



**Minutes**  
**MUAA General Board Meeting**  
**September 9, 2021**

**Call to Order & Welcome**

Mikala Shremshock, MUAA President

**MUAA General Business**

Minutes Review – David Collins

- Minutes from August board meeting have been posted.

Treasurer's Report – Mendy Aluise

- Mikala promotes contributing to the endowment fund
- Helpful if you sign-up for monthly withdrawals; MU gets full amount.

**Committee A Updates – Jane McDaniel**

Chapters chaired by Barbara White:

- Licensing – the Chapters need to go through the approved vendors; keep brand consistent.
- Most chapters have game watching parties, except chapters with older members. Coalfields Chapter – had parade to raise \$\$ for scholarships.
- Listing of Marshall affiliated businesses in the works.

Events chaired by Reeves Kirtner:

- Annette Green to help parade judging
- Jill Jackson – picnic on the plaza – 5 volunteers
- Multiple people have volunteered
- No physical office judging
- Virtual office judging
- MUAA Alumni tailgate is free to board members, but let Larry Crum know that you are attending.

Technology chaired by Irv Johnson:

- Focused on maintaining on what we have. We are doing well on Teams. Let's all be helpful and share what needs to be tweaked. Share if you see anything on another university web site that could be helpful. Looking at Portal – simply affordable insurance.com.
- Mikala – has committee looked at LinkedIn and the Analytics that we could get? Annette Green is willing to help. Austin is also willing to see what his firm knows re: LinkedIn.

**Committee B Updates – Jimmy Black:**

Membership chaired by Misty Ferguson

- No updates; meeting next Thursday

By-Laws Committee chaired by Steve Wellman

- No updates

**New Business**

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

Matt:

- President Search – over 100 candidates in the pool; dozens of interviews offsite to protect the candidates; Oct 11 – 3-5 candidates; Alumni, faculty & staff to interview.
- Marshall Rises – amt raised to date = \$164 Million – 108% of goal! We might end at 120% of goal.
- There are some funds to apply to the baseball stadium. Plans are being redrawn.
- This money will take us to new heights.
- 1/3 of gifts from first time donors.
- Scholarship support is up 44% -- 500 additional students on scholarships

Larry – Events & Media

- Events in the coming month to celebrate Marshall's success.
- Homecoming – only 3 weeks away.
- Virtual events including President Gilbert.
- Parade is Thursday – there will be a live feed of the parade.
- Picnic on the Plaza – several students groups will participate this year; Alumni table will be present as well.
- 5K Run – Open registration at 8am.
- Alumni Tailgate – nice big tent to host people; being close the stadium will help.
- Office Judging – virtual this year to avoid COVID.
- Media – 144,801 emails sent with 14% open rate.
- August – solid but not spectacular; Almost 12,000 followers on Facebooks; Day -to day interaction is increasing.

Kasey:

- One of the Herd podcasts has over 1,028 downloads.
- Cincinnati/Northern Kentucky Chapter is focused upon growing endowment. Looking for a home for game watching parties.
- Columbus Chapter is planning a Bluejackets game.
- Chapter development focus - Chicago, Phoenix and Akron.
- Partner with Woodlands for homecoming.
- Potential sponsors- Ohio Valley Bank & WV Lottery.

**Wrap-Up Items:**

- Homecoming – October 9
- Fall meeting – September 30

- 2-hour meeting 5:30 – 7:30pm – Ron Area and Dr. Gilbert
- Missy Morrison: Huntington Community Outreach – November - Vanity Fair & Harmony House cook out with people have been newly housed, coat drive & Herd for the Homeless.

**Round Robin – Questions & Remarks**

**Adjournment**

**Next meeting Sept 30, 2021 5:30-7:30pm ET via MS Teams.**

**Attendance:** Profitt, Black, Hayes, Woodrum, Crum, Hicks, Stevens, Kirtner, Ferguson, Hammick, Hammond, Jackson, Lederer, McDaniel, Blatt, Morrison, Collins, Green, Austin, White, Huff, Ambridge, Harrah, Walker, Johnson, Kemp, Shremshock, Smith-Branch, Ferrari & Workman