



## MUAA Summer Board

## Meeting Agenda

July 29th, 2023

### 8:30 AM

- Meet & Greet, Continental Breakfast

### 9:00 AM

- **Call to Order & Welcome**
  - Jimmy Black, MUAA President
    - Jimmy welcomed everyone and gave housekeeping

### 9:05 AM

- **Campus & Foundation Updates**
  - Ari Aganus, Head Volleyball Coach
    - Have team camp this week. Local high schools are in and new floor is down (Terra-flex)
    - Been here 4 years and just got contract extension for 4 more years.
    - Loves being here and ready to win Sunbelt Conference. Looks to be here in 10 years.
    - Care about students as human beings. Seeing transformation in facilities. Gulickson, looks good. Need to take care of what we have. Put the lipstick on the pig.
    - Kishwaki CC in Illinois, U of North Alabama, became a GA there and then went to assist at Wofford, went to Clemson under Julian Hoover, University of San Francisco to get to know beach volleyball, then went to Grand Canyon University then Marshall.
    - NIL - top 20 programs in country giving lots of money (60k) and super successful, everyone else, more like free housing. Not a big deal right now, but would focus on experience once athletes are getting poached. Not necessarily bills or money, but to make it less stressful for the athletes.
    - New floor in main facility. Practice facility has been painted. Terra-flex lays on top of the current floor. Got new "Big Ass Fans"
    - Camp going on in the rec, as it is hot in the scabs. August 7 report day, august 8 report day.

- How to support other sports/recruitment and approaching new members: No radius, because you never know what students are looking for. Recruit who you know and who you have impacted over your time at a coach in various locations. Lots from Ohio, Ohio volleyball very good. WV is getting better. The portal has made it different. 9 incomers this year - 7 freshmen, KY, AZ, OH. Go to DEI for university (important to support what we are complaining about.) Went to athletes play, alum returned from playing pro overseas and felt like this was home. Team is loud and crazy.
- Jimmy comment - Marcos awards - set event apart was the female athletes. VB was very supportive. What is the roster makeup? - Loudest was Memphis/ wyoming/marshall transfer for 5th year of eligibility. Just hired as director of operations - Letterman's jackets after playing two years, got one. 12 full scholarships (cap in NCAA), roster of 21. No partial scholarships.
- Dave wants to schedule a game in NC.
- On paper, season was not good, so looking to schedule "easy" games that will push you but get you wins to help conference CRI, should be a two-bid league. Going to Southern Utah and Utah Tech this year.
- Paddy at Big Green helps support. How can we tailgate on the tarmac?
- Thurs/Friday/Saturday and football game on Saturday - how to get fans involved? Some players go to other games and are making relationships.
- Brandi Jacobs-Jones, Sr. VP for Operations
  - Overview of Community Cares Week & Comprehensive Master Plan
    - Marshall for All Marshall Forever
    - 100% placement into jobs
    - 150M research
    - \$30k return on investment
    - 10 comprehensive development plan required by state
    - Engagement summary, surveys and feedback and tours
    - 5 decision principles - "one Marshall", safety and security, research,teachingand learning innovation, sense of belonging, stewardship
    - Core campus, fourth avenue, hall beer, athletics, satellite
    - Space optimization, safe circulation, landscape activation, enhancements to each zone, building renewal
    - Scinece building, Smith hall. Holderby and Langley hall being demolished
    - Less lanes on 3rd avenue and 5th avenue fro safer pedestrian passage
    - Highlighting gateways
    - Offer more apartment style housing, reduction in tennis courts - fall 2025

- Marshall plaza is being demolished within 2 months. Institute for Cyber security
- Additional branding and safer passage
- New natatorium, tennis complex, outdoor track and field complex, practice soccer field
- South Charleston and MOVC (Mason County) Update ADA access, parking, signage, etc.
- Community Cares Week
  - 724 volunteers and 1,958 hours of service, 100 staff members, 33 business sponsors, 9 alumni chapters
  - Rock by old main, specs were \$30k, volunteers did it in 2 hours for 1.5k
  - 2024 days are May 21-24th, but may need to switch
- What about taking away lanes of traffic when football games are out? - will have to look at traffic flow differently. Trying for years to get everyone on the same page about 3rd and 5th avenue.
- What is vision for footprint into Huntington? -any property for sale in Huntington, contacts Marshall. Very distinct zones that are focused on. 10 years is 4th avenue innovation district.
- Most excited about team we have now, lower pay, but are amazing and Health Sciences Center coming together
- MUBA Update, Keisha Barron-Brown (President)
  - Took office in January
  - Partnerships solidified
    - MUAA homecoming partners - Tailgate together
    - Continue relationship building
    - How to captivate high school audience? - raise money to have scholarships to attend Marshall
    - MU Black Alumni Hall of Fame
      - Nominations are open
        - Alumni of Marshall, first of a person to do something, proudly wear Marshall University on their sleeve
        - Deadline of August 21, 2023.
        - Hope inaugural group to be between 15-20
- Dr. Ron Area, MUFI CEO & Joe Allwood, MUFI COO
  - It's Ron's birthday. Happy Birthday Ron!
  - A lot going on since Brad's arrival
    - March - Brought in \$6.5M in one day, \$1M, \$1M, \$2M from a \$500k ask - so much going on, need more help
    - Over \$5M in scholarship money when in economy, usually \$2-3M

- Development officers - Know you, like you, trust you, then things start to happen
- Major donors - 2100 relationships
- Hiring two major gift donors, financial staff, etc.
- New magazine that complements Marshall Magazine
- New website, all in one
- New tools to identify donors that are ramping up
- Using AI for the first time to find and prioritize donors
- Crosstraining
- Brandi's work is amazing and team is doing great
- Brad consulting groups that will have solutions that positions Marshall for the future. How to communicate that to donors? -
  - M4all, M4ever
    - Extending possibilities to all
    - Increasing student access, affordability and campus
    - Different underrepresented constituency groups coming back to campus
    - New alumni chapters, bigger than us, bigger than Huntington
    - Mentoring and job networking
      - Working on case statement and feasibility study
        - This fall, report results to MUAA
- Brad - 50% of time to have this happen
  - Cheryl Sandberg - \$50M donation to places in town
    - \$1M unrestricted
- Launch new campaign - more than \$150M
- Enrollment is up in all categories
  - Expanded metro for 100 miles around Huntington
  - Needed 94 new students to make it work, have 140
- In demand curriculum, on demand , lifetime help
- Tiffany - Guidance on how to get more information on how to invest in which scholarships or programs?
  - New website has action items, this is a way for us to fill in the gaps and can guide to what followup is needed.
  - Small donors can build up and they count. It all adds up.
- Pam has good idea, forwarding email updates to board, so they can be more in the know.

9:45 AM

- **Icebreakers & Board Member Intros**
  - Tell a lot about what a person orders
    - Tudors order

- Famous couples, need to find out what's on your back and find your partner, people can't tell you what is on your back
- **MUAA General Business**
  - Minutes Review & Approval – Misty Ferguson
    - Annette - gave for Misty - Meeting in March, upstairs
      - Updates from Julia Spears, Ron, Joe, SGA Presidents (current and upcoming) HERD RISE, Elections outcome, Bylaws chair be exec comm position
      - Jimmy asks for motion to approve minutes - Janie motions, second from Brad Profit - all approve
  - Treasurer's Report – Dave Collins
    - Roughly \$31k - exceed goal from last year
    - Should have about \$1400 to spend
    - Goal for this year? \$35,000 by end of fiscal year?
    - Events and activities Fund - get button on Board page
    - Irv motioned to approve treasurer's report, second by Tiffany - no opposed.
  - Executive Director's Report – Matt James
    - Had State of the University this past week and met with some Annapolis members
    - Athletics Alliance
      - Expanded Partnership
        - Marco's Student Athlete Awards
          - Hope to do every year and open up to the public - revenue-generating event
      - Events Recap
        - Build up chapter events to have bigger names in attendance
        - Coaches Tour
          - Raised over \$10,000 at Cincinnati/No KY chapter
          - Southern Coalfields golf tournament - over 100 golfers, most money raised ever
      - Homecoming Plans
    - Board Breadth
      - MUAA 22/23 Wrap-Up
      - MUAA Board Elections & Summer Plans
        - Refined Onboarding/Training
          - Summer Transition Meeting
        - Committee Structure and Impact
          - Reimagine Membership Deals and Sponsorships
        - Chapters Committee
    - Chapters Cultivations
      - Mar/Apr Calls with President Smith and AD Spears

- Chapter Updates & Events
  - Alumni Chapter Website Overview
    - Community Cares Week hit goals from chapter participation
- New Website
- Summer Stew
  - Bridging the Gap with young Alumni
    - Student Alumni Ambassadors
      - Membership Recruitment
      - TBD Week of Welcome Program
    - Potential New Events
      - Young Alumni Weekend
      - Game-Changers
    - Pre-Commencement Activities
      - Countdown to Commencement
    - MUAA LinkedIn
      - Graduating Seniors & Alumni Chapter Gala
  - Data Input/Contact Reports
    - Prioritizing Alumni Contacts
    - Leveraging Data to Demonstrate Impact
- July 15th Atlanta Chapter met
  - Diverse Group - relaunched group
- Friends and Family legacy group Chapter and Young Thundering Herd
  - Working with Athletics to assist spring fountain ceremony
- Jill - Huntington Alumni Chapter - kicks off Monday at Savannah's
  - 65-75 registered so far, walk-in's expected
- Chapters get seed money to get things off the ground
- Questions - flyer was approved yesterday for homecoming
- Jim - Don't forget Young Thundering Herd (not just 1970 team) along with Legacy team.
- Irv - Board needs to not shy away from the awkward conversations and put them behind us
- If you have friends that are not here, get them here. Worried about attendance.
- New Website Walkthrough – Larry Crum, MUFI Sr. Director of Communications
  - formmarshallu.org
  - Using AI for several different things
  - Separate branding, all one page, all integrated by team
  - Board info
    - We Are.... To Alumni Board
    - Board Member login - password: HerdAlum@formmarshallu
    - Bylaws, Board meeting, Roster, minutes, etc. since 2020.

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- MUAA Landing page - Benefits, Membership, Local Chapters, Featured events, share news
- Alumni Chapters - Landing site for all current chapters
  - Still working on start a chapter page
- Alumni Awards page - link nominate and forms, descriptions of each award, resources for nominators and list of past awardees
- Give Back - Scholarship page, at some point will have complete collection of scholarships and descriptions of them
- Homecoming dedicated page
  - 2023 schedule is up
  - Parade is no longer on Thursday - will be on Friday Night
  - Office judging on Thursday
  - No picnic on the plaza
  - Class reunion celebration
  - No 5k in 2023
  - Alumni tailgate - all hands on deck
    - Anticipate between 500 and 800 people
      - MUBA, parents weekend
- Social Media rebrand - formarshallu
  - Combined in May -
    - 24k likes and 4k comments
  - Working on instagram and linkedin
  - Where are you post on Facebook - 1,324 total response - 46 states, 12 countries.
- Email growth - 72K email addresses
  - 5000 opens to 20000 opens - big growth and engagement
- Button on top - GIVE NOW
  - Drop down list - Designate your gift - or search on - Alumni Association Events and Activities Fund
  - Perhaps put a button under the MUAA Board login section
- Giving each chapter the opportunity to personalize page, what you are doing, etc. Telling the stories of chapters.
- MUBA has own webpage - if wants to combine with main alumni page, is that an opportunity?
- Content goal on social media? Same info?
  - Been exploring different content on different platforms - not including LinkedIn
  - Goal is to make each platform distinct and unique, high level things are the exception.
- **Company match contribution - how can you tell that is happening?**

- Can make more prominent on the website.
- Budget preview in October
- Have control of the website and hosted on university systems
- Hard to get license plates approved - Ohio is coming - passed and approved, used digital signatures, then new person said they had to be physical signatures

**11:00 AM**

- **MUAA Board Overview**

- Purpose/Mission
  - Jimmy goal to show people what the board does so no one has to ask what we do
    - Promote , support, engage, provide services to programs, grow active alumni participation
- Board Member Expectations
  - Donate annual gift to foundation - no set amount
  - Attend three on-campus board meetings and monthly calls - have to attend one to be good
  - participate
- MUAA Activity Fund Goal
- MUAA Board Meeting Schedule

- **MUAA Committee Discussion & Goals**

- New Executive Committee Introductions
  - Bylaws new member of committee
  - Jimmy intro
  - Janie intro
  - Reeves intro
- Committee Introductions
  - Constitution and bylaws - Steve Hellman - on vacation and Austin Smith
    - Chapter presidents are currently non-voting members - may need to remove line from bylaws and chapter chair being an exec position
  - Finance - not really a committee - Scott and treasurer have conversations - Jimmy wants to grow to \$50k in three years
  - Technology - works with Larry and team - Irv and Annette co-chairs
    - Need to work through how best committee is going to work with Larry, or whether the name needs to be updated - more marketing and LinkedIn committee
  - Events - Rashad and Jill Jackson - co-chairs
    - Sponsorships need to happen for events



- Matt given \$70k flat for the year
  - Gift officers are going to start coming to meetings
  - Partnering with athletics, think of way to pay for events
- Membership
  - Melissa Blatt and Sarah Kemp co-chairs
    - Current Alumni
    - Current Students
    - Community
  - Value added for the three C's
- Chapters
  - Barbara White and Becca Hayes co-chairs
    - 22 people in 20 chapters
    - Leadership team of 5-10 people
    - Getting more Brad and Christian call dates
- Appoint New Committee Leadership
  - See above
- Initial Committee Sign-Ups
  - Move to after tour
  - Sign in sheet - Choose one or two
- Tiffany - question about Ambassador program
  - Is it a thing? Matt is not familiar
  - On old website - under "get involved"
  - Is a student group, not an alumni group - will change title.
- All-in campaign launches next week

**12:20 PM**

- **Group Photo**

**12:30 PM – 1:45 PM**

- **Lunch – Marshall Hall of Fame Cafe**

**2:00 PM**

- **Trolley Tour – New Business School & New Baseball Stadium**

**3:30 PM**

- **Closing Remarks**
  - Jimmy - Thanks for coming
    - Hope you saw some common themes
      - Pull the rope in the same direction
      - All care about students, alumni and community
    - Next meeting changed to August 24, 2023 at 5:30pm - TBD

- Homecoming meeting - Sept 29, 2023 - go directly into meeting
- Lots of great leaders in this room. Be proud to be on the Alumni Association.  
We are a volunteer board, don't want to waste people's time
- No December Meeting
- Chapters meeting upcoming and be intentional August 17th
- **Adjournment**
  - o Jimmy Motion to adjourn - Janie motioned, Jim seconded - adjourn at 3:19
- **Ice Cream @ Austin's** 😊

### Upcoming Dates:

- Homecoming – Sept 29<sup>th</sup> 2023
- Alumni Weekend – TBD
- Next virtual meeting August 10<sup>th</sup>, 2023 -- 5:30-6:30 PM ET via MS Teams
  - o Normally 2nd Thursday of the month
- Next on-campus meeting Sept 29<sup>th</sup>, 2023, ALL DAY

### Attendance:

Becca Hayes - Egg melt with apples on top, but eat apples separately

Robert Walker - bacon egg and cheese - Mary B if went to tudors

Misty Ferguson - the Ron

Jimmy Black - in college - a Ron, but now a Thundering herd gutted with an orange juice

Janie McDaniel - Mickey fan, (bacon egg and Canadian bacon)

Larry Crum - A ron, but doesn't like Tudors

Matt James - stopped eating tudors - but would be McMuffin

Jill Jackson - Mary B. (Bacon egg and cheese)

Annette Green - The Ron

Jordan Woolridge - biscuits and gravy

Dave Collins - Sausage biscuit

Brian Hicks - no tudors

Ira - Mary B.

Jim Woodrum - don't eat Tudors

Melanie Cleario- biscuits and fried apples

Reeves - A Ron

Tiffany Ferrari - whatever had melted cheese - but no longer eats Tudor's

Donna Harbor - Country Ham biscuit

Ben Workman - Thundering Herd, but take off hashbrown and eat separate

Keisha barron brown - doesn't like Tudors

Brad Proffitt - not a tudor's guy, more of a McGriddle guy

Dominique Elmore - the Ron with with biscuit from center of pan (not as crunchy)

Elijah Hooker - joined for second half

If you had an endless budget, what program would you support?

- Ben/Jordan - Marco/Polo - where they put the baseball field, an athletic complex all the way to river and down
- Dave/Jill - Ken/Barbie - Micro-certificate programs
- Irv/Annette - Jimmy/Mikayla - Help community, but have students involved, increase green park Irv wants a coca cola plant
- Les/ - cyber security
- President/first lady smith - Entrepreneurship opportunities
- Reeves/ - Barbie/Oppenheimer - Huge Music festival using all stadiums
- Brad/ - Mario/Luigi - expand in-state rate for larger audience, for those that border us on the other side of the river
- Jimmy/ - JayZee/ Beyonce - Expand Mentorship to help students go through the process and help figure out right spot