



Marshall University Alumni Association Fall Board Meeting Minutes November 4, 2021

Call to Order & Welcome

Mikala Shremshock, MUAA President

MUAA General Business

Minutes Review & Approval – Dave Collins

Treasurer's Report – Mendy Aluise

- Update to be posted soon.
- First day of giving – raised \$74K. Excited about success for next year.

Committee A Goals & Reports – Jane McDaniel

Chapters chaired by Barbara White:

- No Updates from Barbara.

Events chaired by Reeves Kirtner

- Pleased with Homecoming events. Everything felt like a normal year.

Technology chaired by Irv Johnson

- Committee submitted the following LinkedIn Recommendations:

1. MUAA staff – contact every office at Marshall that posts to LinkedIn (Office of Communications, College of Business, Career Education, School of Medicine, School of Pharmacy, RCBI etc) and ask them to post directly to the MUAA page. Currently, individuals have been reposting every MU post to the site, but they could easily be missing some posts. We believe it will look better if the account posting is a university account and not just individuals reposting.
2. MUAA should post the Sons & Daughters Newsletter on the MUAA page. Any other post by the MUAA should also go directly on the page
3. Promote the MUAA LinkedIn page in the next edition of the Sons & Daughters and ask alumni to join and post.
4. Set up MUAA Chapters Alumni Pages on LinkedIn – may help local member recruiting
5. Put a link to the MUAA website on the MUAA page
6. Selectively post many of MUAA's Facebook page posts (events, athletics, campus shots, historical photos, Homecoming...etc.) on the MUAA LinkedIn page. With social media, more is most of the time better. Create an alumni spotlight or graduates on the move section on the alumni LinkedIn page.
7. Survey MUAA LinkedIn followers as to what they want to see on the page
8. Set a target of 6000 connections to be achieved in the next year (currently 5281)
9. MUAA should post more on the MUAA page. We believe this will create more engagement among current connections and spark new connections. Since LinkedIn is primarily for business social media, engage with the College of Business or possibly The Parthenon to create some unique business content that would only exists on the Alumni page.

10. Since new MU President Brad Smith grew up working in Silicon Valley and has a large presence on social media, we believe it will be especially important to grow all of MU's social media channels. The MUAA LinkedIn page should play a strategic part in the growth of Marshall's digital presence.

Committee B Goals & Reports – Jimmy Black

Membership chaired by Misty Ferguson

- No reports at this time.
- Upcoming meeting next week with more to report next month.

By-Laws chaired by Steve Wellman

- No reports at this time.

New Business

Homecoming review:

- Very successful. Good to see many of the board members.
- Thanks to board member who helped.

December Commencement:

- Live this year in Mountain Health Area with virtual speakers.

MU at the Capital:

- Will happen in January.

Alumni Weekend

Awards status

- Rolling over awards from 2020 to 2022

Board Member nominations

- Self-nominations are welcome
- Nominations will due in early January.
- Herd Alum has link to PDF that should be filled out.
- Make sure nominations get to Matt.
- Paper nominations please route to Matt or put it in the online system.
- <https://www.herdalum.com/muua-board-2/2021-2022-board-member-nomination-form>
- Please make sure you nominate excellent people.
- January 7th will be deadline for submitting nominations.

Alumni Staff Report – Matt Hayes, Larry Crum

Larry:

- Thank you to board members for help.
- 600 people at tailgate tent.
- Partnership with Woodlands.
- Parade was successful – 70 entries.
- Largest bonfires ever.
- 100+ people in 5-k run.
- Countdown to commencement – attendance was down, but many joined the Alumni Association.

- 1st Gen Student week – many students are their first generation to go to college; up to 50% are first gen college students. Working to provide them resources to be successful. Building an honors society. Our new president is one of them.
- Awards banquet is April 9th. Alys Smith is one of the winners.
- 200,000 Sons & Daughters emails sent. 15,000 openings
- POD Cas – 11,000 downloads. All continents around the world except 2.

Kasey:

- Martinsburg Chapter – just getting started. Having monthly meetings since September. On Nov 13th, they are having a game watching party. About 1,100 alums in that area.
- Chapters – collect hats & gloves for November & December. Donate to their local charities.
- Presidential Chapter tour – President Smith would like to visit alumni around the country.

Matt:

Sponsorships

- Woodlands Retirement Community – tailgate sponsor for next 2 years.
- Working with Jim Woodrum to broaden our partnerships.
- Augeo – Good response in Sept. 74 quotes produced 2 new policies. We get 50% of the policy. Simply affordable insurance.com/marshall.
- So much going on with new President and new athletic conference.

Campus Updates:

Alyssa Parks – Student Government

- Thanked Matt for help with homecoming events.
- Worked on Presidential search.
- Provost search is next.
- SGA working on crisis relief program
- Watched We are Marshall with 1971 team the afternoon before the game.

Round Robin – Questions & Remarks

Adjournment

Next meeting December 9, 2021, 5:30-6:30pm ET via MS Teams.

Attendees: Wellman, Black, Freeman, Shremshock, Woodrum, Morrison, McDaniel, Johnson, Lester Hicks, Green, Jackson, McInerney, Blatt, Parks, Reeves, Walker, Kemp, Shremshock, Smith-Branch, Ferrari, Bailey, Trey Hicks, Collins, Aluise, Workman, Hammond, Sanders, Brian Hicks, Griffiths, Douglas, Profitt Fisher, Hayes, Crum, Stevens