



Minutes
MUAA General Board Meeting
August 12, 2021

Call to Order & Welcome:

- Mikala Shremshock opens the meeting.
- Kasey Stevens introduces her new baby.

General Business:

- Dave Collins – July meeting minutes are posted but will not be approved until October meeting.
- Mendy Aluise – latest financial data for MUAA has not been posted.

Committee Goals for Upcoming Year:

- Mikala reviewed the current committees.
- New members have made their selections.

Committee A – Jane McDaniel:

- Chapter Presidents - Barbara White: Primary Goal is to promote alumni involvement through alumni chapters. Assist alumni chapters in growing membership. Maintain effective feedback between University and Chapters. Chapters are busy trying to promote involvement in the local chapters
- Events Committee - Reeves Kirtner: Primary Goal is to provide the Alumni with social engaging opportunities to connect with Marshall University.
- Technology – Irv Johnson: Primary Goal is to provide digital tools to enhance alumni access to university events and programs, includes working closely with the staff, statistical analysis, focus on alumni where money is tight; continuous evaluation of the web site; gathering metrics and live streaming of events.
- Mikala would like to see us use LinkedIn as a bigger platform.
- Irv will investigate data pulls from LinkedIn.

Committee B - Jimmy Black:

- By-laws Committee - Steve Wellman: Primary Goal is to interpret & review governing documents of the MUAA Board and make recommendations, as necessary.
- Mikala – technology has caused us to review bylaws more often to stay current.
- Membership Committee - Misty Ferguson: Primary Goal is to increase Alumni membership and improve connection between the University and alumni. During past year, we analyzed metrics of where we have alumni and alumni who participate. Working hard to keep people involved.

Executive Committee – Mikala Shremshock:

- Will set goals for the Executive Committee this year; Are there skill sets that you see that we are lacking? Please let people know else you would like to help.

Alumni Staff Report:

Matt Hayes:

- Busy fall but concerned about Delta variant.

Homecoming – Larry Crum:

- Homecoming planning is moving along; traditional events are locked in; all events are on the MUAA site.
- Young Thundering Herd will be Grand Marshals for the event.
- Larry is looking volunteers for various events.
- Block of rooms reserved at Fairfield Inn – until Sept 8th.

Chapters – Larry Crum:

- Various chapters are working together to participate in various games.
- Low Country Chapters – found restaurant owned by Marshall alumnus for events.
- Philadelphia and Chicago are opportunities for new chapters.

Partnerships – Matt Hayes:

- Building proposals for new partnerships.
- Jim Woodrum is helping with presentation approach and motion.
- Augeo web site now linked to Herdalumn.com. Lots of great discounts
- Koify – new cash back program – register credit card; earn cash back on purchases from select vendors; open to all alumni, not just active alumni.

Media - Larry Crum:

- July social media clicks up over previous year
- Newsletters – 11% are opened.
- New marketing swag being provided to Chapters.

Closing – Mikala Shremshock:

- Ted Wilson – we are all saddened by his passing. Very involved with Young Thundering Herd.
- Matt – 26 years of wedding bliss with his wife.
- Next meeting is on Sept 9th; don't forget to book rooms for homecoming.

Attendance: Collins, Shremshock, Johnson, Ferrari, Douglas, Morrison, Black, Kemp, Ambridge, Collins, Green, Aluise, Hammond, Jackson, Self, Fisher, White, Workman, Freeman, Lederer, McDaniel, Blatt, Workman, Reeves, Blatt, Hamrick, Walker, Huff, Horn, Harrah, Blatt, & Woodrum.