



Marshall University Alumni Association

Board of Directors

Meeting Minutes

February 10, 2022

MUAA Board Meeting

AGENDA

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Microsoft Teams Virtual Meeting @ 5:30 PM

Call to Order & Welcome

Mikala Shremshock, MUAA President

MUAA General Business

Attendance & Minutes Review – David Collins

Treasurer's Report – Mendy Aluise

- \$24,279 in the fund. 3,000 more dollars. Expendable amt is \$161.
- Board participation for this year is 60% at this point.
- Matt- many board members are contributing monthly including ones no longer on the board.

Dr. Ron Area:

How does the foundation find its major prospects?

- 10 development officers – each have 70 – 190 prospects.
- We use Blackbot – run all alumni through Blackbot. They identify pockets of wealth.
- Then, they review them in-house as part of the screening process; looking for those who can make a \$25K donation or more.
- 20% of those are willing to visit. It usually takes 22-24 months. 5-7 contacts.
- We have 2100 major donor prospects.
- 1/3 are donors that have never given before – brand new donors.
- We are wrapping up the Marshall rises campaign soon.
- We are most likely to have a new campaign 3-5 years down the road.
- Foundation board thinks that we need more development officers, but it takes a lot of training.
- 70% of major donors are contributors to athletics, so we have to be careful about that.
- Looking at corporate matching programs & foundations.
- Few donations are unrestricted.

Committee A Reports – Janie McDaniel

- Chapters chaired by Barbara White:
 - Major event in Charlotte – in holding pattern with that one.
- Events chaired by Reeves Kirtner:
 - There will not be an election for this year's Alumni Awards -- we are carrying everything from 2020 to this Spring to make it fair and equitable to all of the 2020 winners. Let's let them all have their moment in the sun...
 - MUAA Dinner -- Saturday April 9 at Foundation Hall. Tentatively 6p Reception. 7pm Dinner.
 - Recruiting 6-8 board members to volunteer at the dinner — to help with registration, greeting people, etc.
 - All board members are encouraged to attend and enjoy for FREE.
 - The events committee will discuss and vote on the Chapter awards and scholarship recipients and we are going to carry over all of the main award winners from 2020 to 202
- Technology chaired by Irv Johnson:
 - Marshall Day at the capital was a great day.
 - We will start using Sign-up Genius.
 - Kasey sending a link to Sign-up for a fake opportunity. Sign-up with fake name for practice.
 - We will use for awards banquet volunteers.

Committee B Reports – Jimmy Black

- Membership chaired by Misty Ferguson:
 - Meeting last month. Discussed the definition of a donor.
 - Discussed who we are trying to attract.
 - Trying to make donating easier to make.
 - A newsletter for Alumni outside of the tri-state.
 - Bruce Freeman mentioned letting senior citizens or alumni audit classes.
- By-laws chaired by Steve Wellman
 - Nominations for board – thank you for submitting.
 - We have a full slate. Nominating Committee will review on Monday.
 - Voting dates for new alumni - starting the 16th – March 2nd.

Alumni Staff Report – Matt Hayes, Larry Crum, Kasey Stevens

Matt:

- Marshall Day at the Capital was great in person this year.
- Countdown to commencement – helping grads to get ready for graduating. Establish contact information – March 10th

- Alumni dinner is April 9th.
- Commencement is April 30th.
- 144,000 emails. Open rate is 21% - well above industry average.
- Social Media – Facebook – 2100 new followers.
- In February – focusing on black history month featuring cool stories.
- MU love story – share those stories.
- Partnerships - \$200 coming from Augeo.
- School of Pharmacy – building partnerships; trying to cultivate those relationships.
- Working on meaningful internships.
- RSVP – alumni@marshall.edu for dinner.
- Hotel block for alumni weekend – have 2 local hotels that we are working with. Delta downtown, Delta Barboursville, Double Tree.

Kasey:

- Ambassador program – student ambassador for this fall to help with events.
- This is all student led. We had a strong programs, but COVID hurt it.
- Philadelphia Chapter – Kurt is leading the new chapter.
- Charleston SC – going to a baseball game.
- Charlotte Hornets – March 5th – Marshall night with Hornets playing the Spurs.
- Columbus – March 8th – Brad Smith meeting at Easton Hilton. 11th Blue Jackets game. Dean Bookwalter will be at that game.

Upcoming Dates:

- MU Capitol Day – Feb 8
- Alumni Weekend – April 8-9
- Most likely board meeting on Friday

Attendees: Harra, Hicks, McDaniel, Freeman, Black, Collins, Shremshock, Walker, Johnson, Blatt, Green, Aluise, Morrison, Ferguson, Profitt, Branch-Smith, Ferrari, Bailey, Green, Workman, Douglass, Hicks B, White, Huff, Hicks L, Lederer, Jackson,