

# MUAA Summer Board Meeting

## AGENDA

### October 28, 2022



#### Memorial Student Center

#### 1:00 PM – MSC Shawkey

Call to order & Welcome

Mikala Shremshock, MUAA President

#### 1:15 PM

#### Campus & Foundation Updates

Dr. Avi Mukherjee, Provost & Sr VP for Academic Affairs

- Marshall for All, Marshall Forever
- Increasing on-line instruction
- Higher Education Market Pricing. Believe not all programs should be the same price. Different programs should have different prices due to demand. Focusing on 60 miles around Marshall.
- Process of decentralization

Dr. Marcie Simms, VP for Intercultural & Student Affairs

- Used to have a VP for Intercultural and one for Student Affairs, but now on VP (one division)
  - Counseling, Student Organization, East Hall (Shanta), LGBTQ, International office, student advocacy, etc.
  - Upcoming – 4 programs with events on 10/28, communication plan reviewing website and create an app, HerdLink is used to put in events – has an assessment component that hasn't been used but they will begin to use it. This shows how many people attended an event. Asked faculty to make it an extra credit in class for students to attend an event.
- Walter Tatum – 70 people involved in student government, 56 senators. Secretary was recently appointed (Zach Kincaid) but he couldn't be here today, so Walter is making this presentation. November 14, at noon event. Would like to start "A Day in the Life of a Marshall Alum". SGA page has a link to a wish list on Amazon and items can be delivered to Marshall.
- Zach Kincaid, SGA Liaison

Dr. Ron Area, MUFI CEO, Joe Allwood, Pam Nibert, Scott Anderson

- University needs our help in terms of recruiting and maintaining students. Including raising \$300M in scholarship money. Has 33 employees. Working through the 4 principles and 5 strategies that the provost mentioned.

Other Campus and College updates

#### Matt James, MUAA Director

- Discussion of MUAA goals and objectives
  - We currently have 6 active chapters, some chapters are Big Green affiliated. Enrollment, affordability.
  - There are at least 19 prospective chapters, some are restarts.

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- Possible career level chapters, for example PT chapter
- Invited to Yeager scholar function.
- Dallas Fort Worth is also an area interested in starting a chapter
- Will provide a report at future meetings.
- Wants time at the November meeting to go over survey results: Communication is a common theme throughout the responses.
- Will meet with Steve Wellman to go over bylaws
- The Marco Project: Mentors are resources to create opportunities.
- Will start an international alumni chapter. It may grow into country specific chapters

#### MUAA General Business

Minutes Review & Approval – Annette Green (MUAA2022)

July minutes were approved.

Check phone numbers for text alerts. Irv reported he is not getting the alerts

Treasurer's Report – Dave Collins (not at meeting), Scott Anderson

- Handout provided at the meeting.
- Excess now >\$26K
- Board members are asked to donate to the Events and Activities Fund
  - Recurring events is helpful
  - Give.marshall.edu
  - Brad Profitt offered to donate a storage unit for use
  - Budget 2023 was approved by the Board

#### By-laws Committee – Steve Wellman, chair

Voting on changes

Discussion on changes needed to “active” alumni terms

##### Voting schedule

- Used to have election and then officers would not take office until 6 months after the election.
- Section 3.4. Elections. Each year, no more than ten (10) Directors shall be included on a ballot and elected from the active membership of the Corporation. The Nomination Committee will develop a ballot of a minimum of ten (10) and a maximum of twenty (20) nominees to run for the Directors' positions, with consideration to the balance provision contained in this paragraph of this article. Ballots listing the new Director nominees will be sent to all Active Members of the Corporation at least thirty (30) days prior to ~~the annual meeting~~ any monthly Board meeting. The Active Members must return the ballots to the Alumni Office ~~at least ten (10) days prior to the annual meeting~~ within fifteen (15) days of the circulation of ballots. The nominees who receive the highest number of votes will be elected as Directors of the Corporation; however, a balance shall be maintained so that at least five (5) Directors elected each term reside outside Cabell, Wayne, Mason, Putnam, Kanawha, Lincoln, Logan and Mingo Counties in West Virginia, Boyd County in Kentucky and Lawrence County in Ohio. No more than two (2) full time employees of Marshall University can

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serve as elected Directors at one time. The Secretary of the Corporation will notify all nominees of the results of the election. The remaining nominees will be listed in order of votes received and designated as alternate Directors for three (3) years.

- Ballots out in May, election in May,
- All voted for the amendment
- All voted for the amended text
- Active members donate yearly and attended Marshall University
- Lifetime Members
- Associate Members – Faculty, etc.
- General election schedule
- Executive election schedule
- Nominating committee

#### **Membership Committee – Misty Ferguson, chair, Joe Allwood, MUF**

- Mentorship
- Lifelong learning
- Financial education course
- Let Misty know if you are available for the next membership committee meeting by responding to her e-mail.

#### **Technology Committee – Irv Johnson, chair, Larry Crum, MUAA staff**

- Website updates
- Other engagement
- MS Teams Training
- Discord Channel up and running!
- Irv and Larry met and went over the new website. They feel it is more user friendly and ties in the foundation.
- Also working with Teams, some issues due to Marshall IT
- Larry provided a demonstration of the new website
  - Four main categories including Find your Herd, "Find your Home" to help find chapters in all areas.
  - Hoping the site will go live in December

#### **Chapters Committee**

- Terminology for chapters – regional vs interest based
- Newest chapters
- Uniform naming on socials
- Chapter handbook
- Joe provided an update. Talked about trying to identify 5-7 people dedicated people who will work as a team for each of the new potential chapters.
- Recruitment, fundraising, scholarship, mentoring component of each chapter

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#### **Events Committee – Reeves Kirtner**

Alumni Awards schedule – April 1, 2023

#### **Upcoming Dates**

Marshall Day at the Capitol

Alumni Weekend – March 31-April 1, 2023

Next virtual meeting November 10, 2022 5:30-6:30 PM ET via MS Teams.

Next on-campus meeting March 31, 2023

Margie McNerny – College of Business on tract to open spring of 2024. Named after Brad Smith

Brad Profitt - interviewing for next cohort soon. PT school. Actively interviewing for PT to work closely with athletics. 50% time working with athletics and 50% teaching at PT School.

Rashad Sanders: Marshall University Black Alumni association has an election this year. The current officers are not running so new people will hold those positions next year. New officers begin in January, 2023.

Homecoming tailgate – fried fish and chicken, Memorial service on Sunday at 9:00 am at First Baptist Church.

Shaunte Polk – dedication to Bill Carter earlier this morning.