



MUAA Fall Board Meeting

Sept 29th, 2023

AGENDA

8:30 a.m.

Meet & Greet, Light Breakfast & Coffee Service

9:00 a.m.

Call to Order & Welcome

- Jimmy Black, MUAA President
 - Called to order at 9:00am
 - Good to see all – Happy Birthday Irv!

9:05 a.m.

Campus & Foundation Updates

- MU President Brad Smith –
 - Higher education changes
 - History –
 - Went through the history of Growth and Advancement
 - Student focused/community oriented
 - Demographics/Disruption/Doubt
 - Fewer graduating high school (15% in 2025)
 - Fewer going to college: Nationally – 12% in WV – 18%
 - Too expensive, not flexible, what is the ROI?
 - “The Great Upheaval” – Art Levin
 - Structural Survey, Closed Operations
 - Lost 22% of students since 2010
 - 15% of degrees have been done online – most are from out of state universities
 - 3-point roadmap
 - Optimize finance
 - Transform to lead

- Leapfrog
- Grow STUDENTS, not fees
- Invest in TEAM
- Take care of HOUSE
- Manage Strategic RESOURCES
- Need \$43M in strategic reserves
 - Incentivized Budget Model
 - Save-to-Serve
 - Utilizing same vendors
- Strategic Roadmap to Prosperity
 - Metrics
 - Priorities
 - Strategy – 3-5 years
 - Stakeholder Goals 3-5 years
 - 2037 Goals (100 anniversary)
 - Vision
 - Creed
- Plan-on-a-page
 - Head – heart- hands
 - 2037 goals
 - Prosperity platform
 - Individual success
 - Ideas
 - Economic impact
 - 65-150M Research
 - \$1-14x in return from money by the state – goal of 30x
 - Marshall for All, Marshall Forever
 - In-Demand Curriculum
 - On-Demand Delivery
 - Distinctive Value Proposition
- What will make Marshall distinctive?
 - Durable Advantage (Close to DC, Mountains)
 - WV Forward
 - Cybersecurity
 - Healthcare
 - Adiction
 - Obesitiy
 - Manufacturing
 - Energy

- Aviation
 - Entrepreneurship
- Enrollment up 5%, first year freshmen – 14.3%
- Brought down metro rate, enrollment up by 19.8%
- Retention – 4 levels of advising – 4.1% (74.7 to 78.8)
- Online Enrollment 18.6% (13% of students)
- Alumni Chapters 2x Year over year
- Six areas
 - Cybersecurity - \$45+ Million East Coast Hub
 - Academic Health System – Marshall Health Network
 - Marshall Advanced Manufacturing Center – 10x Growth Plan
 - Sustainability “All-of-Above”
 - Aviation - +138% / +58%
 - New COB Building - Innovation District
- 10- year campus master plan
 - Deferred Maintenance
- Design Thinking / Generative AI
 - Agility at Scale
 - Kahn founder spoke over summer
 - Lean in
- Marshall for All, Marshall Forever
 - 100% Placement
 - Zero Student Loan Debt
 - Jim and Pam Smith
 - 6 areas
- 57% down to 36% confidence in higher education
- \$28M cut to \$21.5M deficit
- Questions
 - Is the 6 areas a mix of credentials?
 - Micro credentials and certificates
 - State performance based funding
 - Certs and credentials into 2-year degrees
 - Assist to closing schools (AB)
 - 80% were on scholarship
 - Physical footprint not needed
 - Deferred Maintenance biggest headache?
 - Took 18% out due to inflation
 - Average investment is \$250,000 to \$500,000
 - Got \$21M this year, asked for \$30M

- **MU Athletic Director Christian Spears**
 - All Herd Meeting -
 - Top Fifteen – Herd by the numbers
 - ONE New Ballpark (March 1st)
 - TWO Herd FUEL stations
 - Grab and Go, Snacks, Gatorades
 - THREE New Playing Surfaces
 - Football Field, Basketball Court, Terraflex Volleyball Floor
 - FOUR New Videoboards
 - Football, Softball, Baseball, Soccer
 - New audio systems included
 - FIVE P's for game plan 2.0
 - SIX New 4topps
 - Testing on 50-yard line below suites – table service included
 - SEVEN Campus Collaborations
 - Marshall Health – Athletic Training/Sports Medicine
 - The Buck Harless Academic Center – Provost Office
 - Compliance and student services – General Counsel
 - Mobile mental health – Mantra/Division of Intercultural & Students Affairs
 - Thundering Herd Studios/IT – CIO/Information Technology
 - Herd Fuel Training Table – Sodexo/Facilities & Operations
 - The Help Center at the Buck – Provost Office
 - EIGHT meals per week at Herd Fuel @ the John Marshall Room
 - NINE new office spaces (3rd floor of City National Bank)
 - TEN letters in the Herdway
 - Together
 - Hard work
 - Excellence
 - Honor
 - Energy
 - Respect
 - Diversity
 - Will
 - Ambition
 - Yearn
 - ELEVEN sport programs with spring semester GPA of 3.2 or better
 - 187 above 3.3GPA
 - TWELVE new staff positions
 - New legislation holistic model

- Tracking injuries for two years, tracking athletes going into careers
- THIRTEEN athletic trainers in new medical model
- FOURTEEN SBC regional institutions
- FIFTEEN Next Up members for 23-24
- Questions?

MUAA General Business

- – Keisha Barron Brown MUBA President
 - 10 black alumnus honored at Initial Black Hall of Fame
 - Sold out event
- Attendance & Minutes Review – Misty Ferguson, Secretary
 - Misty reminded all that minutes for the July Board Meeting had been emailed out and asked if there were any edits needed. No Edits Needed.
 - Jane McDaniel made motion to approve , Seconded by Steve Wellman
 - Minutes Approved
 - Sending attendance sheet around, got online people
- Treasurer's Report – David Collins, Treasurer
 - MUAA
 - \$32,000 in endowment fund
 - \$807 to spend and forward
 - MUAA Budget Overview - Scott Anderson, MUFI CFO & Matt James
 - Looked over the past and put forward for the year
 - Looking over alumni chapters
 - One panhandle chapter 19 new students to 38 new students
 - Make sure we have the resources to support chapter development
 - Revenue resources of over \$100k (\$101,695)
 - Magic number is \$50k
 - Chapter cultivation, athletics
 - Little Caesars, JP Morgan Chase, United ask to sponsor
 - Homecoming support from the Woodlands
 - Sponsoring Black Hall of Fame
 - Next year will be on them
 - Tailgate - \$30k for \$400 people
 - Lego buildings and online stores for purchase
 - Fan store/alumni store
 - The Marcos – get sponsors
 - Senior Nights -
 - Raleigh tailgate, Myrtle Beach tailgate – Big Green takes ticket money – need sponsors for tailgates
 - Expenditures (\$148,040)

- Hospitality across activities
 - \$10k swag items for chapter cultivation
 - Chapter launch - \$2000
 - Sponsorships (athletic partnerships, etc)
 - 2026 – extra reserves will be depleted
 - Spring meeting discussion on what is up
- Looking at adding support to grow
 - Staff support
- Questions
 - Can we have the budget in pie charts?
 - How to get out the Branding of MUAA? What does Membership get you?
 - To be worked on this year
 - Endowment shows in the endowment allocation, is perpetual
 - Tab for Alumni and other options
 - Jim Woodrum - If talking revenue, we need a plan
 - Dump technology and create a revenue committee
 - Built a sales deck and rake plan
 - Needs to be out in the open, everyone involved
 - Who is doing the pitching? Needs to be a group effort
 - Annette thinks technology committee should talk to students about technology
 - This could fall under membership committee
 - Jimmy – Don't have time in the agenda to go into today
 - Need focus on sponsorships
 - Do have a value for "technology"
 - Exec committee can take up some of the sponsorship conversations
 - Steve Wellman
 - Would take amending bylaws to change committees
 - Irv Johnson
 - Technology committee has changed much since pre-2020
 - Only thing done is compile information, stuff is done by staff
 - Is not very needed
 - Long conversation that is needed to be had
 - What does foundation think?
 - Sending out TEAMS invites?
 - Scott Anderson
 - Legacy of well before COVID
 - Managing alumni data, but now managed by university
 - Doing different things at this point

- Building tour – 2:00pm
 - 20 at a time, need to step over things
 - 30 minute tour
 - PJ Dick – across the street
 - Hardhats and vests
- Thank you to board members who did office judging and those who have signed up to volunteer for other items
- 80 registered for class reunion
- Matt's one year anniversary on October 10th
 - Taylor joining to talk about Social Media - Stuck7@marshall.edu
 - Graduated in 2015 from the journalism school
 - Mainly focused on Twitter (X) and now taking over all after Larry's departure
 - Make sure impact is felt and known
 - Combined social media accounts with Foundation and MUAA
 - Want to be website first, then share from there to social media
 - Creating form on website to fill out what would be great to share on social media
 - Then Taylor can plan that with the messaging currently scheduled to be going out
 - Watch parties, magazine, etc.
 - Chapters still control chapter social media
- Melissa – Matt doing a ton and way too much on plate
- Tammy is putting together swag bags

11 a.m. - 1 p.m.

Picnic on the Plaza/Lunch

1:15 p.m. to 2:00 p.m.

MUAA General Business

Committee A Reports – Reeves Kirtner, VP2

- Chapters: (Barbara White/Becca Hayes)
 - Met with chapter presidents in August
 - Younger chapters not as engaged
 - Use technology and membership potential to get into the younger demographic
 - 29 Active Chapters
 - Major urban areas
 - Places where large groups of alumni live
 - Where conference rivals live
 - Have chapters endow their own scholarships – goal
 - Need to update mailing lists
 - Have same people attend events

- National social media may not want to share the local events
 - Alumni may be traveling
- More meetings needed with President Smith and AD Spears
 - Can we do a group of locations, instead of one chapter at a time?
 - Even having assistants on the calls would be helpful
 - More affinity chapters?
 - Pharmacy, 75 Families, Physical Therapy currently
- How to direct people to create chapters? What is the criteria to create a chapter?
 - Is there a guide or one pagers?
 - Partner/Mentor chapters
 - Standing interest meetings a quarter?
- Slack channel for Chapters?
 - Be able to share info and ideas that other chapters are doing.
- Events: (Rashad Sanders/Jill Jackson)
 - Thank you for volunteering. Thank you to Jill and Rashad for Stamfeed.
 - Want Alumni event for Homecoming and one for Alumni Weekend in the spring – April 13th weekend
 - Friday, after call, an event – Young Alumni Reception
 - Awareness for Alumni Awards and categories
 - Brought up on Thundercast
 - Alumni spotlight every quarter
 - Bigger presence at graduation
- Technology: (Irv Johnson/Annette Green)
 - Slack or Teams
 - Presentation on Teams and Slack for November Board Meeting
 - Everything could be housed in Teams
 - Board member emails based on position

Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Sarah Kemp)
 - Start from the ground up, people don't know how to get to us
 - Create QR/Popple code to join MUAA
 - Coordinate with Huntington Chapter for Countdown for Commencement
- By-Laws: (Steve Wellman/Austin Smith)
 - Next executive call will discuss what new committees

Round Robin – Questions & Remarks

- Jimmy Remarks

- Stamfeed tonight, bonfire, MUBA, game. Lots of events going on
- No meeting in October or December
 - Should have committee updates at each meeting
 - Nominations will open in a non-meeting month
 - Nominations for yourself
 - Nominations for Alumni Awards
- Will see info coming out on Alumni Gear – Glenn's / Nike
- Bernie Coulson – past president of MUBA and MUAA and a Foundation Board Member
 - Thank you for doing what you do
 - Boots on the ground
 - On behalf of Nancy Campbell

Adjournment

- Motion to adjourn – Steve Wellman
 - Motion Seconded – Melissa Blatt
 - Meeting adjourned - 1:55pm

Upcoming Dates:

- **Next Executive Board Meeting Call: Regular Schedule Thurs 10/26/23**
 - Invite all Committee Chairs
- **November General Board Teams Meeting: 11/9/23**
- **November Executive Board Teams Meeting: 3rd Thurs 11/16/23 due to Thanksgiving**

Go Herd!

- Need a method of communication for the board.
 - Teams/Slack
- Mentorship is still on hold – Walking through Provost Office
 - Invite Walker to next board meeting
 - Coming from the top down now, and will be on the table for 2024.
 - Something very informal
 - Speed dating concept
 - Job Board for Alumni?

Attendance:

Sara Pennington
 Brad Profitt
 Les Hicks

Sarah Kemp
Misty Ferguson
Ben Workman
Tiffany Ferrari
Rashad Sanders
Annette Green
Becca Hayes
Melissa Blatt
Alyssa Hammond
Steve Wellman
Laura Greer
Reeves Kirtner
Melanie Pagliaro
Jill Jackson
Janie McDaniel
Semoni Weaver
Elijah Hooker
Irv Johnson
Jim Woodrum
Jimmy Black