

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, November 12, 2020**

I. Call to Order & Welcome

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

II. MUAA General Business

- Minutes Review
 - August minutes are available on the Herd Alum website: <https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report
 - September financials are on the website: <https://www.herdalum.com/finance-reports/fiscal-year-2021>

III. Committee Reports

- Jessica Wintz – Adams
 - Events Committee – Reeves Kirtner (reported by Jessica Wintz-Adams)
 - Working on virtual Homecoming events
 - Memorial Fountain Ceremony will be virtual for alumni this year
 - Next focus will be alumni banquet in Spring of 2021 (2020 event has been shifted to 2021).
 - Chapter Committee – Barbara White, chair
 - Kasey Stevens will be sharing this form with the chapters at our next chapters call for those who have a bank account outside of the foundation: <https://www.herdalum.com/chapter-monthly-financial-reporting>, to help us get financial reports more quickly.
 - Leveraging chapters to help with Board nominations
 - Doug Weaver working on fundraiser; Worked for Larry Foster in Beckley has to sell t-shirts for the 50th anniversary of the plane crash. Has raised close to \$3000. May continue this fundraiser in future years.
 - Next Chapter committee meeting, December 1st at 5:30 pm.
 - Technology Committee – Irv Johnson, chair (reported by Jessica Wintz-Adams)
 - No updates
- Jimmy Black
 - Bylaws Committee – Steve Wellman, chair
 - Meeting next week; will be sent to members via email; committee meeting in next week and will be voted on probably in January/February
 - Membership – Misty Ferguson, Chair
 - Call for 2021 Board members coming out soon.
 - Committee to meet in next week or so.
 - Things to do for membership recruitment was discussed. Contact Kasey Stevens for additional information on membership. Kasey can help with accessing alumni contact list.
 - New contacts from homecoming events area also pending.

- Break-out session questions to Board members & follow-up discussion
 - Response to questions
 - What is going well? – Team meetings going well; Mikala doing excellent job; members would like more from President Gilbert about MU master plan; likes that they are able to attend all meetings without travel restraints; perhaps have Alumni Board 101 training. Or Brian Hicks suggested contacting other alumni groups to give us some pointers. Matt can present from the group that MUAA belongs to at a future meeting.
 - What’s been disappointing? – appreciate virtual meetings but not as good as in-person meetings; best practices from other Board members to help new members get up to speed; how do we grow as a Board; have we ever had consultants? (Several resources available, but probably a sizeable investment). Members would like to have more time to participate; wanted to have involvement with 50th anniversary of Memorial Fountain Ceremony;
 - Will you nominate someone to run for the Board? – several said yes, they would; great opportunity to serve Marshall; may need more clarity on functions of Board; suggested that we walk a potential applicant through the process. Simple two-page nomination form – see form in MUAA Google Drive. Kasey Stevens has made an online form for nominating Board members: <https://www.herdalum.com/muaa-board/2020-2021-board-member-nomination-form>
 - Have you donated to Endowment Fund? What is Endowment Fund used for? Seems to be some confusion with how to set up donations. Majority said yes, they had donated; members would like more information on exact uses for Fund; would also like refresher on other ways Board members can help. Annette suggested having students call to ask for donations. Fund number for the Alumni Events and Activities Fund is 650900.

V. **New Business**

- Alumni Association Staff Report – Matt Hayes, Kasey Stevens and Larry Crum. See Monthly Update on website: <https://www.herdalum.com/monthly-board-calls>
 - Events calendar on website: <https://www.marshall.edu/calendar/>
 - Larry Crum reviewed Marshall Homecoming activities. Exploring Marshall series was highly recommended – on Alumni Association You-tube channel. Also had Game Nights, led by Kasey. Kasey reviewed website hits and media statistics.
 - Email communications 77,321 emails delivered in October. Have seen tremendous increase in communications with use of Constant Contact. Have recently uploaded an additional 40,000 email contacts into the system.
 - Media Communications during Homecoming was strong, as were the social stats with Facebook, Twitter, and Instagram.
 - 50th Memorial Fountain Ceremony will be virtual, 9 am on Saturday, November 14 at www.marshall.edu/neverforget

- Alumni Awards Banquet – will roll over awards from this year. Stay tuned for more information.
- Countdown to Commencement – work with all graduating students, welcome them to being alumni, and encourage them to join MUAA.
- Kasey Stevens: New financial reporting form for MUAA Chapters (see link above in Chapters Committee report)
- Matt Hayes: Working to be proactive to mobilize recruitment effort that will involve members of MU family to help recruit more students for next year. Numbers currently are not looking promising. Looking for ways to offset that for next year.
- Isabella Griffith (student government rep) talked about work they are doing for MU Memorial Fountain Ceremony; also asked MUAA board members to contribute to Food Pantry.

VI. Closing

- Next Meeting: Thursday, January 14, 2020 at 5:30 pm.
- Meeting was adjourned at 6:30 pm

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Bailey, Tom
Black, Jimmy
Blatt, Melissa
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 Clagg
Patrick, Susan
Profitt, Brad
Schneider, Michael
Shremshock, Mikala
Wellman, Steve
Wilson, Ted
Wintz-Adams, Jessica
Woodrum, Jim
Workman, Ben
Griffith, Isabella
Smith-Branch, Feon
Leeber, Doug
Sandy, Ben
White, Barbara