

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, July 9, 2020**

I. Call to Order, Welcome and Introductions

Mikala Shremshock called the virtual meeting of the MUAA Board of Directors to order at 5:30 pm on July 9, 2020 via Microsoft Teams. This marks the first meeting of the new fiscal year.

II. Campus and Foundation Updates

Dr. Jerry Gilbert, MU President

Dr. Gilbert reported that all classes on campus this summer have had good attendance. Four commencements have been held at the stadium this summer with Dr. Gilbert as speaker.

The MU Board of Governors met this summer. During their meeting the Board voted to remove the name Jenkins from Jenkins Hall, which houses the College of Education and Professional Education, as the name did not meet the requirement for naming facilities at MU. There are currently no plans in place to rename the building. Name to be determined at a later date; possibly a major donor.

The Coalition for Anti-Racism added to campus groups with an overall aim of bringing groups together. MU has initiated a mandatory diversity training module for employees and has developed a diversity hiring plan. The goal of these actions is to be more inclusive of black employees and black students. Dr. Gilbert has invited students to read “Just Mercy” with him over the summer.

Dr. Gilbert announced plans for bringing students back to campus. Students will begin returning on August 24, with the university bringing students back slowly over the week. Each student will be tested for COVID before moving into residence halls. All students arriving on campus from “hot spots” will also be tested. Students testing positive will be quarantined. Social distancing will be enforced, masks will be required, and a help app will be provided for students to check in daily on their phone. Further testing will include 200 students per week, and additional positives will warrant additional precautions. Plexiglass shields will be provided for professors to stand behind during classes. Dr. Gilbert announced that he anticipates a decrease in student enrollment. The University has reviewed the financial impact of this decrease, with salary reduction plans are in place. Campus will remain locked down until July 27. Football players are on campus and practicing. Four players tested positive during the first round and players were tested again yesterday.

Plans are in place to build a new College of Business building. The University has a contract with Piedmont Properties to build retail space on 4th Ave. The new Physician Assistant (PA) program will start in Spring of 2021. Plans for the new aviation program are moving along well, and a new aviation mechanics program is in place in conjunction with Mountwest Community College. Plans are underway for the Fountain Ceremony commemorating the 50th anniversary of the Marshall plane crash, and we are currently waiting to see if we will have in person

activities. A parking garage is under construction for the new Pharmacy school, and other projects are continuing as well.

Currently in our Endowment Fund there is \$60 million in cash reserves, which constitutes a cash balance of about 100 days. The Board of Governors does not want to tap into cash reserves until faced with extreme circumstances. If no classes are held on campus this year, the university anticipates losing 30% of students. We are in better shape than other institutions in WV. Currently we are on target and plans are in place to have football this fall, with different options available.

Joe Allwood – MU Foundation COO

There are three MU Foundation buckets: annual fund, plan giving, and major gifts.

- Annual Fund – raised \$607,000, a 22.5% increase
- Plan giving – \$53 million inventory
- Major gifts – Development team manages donor prospects. 800 new relationships have been opened up over the last year, and the Foundation has been able to advance many of those prospects. Data analytics -173,000 people reached via social media.

Matt James – Student Affairs Office

Intercultural and student affairs are being consolidated and will provide students with more support as one team. Mr. Maurice Cooley is the new Vice-President of Student Affairs & Intercultural Affairs Office. Intercultural Student Services will take on responsibilities in this office. Mr. James announced that Student Affairs is excited to see a push for all student voices to be heard. Student affairs is actively working with student athletes, particularly with students of color. Plans are in place to get all students registered to vote. In the midst of COVID, plans are in place to do some in-person welcome meetings. There are new guidelines for student organizations which prohibit any forms of social activities through SAO. Student code of conduct has been updated, with sanctions in place if not followed. A top priority is mental health for students, with plans in place for intentional outreach to students. The office has masks and will distribute them to students. Mr. James expressed his appreciation to the MUAA for helping to meet student needs.

Harold Sanders – President of MU Black Alumni Association

The MUBA is working to endow the Jackson scholarship. They are currently \$4075 away from being endowed and have received an extension until the end of 2021 to raise the final numbers. Link to the Jackson scholarship: <https://donatenow.networkforgood.org/muba>

The association is currently working on outreach to old members and rebuilding their contact list. There will be a Panel/Forum on July 26 on Facebook expressing the importance of the black vote. Mr. Sanders thanked President Gilbert for his recent efforts on campus.

Anna Williams and Kyle Powers – President/Vice-President of MU SGA

Anna Williams: MUSGA has been sponsoring a food pantry, which recently served 600 people in one month at its highest point. SGA also implemented a Food Share program on campus, as well as a device sharing program. Both Anna and Kyle expressed their thanks for the MUAA support. The SGA is very excited about the renaming of the Education Building, as they are

taking a firm stance for social justice as well as looking forward to exploring new opportunities for intercultural efforts.

Kyle Powers: The MUSGA is working to address student concerns during the COVID crisis, with plans for upcoming avenues to address COVID issues. They are currently working to plan and execute the Fountain Ceremony in November. Lucianne Call will be speaker, and they are looking to add another speaker given that this is the 50th anniversary. Kyle has been instrumental in building this program.

Dr. Gayle Brazeau – School of Pharmacy

Pharmacy students made hand-sanitizers for campus and students. The School of Pharmacy is currently working to set up for students return to campus in the fall.

III. MUAA General Business

President Mikala Shremshock welcomed new board members.

Minutes from April 2020 meeting were presented by Secretary, Janie McDaniel, and approved by the Board as submitted.

Treasurer's Report

Treasurer Mendy Aluisse announced that the financial report is pending but should be ready soon and will be available on the herdalum.com website. The budget finished up the year well in the black with a substantial carryover for FY20-21. Currently there is \$14,353 in the Alumni Fund, which will be endowed at \$15,000. 87% of Board members contributed in FY19-20. Every MUAA Board member is encouraged to contribute. Once the fund reaches the \$18,000 mark, it will earn about \$200 per year.

Question was raised as to whether or not we could ask the Board how much they will contribute this year, perhaps by initiating a pledge amount? This would let us know where we are. Members could set up quarterly, monthly, etc. donations. Receipts for donations need to show to which fund members donated. Although the email does not tell us where the donation goes, the hard copy does indicate this. Motion was made and seconded to have 100% participation from Board for this fund. Motion passed unanimously.

FY21 Budget

Review of FY21 budget: Carry over from FY20 was \$16,000. We are currently making plans and allocating resources as best as we can, as we are counting on fewer events. In addition, the termination of our relationship with webhost has freed up \$25,600/year, as the website is now being handled on campus. Homecoming plans are in the works with lots of plans for virtual engagement.

Matt Hayes - Executive Director's Report

Since he has been Executive Director, the MUAA has focused on four areas: events, chapters, media, partnerships.

Review of upcoming events:

- Saturday, 8/29, ECU and Marshall Week Zero Memorial Game
- Saturday, 11/14, 50th anniversary Fountain Ceremony

- Chapters: Looking for leader for Virginia Beach Chapter
- Monthly Newsletter: Updated logos have been added
- Media: A new podcast is in development; website transition also being developed (from iModules to WordPress)
- Email communication 256,991 emails sent since March 1 (Constant Contact is new email client).
- Social campaigns: Herd Alum Businesses; Marshall Madness; Shared social stats
- Matt expressed appreciation to Larry and Kasey for all their hard work on these projects
- Partnerships: Access Discount Program; Dell Member Purchase Program; Mercer Insurance.
- Welcome to all new members and officers.
- Special thanks to Max Lederer, our new liaison to the MU Foundation Board.
- Matt encouraged all Board members to reach out to sign up for Marshall in the News daily email.

IV. FY21 Committee Structure Overview

Jessica Wentz-Adams – VP2

- Chapters Committee - Barbara White, Chair
- Technology Committee - Irv Johnson, Chair

Jimmy Black – VP1

- By-Laws Committee - Steve Wellman, Chair
- Membership Committee - Open Chair seat

V. Nominating Committee Elections

Nominating Committee – Max Lederer, past president

Slate of candidates for this year:

- Melissa Blatt
- Reeves Kirtner
- Chad Fisher

No nominations from floor. Motion to adopt candidates made and seconded.
Motion carried.

VI. New Business

College and Organization Updates

- College of Science
 - Brian Morgan has been named as the Associate Dean
 - Mike Norton was featured on Genetic Detectives TV show
- Marshall Black Alumni
 - July 26 – importance of the black vote, FB Live
 - Donate to Fran Jackson Endowment
- Mid-Ohio Valley
 - Chapter of the Year
 - Online Auction July 16-31

Graduation to be held August 8 in the Edwards stadium.
Next Meeting August 13, 5:30 pm

VII. Closing Remarks and Adjournment

Meeting was adjourned at 7:20 pm.

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Mikala Shremshock
Max Lederer
Jimmy Black
Jessica Wintz-Adams
Janie McDaniel
Mendy Aluise
Gail Davis
Jordan Baldwin
Nafeeza Hussain
Brian Hicks
Annette Green
David Collins
Greg Horner
Missy Clagg Morrison
Bruce Freeman
Ben Workman
Brad Profitt
Brandon Huff
Jim Woodrum
Paul Jackson

Cathy Ambridge
Misty Ferguson
Chad Fisher
Tom Bailey
Irv Johnson
Melissa Blatt
Alyssa Hammond
Reeves Kirtner
Akia Rice
Shaunte Polk
Harold Sanders
Dr. Margie McInerney
Dr. Feon M. Smith-Branch
Wael Zatar
Ben Sandy
Barbara White
Matt Hayes
Kasey Stevens
Larry Crum