

MUAA Executive Committee Meeting Minutes 8-27-2020

Present: Janie McDaniel, Mikala Shremshock, Matt Hayes, Max Lederer, Kasey Stevens, Steve Wellman, Larry Crum, Jessica Wintz-Adams, Ron Area, Gail Davis, Jimmy Black, Mendy Aluise,

1. Welcome

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

2. Updates – Matt, Larry, Kasey and Ron Area

- Matt Hayes – Happy to have students back on campus. Lots of communication work being done. Larry working on Sons and Daughters newsletter; Kasey working on new website and vanity plates for Ohio, which will be offered soon; Active talks underway with several vendors to replace Nationwide: Encova (Tony Stroud) – new format; Mercer or Augeo – would be similar to what we had with Nationwide.
- Ron Area – Athletic Update
 - No tailgating; stadium open two hours prior to game and only to season ticket holders; only mobile tickets; season ticket inquiries are up; only 40-50% seating available in the sky-suites; only football players and coaches on the field; band, cheerleaders and players' families only in the stands; Sept 5 – EKU; ECU game postponed; Sept 19 home game still on with App State. The number of positive cases on campus is very small, with everyone following rules and evening patrols to assure crowd rules are being followed. If students test positive, they are quarantined in Holderby Hall.
- Matt Hayes – New Award
 - Met with President Gilbert to discuss award to recognize public service and leadership at MU. Independent of awards banquet. Beneficial in increasing goodwill locally, nationally and possibly internationally; Alumni Association brand would be front and center; following precedence of other higher ed institutions. Dr. Gilbert feels this is an opportunity to get the Alumni name out there and recognize individuals who are noteworthy to Marshall. He suggested the possibility of tying this award into Marshall Day in early 2021. The Alumni Board would be instrumental in helping select the awardee, with the nomination originating from Dr. Gilbert's office. Max indicated there is no conflict with the by-laws for the initiation of this new award. Max also suggested making it a flexible award which could be awarded at different times of the year and also may be awarded more than once a year. Alumni Board Executive Committee was excited about working with the President's office on this award. Awardee must be part of the Marshall family.
- Larry Crum – Homecoming
 - Homecoming Update – Virtual Herd Rally tonight on Facebook. Homecoming will officially be virtual, which will be announced at the Herd Rally tonight; will be called "Herd At Home". Most institutions around the country have cancelled Homecoming activities. We are very excited to have this virtual event! Will involve Board, chapter leaders, etc from all over the country. Outreach will begin in the next several weeks. List of virtual events will be forthcoming.

3. Committee Reports

- Jessica Wentz-Adams
 - Chapters concerned numbers will dwindle; may consider doing more networking and outreach to members. Jessica will meet with the chapter presidents on their next call.
 - Events – Reeves will be pleased to know about the virtual homecoming event; will provide opportunities for more involvement.
 - Technology – willing to lend a hand however they can to help with virtual events.
- Jimmy Black
 - By-laws – still in a waiting pattern. Current process hasn't provided adequate numbers the last few years. By-laws committee would like some guidance on how to proceed.
 - Membership – no updates.
 - Jimmy wants to bring awareness to MUAA. Has worked with distilleries in the Kentucky area; working to do some type of class for MU alumni in October which is sponsored by one of the KY distilleries. Working on other virtual relationships to help reach out and connect with alumni.

4. New Business

- Endowment
 - Pledge cards will be sent to MUAA Board members. Final version of the MUAA endowment on file at the MU Foundation:
This fund will support the Marshall University Alumni Association with emphasis on but not limited to student activities, alumni and/or alumni club events. The Executive Director of Alumni Relations or his/her designee or if unavailable another official as designated by the Marshall University Alumni Board of Directors shall administer the fund in accordance with the guidance of the Marshall University Alumni Association Board of Directors.
 - Decision will need to be made as to how to proceed with endowment fund interest.
- Board Selection Discussion
 - President can nominate anyone to fill Toney Stroud's vacancy on the MUAA Board. Steve Wellman suggested Ted Wilson as a possible candidate.
 - Virtual status of meetings may provide new opportunities for recruitment for the Board. Need a better vetting process; perhaps a job of the nominating committee to provide information to potential candidates. Possibility of having each committee and/or Board member nominate one person to the Board; need more visibility via social media and other outreach opportunities. Mikala suggested we should give a remote option to improve recruitment of out-of-the area Board members via a meet-and-greet. Additional discussion to follow at next meeting.

5. Meeting adjourned at 6:50 pm.

Respectfully submitted,
Janie McDaniel