

MUAA Chapter Presidents' Conference Call
Meeting Notes
Tuesday, March 2, 2021
5:30 p.m.

Present: Harvey Austin (Columbus, OH Chapter); Donna Brumfield (Cincinnati, OH Chapter), Larry Crum (MUAA), John Gilmore (Atlanta Chapter); Matt Hayes (MUAA Executive Director), Doug Leeber (Southern Coalfields, WV Chapter), Laurie Martin (Parkersburg Chapter); Mike Massey (Myrtle Beach Chapter); Jane McDaniel (MUAA Secretary), Steve Nicely (The Villages, FL), Mikala Shremshock (MUAA President), Kasey Stevens (MUAA), Barbara White (Raleigh-Durham Chapter and Co-Chair of Chapters Committee)

Updates from MUAA Staff

- **Campus Updates from Marshall – Matt Hayes**
 - Marshall Sons and Daughters newsletter released today. Be sure to check it out. Excited about in-person spring commencement (outside with social distancing) and in-person classes in the fall. No updates about in-person meetings. Chapters can have club meetings now following appropriate guidelines in place for chapter locations. Just assure it doesn't put University in negative light. Always let MUAA know what activities you are doing.
- **Marshall Rising Update – Matt Hayes**
 - Have surpassed \$145 million mark! Just shy of goal; have funds pending to hit goal in next couple of weeks. Campaign started back in 2015. Phase 2 will look at 5 pillars that make up campaign to build bigger and better.
- **New Chapter Development – Kasey Stevens**
 - Looking to develop seven new chapters: Philadelphia, PA; New England; Birmingham, AL; Eastern Panhandle of WV; Myrtle Beach, SC; Richmond, VA; Ocala, FL
- **Herd @ Home Report – Larry Crum**
 - Herd @ Home videos are available on the Alumni YouTube page
 - <https://youtu.be/yK6QoniXxzA>
 - https://youtu.be/wBy_hSyPC2Y
 - <https://youtu.be/VALPGgZpIQ8>
- **How Chapters Can Help with Recruiting Efforts – Matt Hayes**
 - Need volume in pipeline for Marshall Recruitment. Check out for recruitment:
 - <https://www.marshall.edu/experience/>
 - Please work with your chapters to get more students in the pipeline. Let MUAA staff know how they can help.
 - Laurie Martin shared ideas of working with high school counselors. Matt to reach out again and see what MUAA can do to help with that. Up against billboards recruiting for other universities in Laurie's area.
 - Mikala – test optional admissions should help as well.

New Business

- **Election Update – Mikala Shremshock**
 - Elections just held for 10 new Board members. Will begin term in July 2021.
- **Announcement of Next Board Meeting – Mikala Shremshock**
 - Used to do 3 Board meetings on campus. Now virtual meetings through end of calendar year. March meeting – Coach Huff; April meeting – Huntington Mayor Williams to be at meeting. All Chapter presidents are invited to the Board meetings. Next meetings: March 11, April 8, May 13.
- **March 11 Board Meeting featuring Head Football Coach Huff – Matt Hayes**
 - Send any questions for Coach Huff to MUAA and they will make sure the questions get to Jimmy Black for the March meeting. Coach Huff has been a breath of fresh air; enthusiastic and getting very involved in the Huntington community. Some great initiatives pending for Homecoming. Stay tuned.
 - Welcome Notes/ Cards for Coach Huff can also be sent to MUAA team.
 - Providing Coach Huff with a Blenko glass
- **Interest in Working with MUAA Membership Committee at Away Games in or near Your Hometown – Barbara White**
 - Volunteers would have a table to recruit alumni association members at away games. Everyone felt it was a great idea. If your chapter is interested, let Misty Ferguson or Barbara White know.
- **March 19 Deadline for Scholarship and Chapter Awards; Virtual Presentation of Awards in April**
 - Continuing with scholarships and chapter awards this year with virtual presentation. Deadline is March 19 for scholarship and chapter awards.
 - Chapter of Year Nomination Form
<https://www.heraldum.com/alumni-awards-nominations/chapter-of-the-year-nomination-form-2020>
 - Emerging Chapter of the Year Nomination Form
<https://www.heraldum.com/alumni-awards-nominations/emerging-chapter-of-the-year-nomination-2020>
 - April 9, 2022 will be next Awards Banquet
- **Social Media Accounts – Who has Facebook/Twitter/Instagram/Others**
 - Discussion about using social media to reach alumni. Chapter presidents were encouraged to promote social media use with their members.
- **What's Happening in Your Chapters**
 - Doug Leeber (Southern Coalfields WV chapter): just had a chapter meeting and planning some great activities.
 - Donna Brumfield (Cincinnati chapter) – still having Virtual meetings. Other activities planned; promoting coaches tours.
 - Mike Massey (Myrtle Beach chapter) – MU football alumni recently moved to the area and is interested in chapter activities.
 - Steve Nicely – mostly virtual but working on some future events.

- Laurie Martin (Parkersburg chapter) – first meeting in over a year is at a restaurant tomorrow evening. Will have a virtual fundraiser again this spring. Coaches tour June 3.

Next Chapter Presidents Call: Thursday, June 3, 5:30 pm

Meeting was adjourned at 6:30 pm.

Respectfully submitted,
Janie McDaniel, Secretary