



MUAA Spring Board Meeting Agenda

March 31, 2023

Moses Conference Room (3rd Floor), Brad D. Smith Foundation Hall

519 John Marshall Dr, Huntington, WV

8:30 AM

Meet & Greet, light breakfast & coffee service

9:00 AM

Call to Order & Welcome

Mikala Shremshock, MUAA President

Round Robin for everyone to introduce themselves and provide year graduated and degree.

9:10 AM

Campus & Foundation Updates

Julia Spears, Assistant Provost

- Updates from Online Education and Certification
 - Strategic Enrollment Management Goals
 - How will we grow online programs?
 - Improved Online Programs Marshall.edu/online
 - Online Learning – Made apply button and request information easier to get to. Images and pictures Improved, 43 degree programs at undergrad and grad levels, provided info on how long it will take to complete the program, how much it will cost, when it starts.
 - Need to reimage how to construct and provide entry ways for students.
 - Going live Fall 2023, test version available now
 - Moving into the Ultra Experience system by Fall 2024. Mobile friendly and easy to access.
 - Launch Marshall Skills exchange
 - What are Micro credentials?
 - Marshall Skills Exchange: in-demand knowledge, etc.
 - Credential Approval Workflow Pathway
 - Using the Genius platform that works with Blackboard to be user friendly.
 - Genius is similar to a Market Place
 - Enhancing the Student Experience after receiving feedback from current on-line students
 - HyFlex Pilot because students want flexibility
 - Contact slide
 - Need high-tech microphones, better monitors, and other technology to do this well. Need student production assistants to help with on-line users who are having technical trouble.



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

Chief Executive Officer's Report

- Marshall Rises was successful.
- Marshall for All, Marshall Forever – Priorities Students First
- Addressing the underserved populations.
- Help with the debt problem students now have, 100 students this year.
- Internships, career opportunities, wants students who graduate to have a good job lined up. 2700 students graduate each year.
- Our Role and Impact: individual success, innovative ideas, economic impact (39% is Marshall's numbers and 22% is WVU numbers)
- Enduring Financial Principles
- Our 2037 Goals to Dream Bigger – Joe, 200th anniversary in 2037.

Campus updates

- **Isabella Griffiths & Walker Tatum, SGA – Bella Report:**
 - Walker elected as Student Body president elect.
 - Current Miss Marshall is the VP elect.
 - Partnerships-share resources, students feel empowered and take control of their education.
 - Students only had one year of “normal” college ed, so the partnerships were super important
 - Mochas with the Mayor
 - Dinners with House of Reps
 - How govt impacts campus
 - Search committee participation
 - “If you see it, you can do it.”
- **Walker Tatum's report:**
 - Was on the Wayne County tour, students were super engaged; signing day for academic students and not just sports.
 - Platform points:
 - “Herd Rise”
 - R for Resources
 - I for involvement (especially with alumni)
 - S for safety
 - E for equity
 - Month of service with WVU Student Government
 - Excited about mentorship program launch
 - Student-led initiative to have students involved with the Board of Governors
 - Safety issue on campus—pedestrian safety, a couple of people were struck by cars.
 - Lower speed limits on 5th Ave, 20th Street is pedestrian right-of-way



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- Lack of lighting on campus at night. Can call for a police escort at night if you want. RAD defense classes for young women, people have been assaulted on campus in daylight.
- Campus Carry passed in WV and some students feel unsafe.
- Focus on relationship building with MUPD.
- Better handle on Title IX

Patrick Luikart:

- March 8—Career Expo on campus, over 100 companies participated.
- Court of Appeals came to Playhouse, Judge Thacker went to Marshall and helped organize this

Brad Proffitt—Physical Therapy

- First outstanding alumni award, own hooding ceremony
- Filling next cohort that starts in May (8)/ 40 per cohort but can also take 10% over that
- 11 faculty, most are board-certified, most competitive programs do not have that many board-certified
- Affordable program
- Trying to start some scholarships.
- Couple already finished Ph. D after graduation.
- Various research projects
- Starting an alumni/affinity group

Speakers not at meeting:

Feon Smith-Branch,
Margie McInerney, COB
Keisha Barron-Brown, MUBA

11 – 11:30 AM

Committee Group Breakout 1

11:30 – 12:00 PM

Committee Group Breakout 2

12:00 – 1:00 PM

Lunch – Calamity J Group Lunch upstairs

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1:30 PM

MUAA General Business

Minutes Review & Approval – Annette Green

- Went over October 28, 2022 notes

Treasurer's Report – Dave Collins and Scott Anderson

Discussed managed investments and spend the money prudently. 4% is the goal. We have earned 4%, \$2000 appreciation since the end of January.

Total endowment compared to other institutions our size – will research and provide update later.

\$60M to \$200M, we have earned more than we have taken out.

Trying to stay in touch with alumni and more donors.

13 Gifts this month \$468 28,320.51 total

Nomination Committee – Steve Wellman

Executive nominees

Voting by Secret ballot

Jimmy Black – President

VP 1: Misty, Becca Hayes, Janie – Janie McDaniel

VP 2: Misty, Becca Hayes, Reeves – Reeves Kirtner

Secretary: Misty Ferguson

Treasurer: David Collins

Representatives: Becca Hayes, Jordan Woolridge

Nomination Committee nominees – will take place at May meeting

Voting by open ballot

Max Lederer – proposed the Bylaws chair be a member of the EC committee, put on agenda for July

Alumni Executive Report – Matt James, Executive Director

April 24 first joint event with Big Green in Ashland.

3 – 3:30 PM

Committee A Goals & Reports – Jane McDaniel

Chapters chaired by Barbara White

Events chaired by Reeves Kirtner

Technology chaired by Irv Johnson

More focus on LinkedIn

Have a face-to-face opportunity during next Spring's meeting to help students with their LinkedIn profile.

Also be available to students online.



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Committee B Goals & Reports – Jimmy Black

Membership chaired by Misty Ferguson

By-Laws chaired by Steve Wellman

Upcoming Dates

Alumni Board Event – March 31, 4:45pm

Alumni Awards Banquet – April 1, 6pm

Spring Commencement – April 29

Summer Board Meeting – July TBD

Homecoming – Sept 30

Round Robin – Questions & Remarks

Adjournment

Next meeting May 11, 2023 5:30-6:30pm ET via MS Teams.