



Marshall University Alumni Association

Board of Directors

Meeting Minutes

April 8, 2022

Guest Speakers:

Carl Mummert, MU Aviation, Interim Assistant Provost

- Mathematician/computer science by training
- Came to Marshall as Math faculty in 2009
- In July 2021, asked to help with aviation program
- Division is the newest, established in 2018
- 2-degree programs
 - BS Commercial Pilot, Fall 2021
 - AAS Aviation Maintenance Technology, Fall 2022
 - 1st joint degree program in WV between Marshall and Mountwest CTC
- BBA Aviation Management (in School of Business), Fall 2022
- Recent study conducted by Boeing indicated demand for pilots over next 20 years
- Bill Noe Flight School, Fall 2021
 - Graduates will have FAA pilot certifications
 - Eligible to fly and earn additional hours for other positions
- Facilities at Yeager Airport
 - Students get to train on same runways and ATC as commercial/military aircrafts
- Received major grants and signed industry partnerships
 - ARC
 - US EDA
 - Delta
 - RCBI Aero

Questions:

- Typical age of students in aviation program - Mostly early 20s
- Students not required to be in Huntington, can take everything from Charleston
- Plan to ramp up program offerings to include flight courses for non-degree seeking students

- Average salary for graduates starts at \$50k
- Jobs are hands-on in clean, professional environments
- This program is seen as an economic driver and there are opportunities for sponsorships and partnerships that would help garner additional support/attention
- AMT program - \$275 / credit hour
- Flight side is where the expense is because of the number of hours in flight
- Admission requirements include a security badge and on the flight side requires an annual medical exam
- Want to balance the admission requirements to be high enough that students will be successful but also not create unnecessary burdens/hurdles

Alyssa Parks, current SGA president, graduating senior

Isabella “Bella” Griffiths, current SGA Vice President, successor

Recap of current administration:

- Homecoming activities
- Fountain ceremony
- Crisis relief fund for student hardship (COVID-related, flood relief, etc.)
 - \$500k available for distribution, some funds still available for students
 - One-time funding from CARES act
- Funds available for student organizations to help with conference fees
- Served on multiple search committees (e.g., president, provost, dean student affairs/intercultural affairs)
- In partnership with Big Green and the Green Bandana initiative - mental health training to help equip students with mental health resources to support one another
 - Marketing campaign to bring awareness to peer mental health training
 - Wanted to generate awareness of training available across campus beyond just student leaders
 - Awarded a green bandana to signify students who completed training
 - Trainings available in-person and online...and some training events were with other state colleges/universities
- State Advisory Council for Students - goals for the statewide council aligned with Marshall’s SGA goals
- Working on Hunger-Free Campus bill to offer more resources and funding for food insecurities statewide

Plans for next administration:

- Herd Together campaign with commitments to continue several objectives/goals from current SGA administration as well as a few new ideas
- Engage - Equip - Empower
 - Engage students with Marshall and greater Huntington communities
 - Mentorship program with Alumni
 - Friend at Marshall (FAM)
 - Mentors exist to help students with transition from high school to college
 - What about mentorship for upper-level classmen contemplating next steps?
 - Could alumni support these students with current challenges/opportunities
 - Potential creation internship/shadowing opportunities
 - Alumni might not be able to offer money, but may have time/knowledge/connections to share
 - Equip students with resources to grow academically, emotionally, professionally
 - Advising program with each school (model the School of Business advising)
 - Empower students to be at their greatest potential
 - Have access to needed resources/support to achieve potential

Dr. Ron Area, MUFI CEO

Joseph "Joe" Allwood, MUFI

- Marshall Rises campaign update
 - Most comprehensive campaign in MU history
 - Goal for \$150k and already secured funds in excess of original goal
 - Major gifts = \$25k+ and more than half of major gifts were donated from 1st-time donors
 - 500+ students receiving scholarships before this campaign
- Strategy - Intentionality - Creativity
 - In 2012, team transitioned from three locations into the new Alumni building
 - Opportunity to reconsider/better understand/leverage skill sets across the team
 - Formalized organizational objectives, KPIs, etc. for a more unified strategy as Foundation & Development Services
 - In 2015, developed/implemented software for managing donations
 - 2015-2021, re-designed processes and workflows for more efficient business practices / deliverables
 - Strengthening alumni network as a priority
 - Not just about money
 - Rather time, knowledge, connections
 - President Smith wants to energize this opportunity
 - Considering a week in September for a service opportunity at Marshall
 - Agile Request and Assignment Workflow for Foundation & Alumni Services
 - Requests come through one place
 - Task assignment team that routes requests to appropriate provider

- Example - Marshall Day at the Capitol as equipped with a team of 9 to help with setup, tear down, etc.
- This process minimizes down time, introduces variety / cross-training, leverage the talent across organization, frees up resources in other ways
- Changes on the Alumni team
 - Hope to have another Director of Alumni Relations on staff by Fall 2022

Questions:

- Financially - how healthy is MU today compared to 5-10 years ago?
 - Enrollment strategy as a high priority and will be critical this year after CARES act
 - More sound financially than any other institution in WV
 - Another health indicator tied directly to the campaign...\$110M endowment and now \$312M endowment
 - Individuals within Admissions that follow-up with referrals/leads in Alumni network
- Where will excess money in Marshall Rises campaign be directed?
 - 98% of funds donated were designated to specific funds
 - Very little comes in unrestricted
 - The donor decides where the money is going to go in most cases
 - Unrestricted funds go into University's Greatest Needs
 - Student Emergency Funds (e.g., pantry, mental health)
 - Helping students to graduate
 - Mostly directed to assist students

BREAK

Campus and College Updates

Marjorie, School of Business

- Finance students will be presenting Financial Literacy Day - nationwide event
- Joseph Mace has won \$5k and matched \$5k from impressed investors in competition for venture capital
- School of Business is celebrating 53rd birthday as a college/school
- Society for Advancement of Management (SAM) had meeting on campus...won chapter award
- Recognizing 2 distinguished alumni for success in business
- New program for Aviation Management in School of Business
- New program in Business Management housed in Marketing

- Sports Management has a master's degree and is now housed in School of Business

Dave, College of Engineering/Computer Sciences

- Starting Industrial and Systems Engineering this fall
- General Engineering available for students as well
- Research in college has increased to \$8-12M
- Renamed Dept of Applied Science to Dept Industrial and Systems Engineering
- Advisory board meeting next Friday, April 15, making major announcements
- New Professorship in Biomedical Engineering after receiving fully-endowed donation
- Awarded \$20k-\$30k in scholarship
- All programs will be re-accredited by 2023
- In support of the Aviation program, created an aerospace concentration

Shaunte Polk/Rashad Sanders Black Alumni

- Awarded scholarships for 2 prestigious awards
- Gearing up for Night of the ?? Graduation ceremony
- Working on policies/procedures/by-laws for Black alumni
- Election coming up this fall
- Meeting in summer in preparation for Homecoming

Rashad, Black Alumni

- Excited for the direction of Black Alumni
- Exploring ways to improve awareness of donation processes
- Invited the board to reach out to them with any questions

Committee Breakouts

Foundation Reorganization

- Matt Hayes is no longer employed by the Foundation
- The Foundation will continue to provide support to the Alumni Association Board
- Ron will keep us informed of the steps that will be taken this summer
- Hope to have someone in place for Director of Alumni Relations / Director of MUAA by fall

Feon Smith-Branch, Adult and Continuing Education

College of Ed and Prof Dev

- List of distinguished alumni for recognitions/achievements
- List of student recognitions

September Meeting Minutes reviewed/approved

- Max motion
- Jimmy seconded

Brad Smith, Marshall President

- Marshall Vision - to inspire learning and creativity that ignites your mind, nurtures the spirit, and fulfills the promise of the future
- Marshall for EVERYONE
 - Prosperity platform that accepts people where they are and helps them get where they want to be
 - RCBI - 75 apprenticeships that help with workforce credentials, not necessarily 4-year degrees
- Marshall for EVER
 - Joan C. Edwards School of Medicine
 - Accept students with lower MCAT scores than other schools
 - Grads are now outperforming others and serve in our rural areas
 - Pride of Marshall when we extend these kinds of opportunities and yield these kinds of rewards

What surprises—good/bad—that you weren’t anticipating?

- Good - first week, snowstorms hit during move-in day, staff/faculty came to stay in residential halls to shovel snow/melt ice when students/families arrived on campus
- Bad (opportunity) - previous experience was with orgs that were 1:many. This is 1 student, 1 faculty, 1 donor, 1 legislator at a time...everything they say is important and there is a lot of them...how do I stay accessible and take steps to move us forward?

During your tenure, genie grants you any wish, what do you want Marshall to be known for?

- We're going to define it together
- Known for who we accept, not who we deny - accessibility
- No person graduates with student loan debt - affordability
- Distinctive in 3-5 ways...we know you're the school that...
 - Autism support/program
 - Nursing
 - Educators
- In summary: Destination of choice for anyone who has a dream, graduate without loan debt, and 3-5 distinctions
- And we got to get better at storytelling - we have a great story to tell

Update/vision on Athletics

- Strong demand when searching for our next director
- Wanted to look for someone who has been to the next chapter
- Deep reverence for who we are and capability of seeing who we can be
- The new director and President Smith have an accountability model for WHEN-WIN
 - WHEN President provides xyz, Director brings a WINning season

Financial Report, Kasey Stevens

- 23 board members have donated since 7/2021 (68% participation rate)
- \$24k in endowment
- \$161 in spendable amount - calculated as the market value over 12 quarters and then, 4% of that market value ??

Nomination Committee, Steve Wellman

- Irv motion to accept slate of candidates
- Robert seconded

- Ben, Bruce, Lester as new members of Nomination Committee
- Reeves motion
- Melissa seconded

Alumni Staff Report

- Commencement 4/30
- June 20-24
 - 45 different service opportunities
 - 2-hour blocks of time
 - Registration to open in the upcoming weeks
- Marshall Rises Celebration 8/26
- Homecoming 10/29

Nomination Committee, Steve Wellman

- Approve to accept slate of candidates for MUAA board
 - Max motion
 - Bruce seconded

Committee Goals / Reports:

Committee A -

- Chapters -
 - Update Chapters handbook
 - Invite Chapters committee to quarterly Chapters President meetings
 - List of alternative activities (other than game watching events) for Chapters
 - Look at online presence of Chapters...FB groups vs pages, etc.
 - Should probably consider Consistency vs Uniformity
 - Encourage MUAA Board members to visit Chapters events
 - Review welcoming presence of Chapters at their events
 - Encourage Chapters committee presence at away games - mobilize board members
 - Collect Marshall-affiliated businesses for database to share with alumni (for traveling)
 - Consider adding Chapters Events in MUAA newsletter
- Technology -
 - Asked to look at mentoring program/opportunities
 - Reach out to Career Services for current infrastructure
 - Review other alumni pages/websites??
 - Idea for Welcoming Table at athletic events/football game
 - To reflect hospitality and presence

- Events -
 - Change operational process, not by-laws, for how alumni awards are voted/selected
 - Food/Drink Tour on Friday before Homecoming
 - Thundering Herd StamFEED as an initial option for the event name
 - Various rates for individuals, couples, college seniors, sponsorships
 - Portion of ticket goes to MUAA for membership
 - Another idea for event - Cook-off / Food Fest with rivals, etc. New Conference

Committee B -

- By-Laws -
 - Review/update by-laws for election process (reduce time lapse between nominations and election)
 - Change operational process, not by-laws, for how alumni awards are voted/selected
- Memberships -
 - Expanding membership
 - We have support from Foundation
 - Belief that we need support from Big Green
 - Feels like there is competition with them vs. MUAA
 - Should understand what Big Green is/does?
 - How does that align/conflict with MUAA?
 - Where are the opportunities for alignment/partnerships?
 - Where do things need to stay separate?
 - What's the value prop of MUAA?
 - Contact information from parents for inquiring HS students may be an idea to explore
 - Data collected from Countdown to Commencement about joining MUAA helps us understand motivations to donate/join MUAA

Irv motion to dismiss meeting

Jimmy seconded

Summer Board Meeting - Saturday, July 23

Homecoming Board Meeting - Friday, October 28