



**Marshall University Alumni Association  
Board of Directors Meeting  
July 8, 2021**

**Call to Order & Welcome**

Mikala Shremshock, MUAA President

- Welcomed new members to the Board

**Guest Speakers**

**President Gilbert:**

- Congratulates Men's Soccer Team on National Championship.
- Enrollment edges up towards Fall 2021 but could be down slightly from last fall.
- No longer requiring ACT or SAT scores, except for scholarship consideration.
- Summer camps going on this summer.
- Provost leaving for Lamar University.
- College of Business Dean Mukherjee is Interim Provost.
- Chad Pennington now member of the Board of Governors.
- Cole Pennington will join football team in 2022.
- Covid testing will continue this fall.
- 75% of staff COVID vaccinated.
- Student vaccination rate under 50%.
- Incentives for students to get vaccinated.
- Stringent COVID testing for unvaccinated students will be in place this fall.
- Jeff O'Malley appointed Interim Athletic Director
- Mike Hamrick stepping down to focus on baseball stadium funding.
- Search under way for new President
- Opportunities for alumni to have input in President search
- Space study under way to move programs to Corbly Hall after new business building opening.
- Aviation program ribbon cutting at Yeager Airport on August 10<sup>th</sup>.
- Aviation Maintenance program to begin in January 2022.
- Jean Edward Smith memorial scheduled for August 31<sup>st</sup>. He is the author of *Bush*, a biography of the 43rd president; *Eisenhower in War and Peace*; *FDR*, winner of the 2008 Francis Parkman Prize of the Society of American Historians; *Grant*, a 2002 Pulitzer Prize finalist; and *John Marshall: Definer of a Nation*.

**Dr. Ron Area – MU Foundation:**

- Marshall raises campaign exceeds goal of \$150M—close to \$160M. Celebrations will happen this fall. Electronic screens on campus will promote the success.
- 40,000 gifts over last 5 years. Most are from donors that have given in the past.
- Level of participation of alumni is important in the national college rankings.

- 1/3 are new donors
- 500 new scholarships will be funded, a 44% increase from current numbers.
- Over \$44M in scholarship endowments.
- Foundation funding creates new programs, e.g., cyber security & aviation.
- Marshall should attract great candidates for the new President.
- Success in the advancement area will attract the leader that we need.
- Foundation will be helping with the new College of Business building financing. The foundation has an arrangement with United Bank to borrow the money before the Brad Smith donations flow into the Foundation so that new building can be completed by 2023.

**Coach Grassie:**

- Intensity is the goal of the soccer team. Intensity in the classroom and on the soccer field.
- Last summer, didn't do team meetings, just sent them home.
- Started a new JV team with 15 players in Fall 2020.
- Spring started out with bad weather and a COVID outbreak.
- As the 2021 season progressed, team missed the community support.
- CUSA Championship vs. Charlotte - our fans were buying majority of 600 tickets allotted.
- Being in NC was incredible.
- Incredible team. The whole effort felt magical.
- He knew we were going to beat Indiana.
- Lifting the trophy was a special moment.
- On paper, we are should be a better team this year.
- Thinking how we can regenerate Huntington with new baseball stadium and other attractions on the former ACF property.
- Would like to increase seating capacity of the soccer stadium.

**College and Organization Updates**

**Dr. David Dampier – Dean, College of Engineering & Computer Sciences:**

- Hired 2 faculty & lost 2 faculty members.

**Dr. Margie McInerney – Professor, Brad D. Smith Schools of Business:**

- Sketches of new building on display in Old Main; 3 stories; 360 seat auditorium.
- Revising undergraduate courses; more emphasis on statical software
- Doctor of Business Administration Program starts this fall – 15-16 in initial cohort.
- 3 new Master degree programs.
- Aviation Management degree major to compliment aviation program
- Accreditation review next year – College of Business enrollment is up; online program growing; growth in graduate programs as well.

**MUBA – Rashad Sanders:**

- Looking forward to resumption of normal Homecoming activities.
- Excited about unveiling of Hal Greer statue this fall.

## **MUAA General Business**

### **Minutes Review – Dave Collins:**

- Approval of April minutes – listed on the HerdAlum.com website.
- Motion to approve minutes made and seconded.

### **Treasurer's Report – Mendy Aluise:**

- Endowment fund ended fiscal year with \$21,073 -- \$5,600 increase.
- Board member participation 25 of 30 – 83% of board donated to the fund.
- Earned \$111 last year.
- Financial statements posted through April 2021.

### **Committee A Reports – Jane McDaniel:**

Chapters chaired by Barbara White

- 6 of 7 proposed new chapters off the ground.
- Pitch – Connect Chapter presidents; share activities; 25 chapters
- Quarterly 1-hour meetings.
- Cincinnati Chapter – Coaches tour 60 attended.

Events chaired by Reeves Kirtner:

- No new updates from Reeves.

Technology chaired by Irv Johnson:

- Tech works with staff to make Board communication easy.

### **Committee B Reports – Jimmy Black:**

Membership chaired by Misty Ferguson:

- Discussed the whys of joining participating in the MUAA; ask an alum
- Will have set schedule of meetings

By-Laws chaired by Steve Wellman:

- Board needed to nominate and vote to reelect existing Nominations Committee members Alyssa, Reeves and Chad.
- All were reelected

## **New Business**

Summer Social – July 9, 2021 – Jimmy Black

- 6pm at Sip Wine Bar in Huntington – MUAA dinner

Alumni Staff Report – Matt Hayes, Larry Crum & Kasey Stevens

Matt:

- 4 areas of focus - Events, Chapters, Partnerships and Media
- Mia James Stevens - Kasey Stevens new baby; Kasey back in August.

Larry – Events:

- Fall semester is looking good; Spring events were virtual; MUAA scholarship recipients; Soccer watching parties.
- Homecoming – October 9
- Complete return to normal.
- Theme is Back and Better than Ever!
- Still some virtual activities -- QA with President Gilbert

- Parade and bonfire will be broadcast.
- Alumni tailgate – outside the Indoor Practice Facility on Oct 9<sup>th</sup>.
- Hotel room block - Homecoming
- Fairfield Inn October 8<sup>th</sup> – \$149 per night for MUAA; book before September 8<sup>th</sup>.

Matt – Chapters:

- Chapters – new chapter – regional – northeast corner – 6 states.
- Columbus Chapter – first in person meeting for Navy game – game watching party
- Philadelphia Chapter is forming

Matt --Partnerships:

- Corporate relationships; working across the campus groups; event partnerships – looking for those; goal is to make Association self-sufficient

- **Augeo** – partnership- brokerage house; portal to insurance quotes – home & auto.

Larry – Media: Podcasts – covering alumni and staff; great interest; getting better with each episode

- Facebook is where we are getting the most exposure; Instagram to focus on youth; April to June jumped by 2000 followers.
- Constant Contact – we have 72,000 contacts in our system. 40% of 2021 graduate received welcome emails.
- Sons & Daughters monthly new letter.

In person meeting in October

**Round Robin – Questions & Remarks**

**Adjournment**

**Next meeting**

- **August 12<sup>th</sup> is our next meeting.**

**Board Attendees:** Freeman, Ferrari, Shremshock, Sanders, Jackson, White, Black, Collins, Smith, Bailey, Douglas, Walker, Workman, Hayes, Huff, Smith-Branch, Douglas, Hamrick, McDaniel, Aluise, Ferguson, Morrison, Kemp, Wellman, Lederer & Profitt.

Respectfully submitted,

Dave Collins

Secretary

July 14, 2021

Corrected spelling of Augeo, approved at Board meeting on  
09/30/2021, Kasey Stevens