



MUAA Fall Board Meeting Minutes

September 30, 2021

Microsoft Teams Virtual Meeting @ 5:30 PM

Call to Order & Welcome

Mikala Shremshock, MUAA President

Campus & Foundation Updates

Dr. Jerry Gilbert, MU President:

- Last academic session for Dr. Gilbert.
- Classes at full-capacity.
- Required masks since beginning of semester.
- Testing unvaccinated students and employees.
- 79% vaccination rate on campus
- Enrollment down 4% to approximately 11,000 students.
- Tuition down by \$1M at \$31M.
- Federal funds help the deficit and spring flooding.
- Students can apply for the funds to cover flood damage & other expenses.
- Opened a Marshall thrift store on Hal Greer. Capturing items that students discard at end of year.
- Food pantry on campus. You can have Amazon deliver directly to Food Pantry as a donation.
- Composting facility 2nd largest on the East coast.
- Hired consultants to help with enrollment and reverse its decline.
- Budget – carefully watching spend, but also looking at pay equity.
- Strategic vision – focusing on diversity & inclusion, enrollment, world class hospitality, enrollment, differentiation focusing Marshall as research institution for underserved populations.
- Hired Dr. Ciscero Fain to help with diversity & inclusion.
- Hal Greer statute dedication on Homecoming morning.
- Created Commission on Status of Women – leadership development, surveys on climate towards women.
- MU & WVU working on Virgin Hyperloop.
- Flight school – 21 students enrolled
- Traveling to VT to look at an aircraft manufacturer of electric planes that can carry 12 passengers.
- In 2022, we will open aircraft maintenance program with Mountain State Tech.
- Research grows to over \$50M in basic engineering, medical research, and cyber security.
- New Doctor of Business Administration degree being offered.

- 10-15 years to get to Research 1 classification
- He will miss Marshall.

Lt. Gen. Anthony Crutchfield, U.S. Army Retired - Presidential Search Committee:

- Thanks Dr. Gilbert for his leadership.
- It's clear that people recognize Dr. Gilbert's leadership in listening sessions.
- Process started in June with solicitation for search firm.
- Very honored to be part of selection committee.
- 5 women & 2 men on the committee – very diverse in make-up & experience.
- Faculty & staff represented.
- He represented the Alumni.
- Started with listening sessions.
- Process had to be unimpeachable – support of faculty, alumni & students. Learned from University South Carolina mistakes in their hiring process.
- From the listening sessions, we came up with 11 attributes for search, including authentic, integrity, fund raising & development, and diversity & inclusion.
- 107 applications. Started reviewing on the Sept 6th.
- Interviewed 16 in Lexington, KY. Silent votes on each candidates. Voting narrowed it down to 5 candidates.
- He believes any of these people is qualified to be President.
- 3 men & 2 women – diverse group racially and in experience.
- Next step – campus interviews.
- Dr. Kathy Johnson, Brad Smith, Dr. Brett Danilowicz, Dr. Bernard Arulanandam & Dr. Robyn Hannigan.

Dr. Ron Area, CEO, Marshall University Foundation, Inc.:

- Lots of lessons learned during pandemic.
- Optimistic that we will get by COVID.
- Only 1 person positive with COVID.
- We have postponed campaign celebration until next year.
- Stay in public phase to get even more donations
- National day of giving Oct 14th.
- Over last 5 years – we reached goal (150M) in 4 ½ year with over 40,000 gifts
- Raised over \$40M in new endowments.
- Over 500 new recipients of scholarships
- We helped struggling pharmacy student get through tough time.

Campus organization updates:

Rashad Sanders, President, MU Black Alumni:

- Excited about Hal Greer Statute Dedication
- Discussed various homecoming events posted at <https://muba-alumni.com/homecoming/>
- Voting soon for new officers
- Appreciated Dr. Gilbert's support.

Elisa Parks, Student Body President, Student Government:

- Part of presidential search committee.
- Crisis relief -700 applications to help students get funding.
- Faculty & student senates are trying to communicate better. Working to get Student President on Faculty Senate.
- Community Service projects with Mountain West CC in Huntington.
- SAG – full senate for first time in a long time.
- Working towards mentoring program between alumni and students.

College updates:

- Dr. Feon Smith-Branch, College of Education & Professional Development: recruiting students for various programs.
- Dr. Brad Profitt, School of Physical Therapy: Tailgating with alumni for homecoming.
- School of Pharmacy – white coat ceremony for class of 2025; opened family pharmacy in Hurricane.

MUAA General Business:**Minutes Review & Approval – Dave Collins**

- Minutes from July meeting approved by Board with one correction.

Treasurer's Report – Mandy Aluise

- \$22,943 dollars.
- Financial statements through July on Herd alumni website.
- 40% participation for 2021-2022. 12/30 members.
- Alumni events & activities fund is the one that we want.
- We have over \$100 to spend.

Alumni Staff Report – Matt Hayes, Larry Crum

- Larry – homecoming is a full go. He discussed the various events occurring during the week. All events are on the MUAA site
- Virtual activities kick-off the week, including office decorating contest.
- Matt discussed the episode regarding the first ever \$150M campaign.
- Larry – various volunteer opportunities.
- Woodlands Retirement Community has come onboard as a sponsor, starting with the Tailgate party.

Committee A Goals & Reports – Jane McDaniel**Chapters chaired by Barbara White:**

- Chapters are very busy with game watching parties and tailgating.
- Southern coalfields did a fund raiser parade.

- Some are suspending watching parties due COVID.
- Discussion regarding proper MU branding.

Events chaired by Reeves Kirtner:

- Need more volunteers for 5K run.

Technology chaired by Irv Johnson:

- Looking into Marshall presence on LinkedIn – 4 people.
- Video for instructions for the giving page – volunteer needed.
- Sign-up genius for various time slots being investigated.

Committee B Goals & Reports – Jimmy Black

Membership chaired by Misty Ferguson:

- Meetings with staff and what peer institutions are doing.
- Will be working on goals for the year.

By-Laws chaired by Steve Wellman:

- No proposed changes

New Business:

Mikala Shremshock:

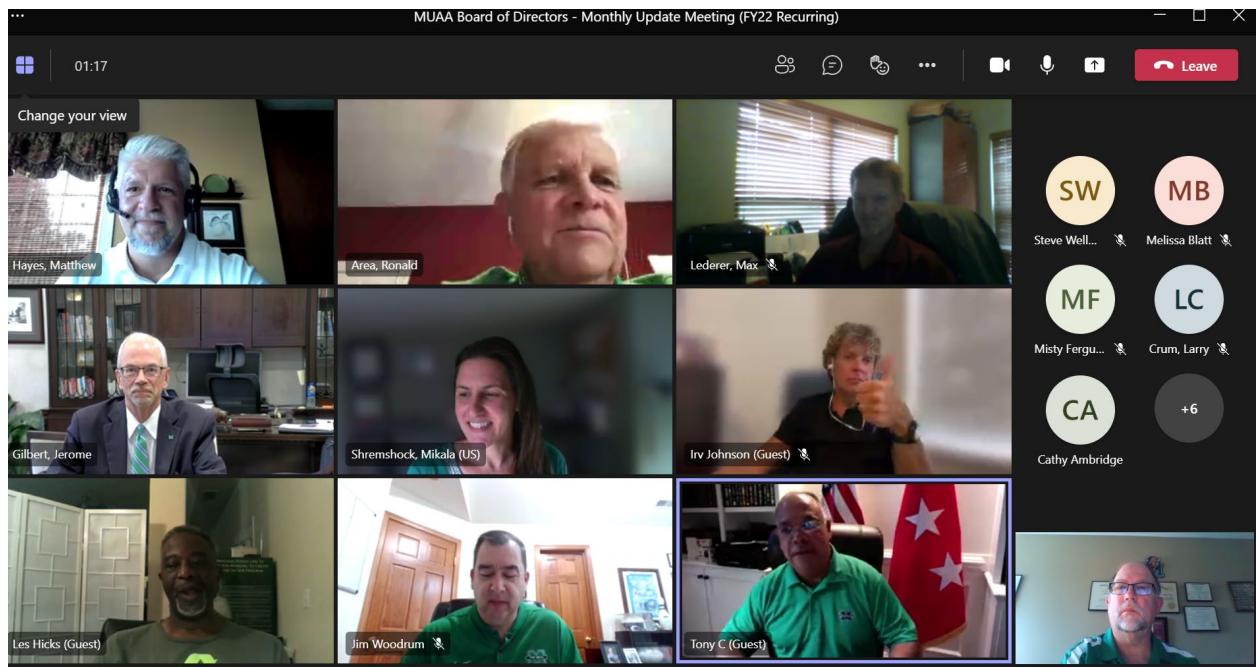
- Homecoming – October 9.
- No other calls in October.
- December Commencement – December 11th : partially virtual; trying to limit the # of presenters on stage.
- Alumni Weekend – April 8th & 9th .
- Talk about Awards in November.
- Board Member nominations.
- October 14th – Day of Giving.

Round Robin – Questions & Remarks

Adjournment

Next meeting November 4, 2021 5:30-6:30pm ET via MS Teams.

Board Attendees: Mikala Shremshock, Max Lederer, Irv Johnson, Les Hicks, Jim Woodrum, Steve Wellman, Melissa Blatt, Jill Jackson, Annette Green, Misty Ferguson, Cathy Ambridge, Austin Smith, Jimmy Black, Brandon Huff, Tiffany Ferrari, Jane McDaniel, Barbara White, Brad Profitt, Eric Douglas, Harold Sanders, Mendy Aluise, Reeves Kirtner, Feon Smith-Branch, Alyssa Parks, Kelli Prejean & Adam Stewart



The image shows a video conference interface. On the left, there is a grid of participant icons and names. The first row contains 'SW' (Steve Well...) and 'MB' (Melissa Blatt). The second row contains 'MF' (Misty Fergu...) and 'LC' (Crum, Larry). The third row contains 'CA' (Cathy Ambr...) and a gray circle with '+8' indicating more participants. On the right, a list of participants is shown in a 'Participants' window. The list includes:

- Austin Smith (External)
- Brandon O. Huff (External)
- bruce freeman (Guest)
- Cathy Ambridge (External)
- Crum, Larry (External)
- Gilbert, Jerome (External)
- Hayes, Matthew (Organizer, External)
- Irv Johnson (Guest)

Below the participant list is a search bar and a 'Share invite' button. A video feed of a man wearing glasses and a green shirt is visible at the bottom left.

The image shows a video call interface. On the left, there is a grid of participant icons. The top row contains IJ (Irv Johnson) and MB (Melissa Blatt). The second row contains MF (Misty Fergu...) and LC (Crum, Larry). The third row contains BH (Brandon O...) and a placeholder for '+13' participants. Below this grid is a video feed of a man with glasses and a beard, wearing a green shirt, set against a wall with framed certificates. The right side of the interface is a 'Participants' list with the following details:

Participant	Type	Microphone Status
Gilbert, Jerome	External	Microphone icon
Green, Annette	External	Mute icon
Hayes, Matthew	Organizer	Microphone icon
Irv Johnson (Guest)	Guest	Mute icon
J Black (Guest)	Guest	Mute icon
Jackson, Jill	External	Mute icon
Jim Woodrum	External	Mute icon
Lederer, Max	External	Mute icon

At the top of the right panel, there is a search bar with the placeholder 'Invite someone or dial a number' and a 'Share invite' button.