

**MARSHALL UNIVERSITY ALUMNI ASSOCIATION**  
Executive Committee Minutes  
January 23, 2020



**I. Call to order**

Max called the meeting to order at 5:30 p.m.

**II. January Committee call review**

Max:

Reviewed the dates for discussion of the first round of Awards and the voting. There was good participation for the discussion and committee voting. Good candidates in all categories. Larry listed the winners and that there was one tie resulting in two recipients of the award this year.

Reeves has proposed that the Board discuss during the April 20 meeting a plan to have the committee provide a recommendation of winners and that the whole Board vote next year. Max will include on the agenda for the April meeting.

Brief discussion about alumni weekend and deferred the remainder to Jimmy's report.

**III. Finance committee report (Mendy)**

Financials have not been released yet. The Endowment participation is now at 63% (19 of 30 elected members). The total donations are \$12,300, 82% of the \$15,000 goal. The Executive committee discussed ways to increase participation and get closer to the goal. Mendy will coordinate a message to the 11 members who have not donated with Matt. Larry will include a note encouraging board members to donate to the Endowment as part of their attendance at the Awards banquet (which is no charge to the member and their guest).

**IV. Committee A reports: Membership, Bylaws (Mikala)**

Membership committee met and focused on assigning POCs to the initiatives the committee previously decided to pursue. The leaders of each topic are: Alumni Letter/ E-mail blast – Cathy and Kasey    Hotel Discounts – Toney    Stickers – Alyssa and Kasey    Trip/Experience – Alyssa and Shane

**V. Committee B reports: Chapters, Technology, Events (Jimmy)**

Review Alumni Weekend (Jimmy)

Chapters met in December. Upcoming event includes the Charlotte vs Hornets Game where coach D'Antoni will meet with alumni members prior to the game.

Technology is working on setting up a text meeting/event notification process for chapters.

#### Event

Award Voting status: first round of voting completed with good participation. Further, discussed Reeves proposal to change voting for next year.

#### Volunteer Opportunities

Larry will send out a message to cover the details for volunteers needed for decorations and food tasting. During the event board members are requested to circulate and welcome attendees and introduce themselves and the Alumni Board.

#### Schedule of events

Friday day is the Board meeting. A partnership for a dinner and discussion with members of the theater did not work out. Jimmy will seek out a place locally for the Board to gather for dinner around 5 PM Friday night and then attend the play if they desire at 7:30 PM. More details to come.

Scholarship lunch is at approximately 10:30 on Saturday morning.

Awards banquet starts at 6 PM Saturday night

Lodging options (was not discussed)

#### **VI. Updates from Alumni Office (Matt)**

The contract for herdalum.com maintenance and development with iModules expires June 2020. It costs \$24,000 to \$26,000 annually. Discussions with the University technical team has resulted in the ability to transfer design, operation and maintenance to the University. Significant savings to the alumni Association, better communication with the support team, and likely greater flexibility to make changes in the future. Functionality should remain the same, data will have to be transferred to the new site, and unfortunately registered users will have to reregister. Hopefully a demo will be able to be presented at the board meeting.

Paint the Capital Green is next Thursday January 30<sup>th</sup>. It is always a fun event and others are welcomed to attend. Come and demonstrate school spirit.

Sponsors are desired to help fund the annual Alumni Awards Gala. If everyone has a lead please let the staff know.

Voting for new Board Members closes the end of January. Currently there are only 6 nominations for at least 10 vacancies. Max will ask Barbara to push a notification to Chapter presidents on the Facebook page to seek nominations.

## VII. New Items

Jimmy inquired about the possibility of an auction to raise funds for the endowment. Matt suggested that possibly an online auction might be a good method. Max will include the idea on the April board Agenda.

VIII. Meeting was adjourned at 6: 25 PM