

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, April 8, 2021**

I. Call to Order & Welcome

President Mikala Shremshock called the meeting to order at 5:30 pm.

II. Invited Speakers

- Steve Williams, Mayor City of Huntington
 - Huntington is celebrating 150th anniversary of founding; this year has given us pause to reflect where we have been, where we are and where we are going; Marshall was already here when Huntington was founded, so Huntington has developed around Marshall, and this continues today. "Marshall is the heartbeat of Huntington, when there is a problem, more often than not the answer comes from Marshall." Most proud of the fact that the stress throughout the country this past year did not happen in Huntington. Huntington tries to guide actions to lead and lift up people. Fiscally healthy; rescue act that was passed one month ago will benefit Huntington directly to help respond to COVID. Huntington is receiving highest amount in WV and has projects in the pipeline to use that money; challenge is living through this unique combination of health crisis, fiscal crisis and racial crisis. Once things open up, 100 acres in middle of city where Marshall is planning to expand is property that will be able to transform the region. Marshall has partnered with City of Huntington to create and expand many projects in Huntington. This is an unbelievably exciting time!
 - Benefits received award in national competition as Best Mid-Sized City in America. We won because we were so bold with our plans; Highlawn, Fairfield and West End were highlighted projects. Learned we can stand shoulder-to-shoulder with any city in the country.
 - Ron Area reminded us that the leverage of the success of the city has helped encourage financial investment in Marshall. Mikala Shremshock mentioned about Huntington being identified as a budding retirement community as well, and Mr. Williams expounded on all Huntington is doing to push this initiative. Project Shine in Highlawn area was also discussed, helping residents with renovations of older homes. Will expand to other areas of the city over time.
- Dr. Jerry Gilbert, MU President
 - Could not be with us tonight; he is monitoring the legislative action that is currently under way.
- Dr. Ron Area, MUFI CEO
 - Comprehensive campaign – we have been able to leverage the success of Huntington to launch a campaign of \$150 Mil goal in July 2016. In October 2019, we reached \$109 Mil; as of March 97.6% of goal has been reached. Celebration planned when goal is met. Key successes: 500 new scholarships; 44% increase in scholarship support; added over \$40 mil in new scholarship endowments. Will launch new initiatives such as faculty endowments, research projects, etc.

moving forward. Activity of alumni office compliments these initiatives. Future looks bright!

- Isabella Griffiths, MU SGA Liaison
 - Last meeting with us as SGA Liaison; advisory council of students in January met to discuss college funding which has been difficult this year. University Technology Advisory committee formed and met with high school students around the state. Vaccinations on campus have opened up. Campus thrift store and Food book drive. 2021-2022 campaigns were held and new president is Alissa Parks; Isabella will be vice-president.
- Dr. Satar – Chair of College of Engineering and Computer Sciences
 - Engineering areas are doing well. Lots of offerings for students; came out of pandemic stronger than before. Accreditation visit planned for fall for all engineering programs.
- Dr. Marjorie McInerney – College of Business
 - Digital Sales Center and Executive Education Center new to the college; Innovation Center went through entrepreneurship competition; Marshall team will be representing at state competition. Currently working on business plan for Childcare App. Dr. McInerney has been awarded Distinguished Service Award for Marshall University this year.
- Dr. Crystal Vance – School of Medicine
 - Graduation, April 30; Standing Out in Our Field, August 28
- Shante Polk - MUBA
 - Lots of activities going on; more things on social media, MUBA spotlight on Facebook; looking forward to seeing everyone in the fall.

III. MUAA General Business

- Minutes Review
 - Janie McDaniel: March minutes are available on the Herd Alum website: <https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report – Mendy Aluise
 - January Financial statements available on HerdAlum.com
 - Endowment and Activities Fund – now have 73% of Board participation. 90% participation for Board members who have been on the board longest. Have surpassed our goal for the year. Matt thanked all contributors, especially those who have set up recurring donations. Fund expected to earn \$1000 in interest over the next year; encouraged all to contribute.

III. Committee Reports

- Committee A: Jessica Wintz – Adams
 - Chapter Committee – Barbara White, chair
 - Chapters have been given green light to start meeting; starting to grow a lot of new chapters; 7-8 new chapters; chapter presidents want to help with membership growth at home and away games.

- Technology Committee – Irv Johnson, chair
 - No report
- Events Committee – Reeves Kirtner
 - No report
- Committee B: Jimmy Black
 - Bylaws Committee – Steve Wellman, chair
 - No updates
 - Membership – Misty Ferguson, Chair
 - Collaborating with chapters; “What is our why?” – new initiative to submit any ideas for why alumni should consider joining the alumni association and/or the board. Send any responses to Misty and let her know if you would like to be a contact person.
- Review of voting results and vote on elected slate.
 - Motion was made and seconded to approve the Board of Directors FY21 Election Results. Motion carried. Ten new elected members will start in July 2021. Anyone who ran and were not elected is encouraged to participate in alumni activities.

IV. New Business

- Alumni Staff Report
 - Larry Crum
 - Starting to see light at the end of the tunnel as far as things opening up. Virtual Awards Month in April – look back at past banquets; Marshall Award Day is Wednesday, April 14; MUAA Board encouraged to attend virtually via social media.
 - Green & White Spring Game – Saturday, April 17
 - Homecoming: not official but tentatively hoping for October 9th. Please do NOT share; keep under-wraps until we get definitive approval; Missy Morrison announced that The Landing will be available for housing options during Homecoming.
 - Media: (see statistics on Monthly PowerPoint); now have 70,000 contacts after working to increase contacts; working on two new podcasts from MUAA; Social media stats (see Monthly PowerPoint). Up to 11,000 followers on Facebook.
 - Kasey Stevens
 - Chapter Highlight this month is Myrtle Beach Chapter; working on starting chapter in Eastern Panhandle; updated chapter handbook coming soon; let Kasey know if you have any suggestions for member highlights
 - Stephanie Snyder (Albany Chapter) organizing get-together at Saratoga Racetrack.
 - Donna Brumfield (Cincinnati Chapter) Coaches and Golf Tour planned for this summer as well.

- Partnerships (see Monthly PowerPoint); insurance option is a 50/50 split, so provides us with more revenue
- Matt Hayes
 - Alumni staff is heavily involved with ongoing funding campaign; discussion under way in legislature about possible \$10 mil cut in funding; creates major concern; lots of options being considered; success of comprehensive campaign is critical. Currently looking for activities that we can incorporate into schedule to promote campaign and help make a difference in this financial crisis.
 - MUAA Chapter of the Year – Mid-Ohio Valley Alumni Chapter and Laurie Martin were selected. Laurie talked about all the activities of the chapter and what they hope to do moving forward. Matt gave Laurie kudos for all she has done for the chapter.
- Virtual Alumni Weekend plans: events and activities will be uploaded to social media and HerdAlum.com. Next year's alumni weekend is April 9, 2022.
- Graduation: In-person May 1, 2021. Jimmy Black will be speaking for the MUAA.
- Summer meeting discussion: virtual meeting will be determined and shared. May include an on-campus dinner for those that are interested. Will be sometime in July.
- Events calendar on website: <https://www.marshall.edu/calendar/>

VI. **Closing**

- Next Meeting: Thursday, May 13, 2021 5:30 pm.
- Meeting was adjourned at 7:15 pm

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Aluise, Mendy	Johnson, Irv	Harrah, Joyce
Baldwin, Jordan	Kirtner, Reeves	McInerney, Margie
Black, Jimmy	Lederer, Max	Polk, Shaunte
Blatt, Melissa	McDaniel, Janie	Vance, Crystal
Collins, David	Morrison, Missy	Zatar, Wael
Davis, Gail	Rice, Akia	Chapter Representatives:
Ferguson, Misty	Schneider, Michael	Self, Joe
Fisher, Chad	Shremshock, Mikala	White, Barbara
Freeman, Bruce	Wellman, Steve	MUAA Staff:
Green, Annette	Woodrum, Jim	Hayes, Matt
Hammond, Alyssa	Representatives:	Crum, Larry
Huff, Brandon	Griffiths, Isabella	Stevens, Kasey