships>
 - Feb 24, 7 pm, cocktail hour to celebrate honorable black Marshall and Huntington Community leaders.
 - Feb 25, 7 pm, virtual fashion show “Bowties & Heels, Dressing and Preparing for Success
 - Honoring Black Alumni every month for contributions and historic moments. Send nominees to info@muba-alumni.com
 - MUBA co-sponsoring series called “Why Black History Matters” every Saturday at 3 pm via Zoom.
- Events calendar on website: <https://www.marshall.edu/calendar/>

VI. Closing

- Next Meeting: Thursday, March 11, 2021 at 5:30 pm. Coach Huff will be invited speaker. April 8 will be next general meeting with several speakers including Dr. Gilbert, Ron Area and others.
- Through end of 2021, all MUAA Board meetings will be virtual.
- Meeting was adjourned at 6:30 pm

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Aluise, Mendy
Ambridge, Cathy
Bailey, Tom
Baldwin, Jordan
Black, Jimmy
Collins, David
Davis, Gail
Ferguson, Misty
Fisher, Chad
Freeman, Bruce
Green, Annette
Hammond, Alyssa
Hicks, Brian
Huff, Brandon
Jackson, Paul
Johnson, Irv
Kirtner, Reeves

Lederer, Max
McDaniel, Janie
Morrison, Missy
Patrick, Susan
Profitt, Brad
Shremshock, Mikala
Workman, Ben
Yost, Jr., Howard

Representatives:

Zatar, Wael

Chapter Representatives:

Leeber, Doug
White, Barbara

MUAA Staff:

Hayes, Matt
Crum, Larry
Stevens, Kasey