

**Marshall University Alumni Association  
Board of Directors Meeting Minutes  
Thursday, May 13, 2021**

**I. Call to Order & Welcome**

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

**II. Invited Speakers**

- Dr. Jerry Gilbert, MU President
  - Excited about MU Soccer, plays UNC tomorrow, National Championship game on Monday.
  - Dr. Gilbert stepping down as President of Marshall in July 2022.
  - Excited about College of Business building; received 1.8 million gift to fund auditorium from INCOVA.
  - Budget: Funding close to 2019 budget; TBD by - \$52 million in stimulus money (\$23 million went to students in form of grants); left 29.9 million for university to use for COVID costs. 30.8 million in lost revenue from COVID, so not even breaking even at this point. Legislature is giving back almost all of our money from surplus. Concern that next year we may not get this. Have been singled out by legislature to set aside surplus of \$10 million. If no surplus next year, MU and WVU will be penalized. Dr. Gilbert feels this is a huge discredit for Marshall.
  - 75-80% of employees have been vaccinated. At herd immunity for employees. Students being vaccinated currently. Waiting for mask mandates for fall.
  - Recruitment has been different this year; pandemic has caused students to procrastinate. More out-of-state students signed up for this fall than in-state. Hope to finish stronger than last year and maybe stronger than 2019. Had an on-campus view day for Green and White Day.
  - New PA program up and running (25 spots with 600 applicants); white coat ceremony for first PA class tomorrow.
  - MU Graduation held on May 2 for Class of 2020 and Class of 2021.
  - New major called Specialty Ag (urban agriculture); open house on Saturday for new flight school at Yeager airport; library will be setting up lending center at Yeager Airport called Little Free Library; renovating two hangers at Tri-State Airport for new technician program; "Ag Harvest" – new project and working to host agriculture summit this summer to talk about agriculture practices
  - Excited about MU fall football.
  - He is excited about his last year at Marshall and what we can do together.
  - New Green and White Days and looking at outside consultants to help with recruiting; will have to look toward out of state recruitments for student population; possible payment from DC for MU to take their students and students would pay in-state tuition and DC would pay remainder.
  - Groundbreaking for School of Business scheduled for either December 2021 or February 2022. Will open up Corbly Hall (current location of School of Business) for other programs (perhaps Nursing program) to increase programs that need additional space.

- Coach Charles Huff, Head Coach of Marshall Thundering Herd
  - Thanks to the MUAA Board for all we do; driving force behind alumni participation; challenge moving forward is to reprogram minds – in order for MU to thrive we all need to “get up and get out” back to campus; need to encompass all alumni from across the country. Need energy, passion, enthusiasm and of course the monetary contributions from alumni to make us successful; Coach Huff expressed his appreciation for all alumni. Wants students to know they are more than football players, they are Marshall students and will become Marshall alumni. Excited about getting new students and recruits on campus this fall.
  - Favorite Huntington restaurants: 21 Club and son loves Jim’s. Loves all the great restaurants and comradery in Huntington. Loves enthusiasm for Marshall that he sees. Went to Midway today!
  - As a first-time head coach, how did this affect your position, especially with respect to social media? Outreach to everyone on social media is so critical to meeting needs of the players, students, recruits, alumni, etc. Promotes connection and gives everyone “peak behind the curtain”.
  - What have you taken from your mentors? That you have to be yourself; has learned a lot from his mentors; taking what they do and making it fit him is what he has learned; using core values to build successful program. Has been preparing for this all his life.
  - What is something you didn’t realize about Huntington until you moved her? That it actually snows for 2 weeks straight and then its 80 degrees the next day. Have to watch the weather every day!
  - Have heard about initiative for project that he is doing in the locker room. Can he share that? Building needs a facelift; trying to get alumni to spearhead giving for this project. Soliciting private donations plus proceeds from Big Green Foundation. Coach Huff is committed to meeting his goals for this project. Hopefully visitors arriving on June 1 will see a cleaned-up building to show off how great Marshall is for these prospects.
  - Any non-conference schools he would like to see on the slate? WV State, VMI, Stonybrook. Wants to maximize dreams at highest level. Wants to be in position to win championships as well.
  - Recruits coming in, who are you excited to see take the field? We have a great wide receiver out of DC; some guys in the transfer portal who are great.
  - What type of players are you looking to recruit? High character kids with competitive spirit.

### III. **MUAA General Business**

- Minutes Review
  - Janie McDaniel: April minutes are available on the Herd Alum website: <https://www.herdalum.com/monthly-board-calls>
- Treasurer’s Report – Mendy Aluisse
  - Financial statements through March are now posted to the Herd Alum website.

### III. Committee Reports

- Committee A: Jessica Wintz – Adams
  - Chapter Committee – Barbara White, chair
    - Tomorrow in Raleigh, WSAZ will be in parking lot for soccer game and will be looking to interview people. Chapters are beginning to plan events.
    - No new chapters since last meeting.
  - Technology Committee – Irv Johnson, chair
    - All need to promote soccer team! Media: Facebook 11,000 followers, 2700 followers on Twitter; Instagram at 2000.
  - Events Committee – Reeves Kirtner
    - Homecoming tentative for October 9 with Old Dominion. Looking for themes for Homecoming, email Reeves if you have any ideas by next Friday.
- Committee B: Jimmy Black
  - Bylaws Committee – Steve Wellman, chair
    - No updates
  - Membership – Misty Ferguson, Chair
    - Still collecting “Why be an Active Alumni?” comments; if not sent yet, please do so.

### IV. New Business

- Alumni Staff Report
  - Larry Crum
    - Events (refer to Monthly PowerPoint for details): Working on events calendar; fully open Fall on campus; keep homecoming dates internal until plans are final
    - Media: (see statistics on Monthly PowerPoint); now have 78,065 emails delivered with most “opens” ever. Social media stats (see Monthly PowerPoint). Up to 11,248 followers on Facebook. **All social media handles changed to @MarshallUalumni.** Social media is comparable to similar institutions.
  - Kasey Stevens
    - Chapter Highlight this month is mid-Ohio Valley/ Parkersburg Chapter
    - Partnerships (see Monthly PowerPoint); Class of 2021 t-shirt sale; three podcasts available to date; released second Tuesday of each month.
  - Matt Hayes
    - Thanked everyone for their support. Making strong headway and strides in the right direction.
- Summer meeting – July 8, 2021 – 5:30 pm (virtual events only through 2021). Will try to do lunch or dinner in conjunction with meeting for those on campus.
- Jimmy Black gave speech at commencement! Kudos for a job well done.
- Homecoming – tentative for October 9, pending news releases.
- 2022 Alumni Weekend scheduled for April 9. Make reservations now!
- Events calendar on website: <https://www.marshall.edu/calendar/>

VI. **Closing**

- Next Meeting: Thursday, June 10, 2021 5:30 – 7:30 pm.
- Meeting was adjourned at 6:45 pm

Respectfully submitted,  
Janie McDaniel, Secretary

**In attendance:**

Aluise, Mendy  
Bailey, Tom  
Black, Jimmy  
Blatt, Melissa  
Collins, David  
Davis, Gail  
Ferguson, Misty  
Fisher, Chad  
Green, Annette  
Hammond, Alyssa  
Hicks, Brian  
Huff, Brandon

Johnson, Irv  
Kirtner, Reeves  
Lederer, Max  
McDaniel, Janie  
Morrison, Missy  
Profitt, Brad  
Rice, Akia  
Schneider, Michael  
Shremshock, Mikala  
Wilson, Ted  
Woodrum, Jim  
Workman, Ben

**Representatives:**

Harrah, Joyce

**Chapter Representatives:**

Brumfield, Donna

Gilmore, John

Sandy, Ben

White, Barbara

**MUAA Staff:**

Hayes, Matt

Crum, Larry

Stevens, Kasey