

**Marshall University Alumni Association
Board of Directors Meeting Minutes
Thursday, October 15, 2020**

I. Call to Order & Welcome

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

II. Guest Speakers

Dr. Jerry Gilbert, MU President

Currently MU Football games are 3-0, and we are ranked 26th. Grant Wells, freshman QB from Charleston, is doing an awesome job! COVID testing going well, and we are testing about 140 per day with a 2% positivity rate. Be sure to tune in during Homecoming week for the Social Hour with President Gilbert (<https://www.facebook.com/mualumni>) Tuesday evening, October 20, at 7 pm. Allen Meadows will be the Grand Marshall of the Virtual homecoming parade on Thursday, October 22, at 7 pm. We will be doing some virtual open house events for MU since we cannot go into the high schools. Marshall is rolling out several early assurance programs, admissions opportunities for graduate schools. Pharmacy school will be accepting early assurance students as freshmen, School of Medicine as juniors, with intent to attract students and bring enhancement to MU graduate programs. Planning for new aviation programs is currently underway; one flight program being developed as well in conjunction with Mountwest Community College. In a multistate competition, Marshall will partner with WVU to develop the WV Virgin hyperloop program, which will encompass 800 acres in Tucker/Grant counties; this program will bring revenue and jobs to WV and Marshall is honored to be a part of it. There have been several social justice initiatives on campus, including two discussion groups on the social justice book, Just Mercy. For the 50th anniversary of the MU plane crash, there are 75 on banners around campus memorializing those who died in the crash. The Fountain Ceremony will be at 9 am on 11/14, however, only speakers or family members will be in attendance on plaza; overflow seating in green space beyond plaza. In addition the movie, We are Marshall, will be shown round the clock (with no soundtrack) and there will be a rededication of MU Football Memorial, which will be relocated next to rec center on campus. On Friday of that week, there will be a posthumous ceremony to present diplomas to those who were killed in plane crash. Spring 2021 will be like fall of 2020, but will be starting a week later. There will be a limited number of students on campus (freshman and grad students will have face-to-face lectures, with all labs being face-to-face. Will continue to test 10% of students on campus. Winter commencement will be virtual in December.

Questions:

How is COVID going on campus? Seems to be going better than most campuses; most cases are non-football athletes; students are committed to "doing the right thing". Have quarantine facility in Holderby for students who are exposed.

How are enrollment rates? A much higher loss was anticipated than was experienced. Only about 9% decline. Revenues are down about \$10 million due to increase in expenses for additional equipment and also for decreased tuition. Optimistic about plans for next fall.

Recruitment? Huntington has been named best place to retire by Forbes magazine. Can we use that in our recruiting? MU is working to recruit businesses to Huntington through outreach, especially with this info and location to the mountains.

Dr. Ron Area, MUFI CEO and Joe Allwood, MUFI COO

Team has reached out to more than 700 businesses and individuals they have never been in contact with before, people who can give \$25,000 or more. 50% of recent donors are first time major gift donors; Have had an easier time recruiting donors with COVID. People are very receptive to planned giving (estate gifts, etc) and they raised \$4.1 million in October. Largest gift so far was \$1.43 million. Working with MUAA, MUFI has been able to uncover 40,000 more contacts than they have had in the past. \$124 million for Marshall Rises to date. Expect to be over the top by this time next year (\$150 million is goal). For last fiscal year, 5.4 million to financial aid; total amount transferred was in excess of \$10.6 million. Visualization of building on 4th avenue for business building and revitalized business district in conjunction with city of Huntington. Expect to break ground in 2021. Baseball stadium – bids came back high; will relook and rebid in November. Need everyone to step up – resources needed for business building and baseball stadium are significant (approx. \$60 million).

Brittany Hively, Parthenon Managing Editor and Meg Keller, Life Editor

Doug Harding is executive editor; short-staffed this semester; editors come to campus twice/week. Only 6 active reporters, but everyone working hard. Have had a hard time contacting people – has been a huge challenge; not as much for reporters to cover. Have been really impressed with reporters and how hard they are working. Due to small campus, difficult to go out to campus to get stories, but doing what they can via email. Have had a lot of political and voting stories, campus events, alumni stories, great sports coverage. Highlight services on campus that are available to students. Reporters are digging deep to report on resources available to students on campus, such as counseling services. Some stories showing 600+ reads per week! Very excited about results. If interested in being spotlighted as Marshall Alumni, contact Brittany Hively at parthenon@marshall.edu.

Harold Sanders, MUBA President

Bourbon and Halloween 5 pm this Friday; meet the MUBA alums on Monday. Other activities also being highlighted for Homecoming week. See all planned activities at: <https://muba-alumni.com/homecoming>. Annual business meeting on Saturday, and “Dancing through the Decades”, virtual DJ dance on Saturday; memorial service on Sunday for members lost. Working on a mentorship program which will encourage students to connect with MUBA. Will be link on website for anyone who is interested in being a mentor.

SGA Liaison – Isabella Griffith

Liaison with Alumni and Student Government. Started monthly newsletter with activities and announcements - check Board shared drive if you have not received. Food pantry has become virtual; Anna and Kyle sent survey to students to see how virtual semester was going – seeing positive results. Biggest concern was technology; secured \$20,000 to get technology services for students who are struggling.

Crystal Vance, SOM Representative

Crystal is the Assistant Director of SOM. SOM online auction last month was very successful. Virtual reunion November 6 for SOM classes.

Margie McInerney, COB Representative

New College of Business building – site still being determined. Meeting with architect soon to determine plans. Excited about “tiered classroom” with monitors on side walls to allow students to be part of the class. Also looking at smaller classrooms for small group sessions. Looking at business classes and will redesign core classes; possible 1.5-hour credits; hoping it will hold attention of students better and be more modern in format. Positive growth in enrollment; very excited about that. Virtual teaching – have switched completely to online classes. Speaker series upcoming.

Gayle Brazeau, SOP Dean

Thrilled at recruiting efforts for class of 2024. Brought 62 new students to program; white coat ceremony this weekend. Doing synchronous classes; building is open for students to study; looking for MU Pharmacy School alumni ambassador. If interested, contact Gayle Brazeau and/or the School of Pharmacy. School of Pharmacy is promoting flu shots this fall with banners and promotional activities.

III. MUAA General Business

- Minutes Review – Janie McDaniel
 - July minutes are available on the Herd Alum website:
<https://www.herdalum.com/monthly-board-calls>
 - Motion was made and seconded to approve minutes of the July meeting.
Motion carried.
- Treasurer’s Report – Mendy Aluise
 - Financial report will be on herdalum.com tomorrow
 - Hit our \$15,000 endowment fund goal back in July; goal for this year is \$3672.
Are 52% to goal to date. Second goal to have 100% Board participation; currently at 37% with 11 out of 30 Board members participating to date. Pledge sheet sent to Board members last week. Let Mikala know if you did not receive pledge sheet via email.

IV. Committee Reports

- Jessica Wintz-Adams
 - Chapter Committee – Barbara White, chair
 - Quarterly call in September. No in-person chapter meetings due to COVID
 - Technology Committee – Irv Johnson, chair
 - Providing assistance with Marshall Virtual Homecoming
 - Also looking at ways to keep alumni connected on LinkedIn
 - Events Committee – Reeves Kirtner
 - Homecoming – encouraging all members to share any Homecoming activities on social media
 - Working to get judges for virtual parade
 - Events committee asked for feedback on whether committee should narrow down nominees for annual awards and then let Board members vote on them.

- Jimmy Black
 - Bylaws Committee – Steve Wellman, Chair
 - Have wording to change in by-laws, but not finalized yet. Will come to executive committee who will vote on and bring to Board for final vote.
 - Membership – Misty Ferguson, Chair
 - Photo Collage created by Misty was very well done.
 - Also looking at ways to get more members but will wait until after Homecoming. Thanks to Kasey for demographic information on alumni.
 - Encouraged Board to bring awareness about Alumni Association
- Updates from Mikala:
 - Donna Brumfield with Cincinnati chapter – accomplishments announced.
 - CECS (College of Engineering and Computer Science)
 - Name of college has changed
 - Searching for a new Dean
 - See report in shared drive.

V. New Business

- Alumni Staff Report - Matt Hayes, Kasey Stevens, Larry Crum
 - Congrats to Kasey Stevens for one year of service to MUAA.
 - MUAA Major Events, Chapters, Media and Partnerships
 - See MUAA Presentation in MUAA Monthly Updates on website for more detailed information.
 - See www.HerdAlum.com for schedule of Homecoming 2020 Events
 - Reminder: Events calendar on website: <https://www.marshall.edu/calendar/>
- Losing Nationwide at end of the year. Still looking for replacement – under consideration: Mercer, Incova (former Brick Street), Augeo. Lots of discussion pending during month of November.
- Alumni spotlight media on social media (Facebook)
- Recruitment: Send in nominations for Board candidates to MUAA staff.
- Graduation in December will be virtual as mentioned by President Gilbert.

VI. Closing

- Next Meeting: Thursday, November 12, 2020 at 5:30 pm.
- Next General meeting: April 2021, date TBD; Alumni Weekend, April 10, 2021
- Meeting was adjourned at 7:40 pm

Respectfully submitted,
Janie McDaniel, Secretary

In attendance:

Aluise, Mendy
Black, Jimmy
Blatt, Melissa
Collins, David
Davis, Gail
Ferguson, Misty
Freeman, Bruce
Green, Annette
Hammond, Alyssa
Hicks, Brian
Huff, Brandon
Jackson, Paul
Johnson, Irv
Lederer, Max
McDaniel, Janie
Morrison, Missy
Patrick, Susan
Rice, Akia
Schneider, Michael
Shremshock, Mikala
Wilson, Ted
Wintz-Adams, Jessica
Woodrum, Jim
Workman, Ben
Brazeau, Gayle
Griffith, Isabella
McInerney, Margie
Meadows, Allen
Saunders, Harold
Smith-Branch, Feon
Vance, Crystal
Leeber, Doug
Sandy, Ben
White, Barbara
Hayes, Matt
Crum, Larry
Stevens, Kasey