

**Marshall University Alumni Association  
Board of Directors Meeting Minutes  
Thursday, June 10, 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: May minutes are available on the Herd Alum website:  
<https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report – Mendy Aluise
  - Financial statements – remind everyone that this is our last chance to get to 100% for Board participation in Endowment Fund. If not sure if you have contributed, check your email. You should have received an email with your donations to date. If email not received, you may not have made a donation to the appropriate fund. Mikala encouraged all members to donate to achieve 100% participation. Endowment Fund Account # 650900.
  - Most recent financial reports are posted to HerdAlum website.

**III. Committee Reports**

- Committee A: Jessica Wintz – Adams
  - Chapter Committee – Barbara White, chair
    - Chapter presidents' meeting last week; discussed new chapters in the works and chapter support of men's soccer championship; all chapters are all open to have in-person events (per MU) if allowed by state;
  - Technology Committee – Irv Johnson, chair
    - Presented website report via Powerpoint (see attached document at [HerdAlum.com](http://HerdAlum.com); refer to website audience slide from the report with reference to age and gender (data from Google Analytics); also included is a slide for where our users come from (mostly are coming direct from word of mouth).
    - Currently no advertising on the website; looking to future for this. Most frequent search on website is for transcripts.
    - Trying to get word out about website; so please spread the word.
  - Events Committee – Reeves Kirtner
    - Logos in the works for Homecoming which will be October 9. Working on getting blocks of rooms set up for Homecoming weekend; plans underway for activities. June 20 is date that WV will be open for all activities and Reeves assumes that university will follow suit. will be date that university will release announcements about Homecoming activities.
    - August 20 – Herd night in downtown Huntington
- Committee B: Jimmy Black
  - Bylaws Committee – Steve Wellman, chair

- Required at this meeting to elect next year's executive officers. Mikala Shremshock (President) is not up for re-election. Slate of officers:
  - Jimmy Black – 1<sup>st</sup> VP
  - Janie McDaniel – 2<sup>nd</sup> VP
  - Secretary – Dave Collins
  - Treasurer – Mendy Aluise
- Motion made and seconded to approve nominations for executive committee (officers). Motion carried.
- Membership – Misty Ferguson, Chair (reported by Jimmy Black)
  - Misty has received a few more “This is Our Why” from Board Members but still would like a few more before the Membership Committee compiles them and decides the best way to distribute.

#### IV. New Business

- Alumni Staff Report
  - Larry Crum – out on leave, so Matt and Kasey gave report
    - Past Events (refer to Monthly PowerPoint for details):
      - Virtual Alumni Awards - April 2021
      - Marshall Soccer Gatherings – May 2021
    - Upcoming events:
      - Homecoming October 9
      - Countdown to Commencement October 2021
      - Marshall Day at the Capitol February 8, 2022
      - 83<sup>rd</sup> Alumni Awards Banquet – Saturday, April 9, 2022
    - Media: (see statistics on Monthly PowerPoint)
      - 217,336 emails delivered in month of May; number of emails since July 1, 2020 = 1,455,921
      - Social Stats: 1.67 M Facebook (see Monthly PowerPoint for additional statistics)
      - Podcast Stats (MU was in top 25% of podcast downloads with May podcast) and Website stats are up there as well
  - Kasey Stevens
    - Chapter Highlight this month is New England Regional Chapter
      - Planning to do virtual meeting with Dr. Gilbert in September
    - Columbus Ohio chapter having first meeting on 9/4
  - Matt Hayes
    - Partnerships (see Monthly PowerPoint)
      - Marshall Family Tailgate during Homecoming – very excited about collaborations with other campus orgs
      - Insurance options with Angeo
      - MUAA receiving additional support targeting key partnerships and sponsorships. Kudos to Jim Woodrum for helping put together framework for approach to these sponsorships. Great opportunity for MUAA; robust and effective!

- Summer meeting – July 8, 2021 – 5:30 pm (virtual events only through 2021). Will do dinner in downtown Huntington in conjunction with meeting for those on campus. Jimmy Black is coordinating this event for Friday, July 9. Live concerts in downtown Huntington on Friday nights; currently short list for this event is SIP or Peddler.
- Onboarding meeting (virtual) for new Board members – July 6, 2021 5:30 pm; only new members, committee chairs and officers needed at this meeting.
- Homecoming – October 9; Homecoming Board meeting will likely be the Friday of that weekend; more information to follow; will be in person for those who can make it but will also be virtual for those who cannot.
- Rashad Saunders and Shaunte Polk shared update from MUBA; excited to see students again on campus at Homecoming; Orientation is going on currently on campus.
- 2022 Alumni Weekend scheduled for April 9. Make reservations now!
- Events calendar on website: <https://www.marshall.edu/calendar/>

#### VI. **Closing**

- Next Meeting: Thursday, July 8, 2021, 5:30 – 7:30 pm.
- Meeting was adjourned at 6:15 pm

Respectfully submitted,  
Janie McDaniel, Secretary

#### **In attendance:**

Aluise, Mendy	Johnson, Irv
Baldwin, Jordan	Kirtner, Reeves
Black, Jimmy	McDaniel, Janie
Collins, David	Morrison, Missy
Fisher, Chad	Profitt, Brad
Freeman, Bruce	Schneider, Michael
Green, Annette	Shremshock, Mikala
Hicks, Brian	Wellman, Steve
Huff, Brandon	Woodrum, Jim

#### **Representatives:**

Polk, Shaunte
Saunders, Rashad
Taylor, Christopher

#### **Chapter Representatives:**

<b>MUAA Staff:</b>
Hayes, Matt
Stevens, Kasey