

**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 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)
 - 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
 - 50th Memorial Fountain Ceremony – November 14th
 - 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
 - Marshall Food Pantry needs donations through marshall.edu/foodpantry/ or on 6th 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
 - Suspended meetings and other activities until further notice.
 - Mid-Ohio Valley - Ben Sandy, 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.
- 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