



MUAA Summer Board Meeting Minutes

July 23, 2022

Memorial Student Center Shawkey Dining Room and Microsoft Teams Virtual Meeting

8:00 AM Meet & Greet, light breakfast & coffee service

8:30 AM Call to Order & Welcome Mikala Shremshock, MUAA President MUAA

General Business

- Minutes Review & Approval – Annette Green
 - Minutes are posted on the website and approved
 - 24 attended July 23, 2022 meeting
- Treasurer's Report – Dave Collins
 - \$28,994.90 is balance, 73% board participation to Fund Alumni Association Events and Activities Fund (Endowment Fund)
 - \$592 available for MUAA to spend to attract new alumni members.

Campus & Foundation Updates

Brad Smith, MU President

- Recent visit to Bluefield: Bluefield State and Concord reps also there.
- Time, talent, and treasure – Community Cares Week Video on YouTube ([link](#)), WV week, 451 Volunteers, 1240 service hours
- Will include the local community, students will decide where to work in the community
- Updates:
 - Build and strengthen our team
 - Provost, New athletic director (Christian Spears), Head of Student Affairs, and one other.
 - Update on 100 Day Listening Tour
 - Interviewed 18 presidents of universities
 - Five Key Ideas: Enrollment, Helpful to new students, pricing to make college affordable, Marketing, Working on the vision and strategy of the future? (Big Five)
 - Video – Marketing
- Alumni Help
 - Student engagement – mentoring, internship, those that live before they ask (volunteer within your own community as Marshall)
- Marshall for All, Marshall Forever

Christian Spears, MU Athletic Director

Baseball stadium – break ground in October and ready to use in 15 months.

Dr. Ron Area, MUFI CEO, Joe Allwood - Marshall Rises

- \$1.77M has been raised so far, > 50K gifts, 1/3 of donors were first time donors
 - Scholarships awards are up
- Looking for an Executive Director who will be very involved with:
 - The alumni association.
 - Develop chapters
 - Increase sponsorship by companies to sponsor events
 - University and student engagement
- Pam Nibert discussed more steps in place to identify an Executive Director
 - Currently have 17 applicants
 - Posted on LinkedIn
 - Champaign Celebration

Other Campus and College updates

Campus Update – Shante Polk

- New Intercultural Center in East Hall – Shante is the first director of the Center.
- Will accept donations for students
- Would like alumni to talk to the students, especially about job opportunities.

Black Alumni – Shante Polk

- Election year
- Working on the functions that will take place at Homecoming

Technology Committee – Irv Johnson (not in attendance)

Mikala noted that during this meeting there is a focus on changes at the Foundation and integration with MUAA.

Action Item:

- Committee reps should reach out to Joe Allwood and Larry Crum to be sure the committee is involved with testing the new website.
- Try to find an alumni gamer that wants to help with our Discord channel

Chapters Committee – Barbara White

- Constituency Groups that share a common interest – Mikala, i.e Physical Therapy, virtual generational chats,
- Chapters are asking for help
 - Need to increase membership
 - Get people engaged
 - Perhaps multiple types of social media to reach alumni
 - Countdown to Graduation provides alumni chapter information in the area where the students are planning to go.
 - Chapters should ask for new e-mail list annually
 - Newsletter and Website – helpful information
 - Combined Foundation and Alumni website – Chapter Development will be part of the new website. “Find your Herd, find your home”.
 - Alumni office can help the chapters

Membership Committee Goals Discussion Misty Ferguson

- Ways and reasons to be an active alumnus
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- New Board Members: Jordan, Donna Harbor, Larry

12:00 – 1:30 PM Lunch – small groups on your own

2:00 PM – 4:00 PM Campus Tours – Athletic Complex, Rec Center Adjournment

Upcoming Dates

- Homecoming – Oct 28-29 Alumni Weekend –
- Next virtual meeting August 11, 2022, 5:30-6:30 PM ET via MS Teams
- March 31-April 1, 2023