

**Marshall University Alumni Association  
Board of Directors Meeting Minutes  
Thursday, August 13, 2020**

**I. Call to Order & Welcome**

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

**II. MUAA General Business**

- Minutes Review
  - July minutes are available on the Herd Alum website:  
<https://www.herdalum.com/board-meetings>
  - Monthly call minutes are available on the Herd Alum website:  
<https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report
  - Mendy Aluise presented the Financial Report. FY21 vs FY20 Budget is available on the Herd Alum website: <https://www.herdalum.com/finance-reports>. The Board reviewed the budget and discussion followed. Irv Johnson mentioned the possibility of grant money that is available for COVID-19 funding. Irv to send information to Matt for review. Motion was made and seconded to accept the budget as presented. Budget was approved as presented.
  - Pledges – Lee Graham from Foundation Office said that Board members can make a pledge to the Alumni Association Events & Activities Fund (650900). Board decided that the best way to handle this would be to let people know (via quarterly thank-you email) that they have contributed to the fund, rather than send out pledge cards to Board members.
- Executive Report – Matt Hayes
  - Nationwide Affinity partnership has been terminated at the end of 2020. Nationwide has released us to negotiate contract with another partner. Currently three companies under review to establish a new partnership effective 1/1/21. Questions should be directed to Matt Hayes.
  - Mikala reminded the Board of the Marshall in the News email to which Board members can subscribe. Email [alumni@marshall.edu](mailto:alumni@marshall.edu) to subscribe to the email.
  - Review of MUAA Activities – July 2020 – Larry Crum
    - July 2020: A Month in Review
      - 55,431 emails delivered
      - Six unique email campaigns – 23% average open rate (6% above industry average)
        - Sons and Daughters Monthly Newsletter (sign-up available on [www.herdalum.com](http://www.herdalum.com))
        - Mid-Ohio Valley Chapter Virtual Event promotion x2
        - July 2020 Chapter Leader Newsletter
        - Artifacts of Appreciation 2020
        - End of Year Stewardship Card

- Social media numbers are increasing. Social strategy:
  - Monday - #MarshallUMonday (photos of campus or landmarks)
  - Wednesday – Alumni Spotlight (stories and videos of alumni in spotlight stories)
  - Thursday - #MarshallUTBT & #HerdHistory (throwback photos and MU history)
  - Friday - #HerdFunFriday (fun posts from all areas of campus)
- Events
  - Homecoming: Exploring ideas of an all-virtual homecoming: October 24; currently in a wait-and-see/holding pattern – hope to have a decision soon
  - 50<sup>th</sup> Memorial Fountain Ceremony – November 14<sup>th</sup>
  - August 27 – All-Virtual Herd Rally – Virtual event planned
- Website Update & Chapter Highlights – Kasey Stevens
  - New email server launched
    - Working to confirm and update contact information
    - Notable Alumni section
    - Tracking through Google Analytics to come
  - Chapter Highlights
    - Virginia Beach chapter looking for leadership
    - Sons and Daughters Newsletter went out 8/4
    - Pilot podcast episodes coming soon
  - Vanity plates available in WV, PA, MD, VA; working on OH

### **III. Committee Reports**

- Jessica Wintz-Adams
  - Events Committee – Reeves Kirtner, Chair
    - Book Club – considering possibility of virtual option
    - Virtual Events – thank the health care workers
    - “Meet an Interesting Alum” Webinar
    - Homecoming plans pending
  - Technology committee – Irv Johnson
    - Website – thanks to Kasey for all her work on this
    - Birthday Emails under consideration
    - Email reminder for meetings – let Kasey or Larry know if you are not getting these
  - Chapters committee – Barbara White
    - No current updates, but quarterly Chapter Presidents call upcoming
- Jimmy Black
  - By-laws committee – Steve Wellman
    - Reviewing nominating committee by-laws section; should be up for a vote in the next several months
    - Options for Board member selection process under review

- Membership committee – Misty Ferguson
  - Audit Alumni contact information
  - Committee planning to meet soon to discuss plans
- Mikala - Working on more collaboration across committees to create more cross-collaboration and activities that involve multiple committees.
- Brad Profitt mentioned Physical Therapy softball game that is being planned. More information to follow.

#### IV. New Business

- College and Foundation Updates - update from Mikala Shremshock
  - SGA - Anna Williams, [williams1037@marshall.edu](mailto:williams1037@marshall.edu)
    - Marshall Food Pantry needs donations through [marshall.edu/foodpantry/](http://marshall.edu/foodpantry/) or on 6<sup>th</sup> Ave at Tri-State MRI building.
    - Exploring service opportunities for SGA this fall, specifically restoration projects downtown that will highlight black history in Huntington.
    - Welcoming freshman back to campus this weekend!
    - Many digital events planned and looking forward to a smooth semester!
  - The Villages - Steve Nicely, [steven\\_nicely@hotmail.com](mailto:steven_nicely@hotmail.com)
    - Suspended meetings and other activities until further notice.
  - Mid-Ohio Valley - Ben Sandy, [benmsandy@gmail.com](mailto:benmsandy@gmail.com)
    - online fundraiser goal was \$15,000...over \$30,000 net!
    - 16 students with \$17,000 in scholarships
    - \$5,000 to our scholarship endowment
    - \$500 contribution to the MUAA endowment
    - Rest is going to other Marshall funds

#### V. Closing

- Next Board call via Microsoft Teams will be September 10, 2020 at 5:30 pm
- Next Board meeting: October 23, 2020 – TBD
- Marshall masks available at the MU Bookstore or online at [www.htswr.com](http://www.htswr.com).
- Meeting was adjourned at 6:20 pm

Respectfully submitted,  
Janie McDaniel, Secretary

#### In attendance:

Annette Green

Brad Profitt

Brandon Huff

Brian Hicks

Bruce Freeman

Cathy Ambridge

David Collins

Gail Davis

Larry Crum

Matt Hayes

Irv Johnson

Jessica Wintz-Adams

Janie McDaniel

Jim Woodrum

Jimmy Black

Jordan Baldwin

Kasey Stevens

Melissa Blatt

Mendy Aluise

Mikala Shremshock

Missy Morrison

Misty Ferguson

Reeves Kirtner

Steve Wellman

Tom Bailey

Wael Zatar