



# **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 forEVER
  - 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
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- 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