



MUAA General Board Meeting

Nov 9th, 2023

AGENDA

Microsoft Teams Virtual Meeting at 5:30 p.m.

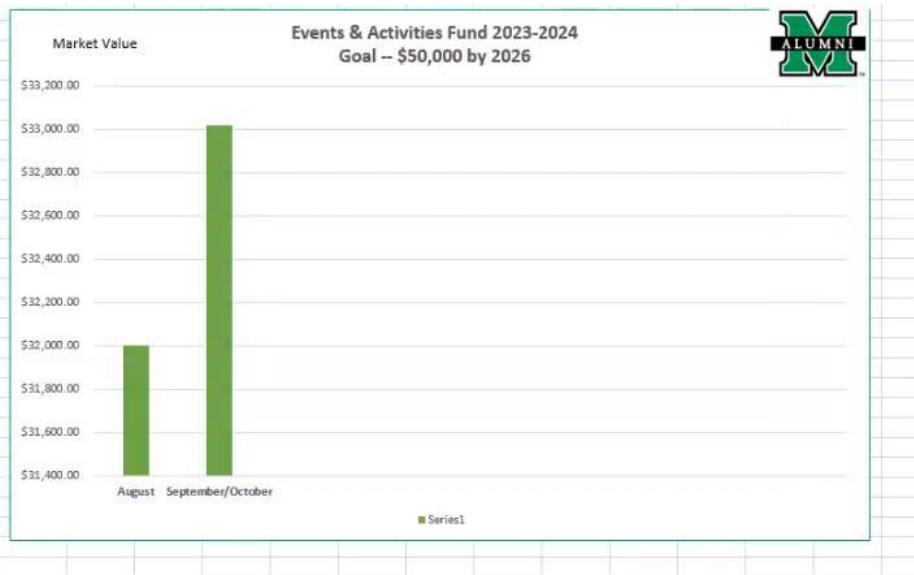
Call to Order & Welcome

- Jimmy Black, MUAA President
 - Call to order at 5:31pm
 - Last board meeting of 2023.

MUAA General Business

- Attendance & Minutes Review – Misty Ferguson, Secretary
 - Attendance is good, minutes were emailed and on the website
- Treasurer's Report – David Collins, Treasurer
 - Making some money \$33,017 as of October 2023.
 - 9 donors and 15 gifts
 - Everyone on board should make some contribution
 - Laura would like Scott to give the account number for the activities fund
 - Online the dropdown in the Student and Activities Fund
 - Dave will send detailed screenshots
 - Dave has not met with Matt and Scott on the budget, should have presentation at next board meeting
 - Jimmy - Have roughly \$850 to use as a board, be thinking on how to use those funds

Donors	Gifts	August	\$ 32,000.00
9	15	September/October	\$ 33,017.00
			+



Executive Director Report – Matt James

- Few items to share
- Excited for board and chapters to be a part of the conversation
- Tomorrow is launching the 75 chapter at the Keith Albee at 6:30pm
- Monday night hosting the family event
 - o Craig Greenly the featured speaker
 - o First black speaker in 20 years
- Herd holiday at the end of the month – need volunteers
 - o Tuesday, Nov 28 from 5:30pm – 8:00pm
- Winter Commencement participation
- Alumni mentor piece – Thursday night meeting with Matt
 - o Fillable form
- Alumni Awards – want board involved from the start
- 21 active chapters – doubled since last year – 9 fully active this time last year
- 12,000 views on homecoming parade on facebook
- Question from Reeves – alumni banquet –
 - o Moving deadline up?
 - Reeves and Matt to touch base the beginning of December. – Deadline is Jan 1, 2024
 - o Who is compiling nominations and putting packets together?
 - Rebecca is holding right now
 - Only one nomination right now
 - Take past nominees to add to pile
 - o Any decision on attendance?
 - Want board at the table – right now is at Foundation Hall
 - o People interested in attending Graduation Winter

- Set chapter call – last week of November to have people show.



A YEAR IN REVIEW

HIGHLIGHTING A YEAR OF CHAPTER GROWTH, COMMUNITY OUTREACH, TOGETHERNESS AND ADVANCING MARSHALL UNIVERSITY ACROSS THE NATION.



STANAFORD ELEMENTARY



Welcome



MARSHALL UNIVERSITY ALUMNI ASSOCIATION

REVIEWING PRIORITIES FROM YEAR 1

Rebuild Alumni Chapters



- The MUAA saw a renaissance in chapter growth and expansion in 2023. This was achieved through:
 - Intentional, thoughtful process
 - Chapter guide and new website (formarshallu.org)
 - Individual calls with MU President, AD, MUAA Leadership



107,000+
TOTAL ALUMNI

21 active chapters
ACROSS TEN STATES

REVIEWING PRIORITIES FROM YEAR 1



Chapters @ A Glance

Active Chapters

- Regional:
 - Annapolis, Atlanta, Beckley, Cape Canaveral, Columbus, Charleston (SC), Charleston (WV), Cincinnati, Huntington, Louisville, Martinsburg, Myrtle Beach, Parkersburg, Raleigh, Tampa
- Affinity:
 - 75 Family Alumni, Marshall Pharmacy, Marshall Black Alumni, Marshall Emeritus Chapter, Society of Yeager Scholars, Woodlands

Future Chapters

- Chapters In Development:
 - Pittsburgh, Washington D.C., Veterans, International Alumni

REVIEWING PRIORITIES FROM YEAR 1



Refocus MUAA Board

- In 2023 the MUAA took a fresh look at the board of directors amid leadership changes and a new vision.
 - Summer & Fall meetings in review
 - July 22, 2023
 - September 29, 2023
 - Board member orientation at Summer meeting
 - What is the MUAA board and how we serve Marshall?
 - What does it mean to be a board member?
 - Reimagining Events & Sponsorships
 - Restructured MUAA committee
 - Prospective new sponsors
 - Increase partnership with Woodlands
 - Welcomed:
 - President Jimmy Black
 - VPs Janie McDaniel & Reeves Kirtner

REVIEWING PRIORITIES FROM YEAR 1



Strengthen Partnerships

- The MUAA could not be successful without strategic partnerships across the university and in the community.
 - Government Relations
 - MU Day at the Capitol
 - State of the University Address
 - Athletics & Big Green
 - Unified events
 - MUAA sponsorship
 - Chapter support
 - MU Black Alumni Association
 - MUBA Hall of Fame
 - Homecoming Tailgate
 - University
 - Parade & Bonfire
 - 25th & 50th Class Reunions
 - Party on the Plaza



Forecasting The Year Ahead

As we step into the exciting year of 2024, the Alumni Association is brimming with optimism and enthusiasm for what lies ahead. We have carefully charted our course, and we are confident that this year will be marked by remarkable achievements and transformative initiatives through the three C's:

Current Students
Current Alumni
Community



2024 Priorities

- As we look ahead to 2024, we have a number of priorities that will be our focus for the year ahead:

- Academic Affairs Initiatives
 - Targeted recruitment:
 - MUBA, Dr. Cicero Fain, Alumni Chapters Hub
 - Academic advising model / alumni mentoring
- Young Alumni Initiatives
 - Engage young alumni in new and fresh ways
 - Student Alumni Ambassadors
 - Expanding Alumni Weekend
- Alumni Chapter Initiatives
 - Upcoming calls with MU President & AD
 - University support
 - Deans, directors, new faculty
 - New chapters in development
 - Pittsburgh, Columbus, D.C., Veterans, International Alumni

Committee A Reports – Reeves Kirtner, VP2

Get awards nominations in on formarshallu.org – new form

- Chapters: (Barbara White/Becca Hayes)
 - Nothing new to report
 - Meeting in 4 weeks about mentoring program
 - Hope to get more details
 - Jimmy Question – Do we have any videos of the Carolina Shag from the tailgate?
 - Send any videos to Jimmy. ☺
- Events: (Rashad Sanders/Jill Jackson)
 - First meeting since homecoming
 - Stamfeed – had a good turnout, competing events to look at next year
 - December Countdown to Commencement – some involved
 - Need to get Matt's calendar so that there is plenty of notice for events
 - Working on December 9 event
 - Working on getting local alumni involved for larger May Countdown to Commencement
- Technology: (Irv Johnson/Annette Green)
 - Will check into missing names from TEAMs invite

- Put meeting link in agenda
- MS Teams Presentation
 - Annette asked if anyone did not know TEAMS
 - Did not want to do a general presentation – Would want an alumni association TEAMS
 - Annette shared screen and went over TEAMS features that MUAA could use
 - Need to have access to TEAMS to create our own channels
 - Would be a living thing from year to year
 - Sharepoint site still doesn't work for board members
 - Get with foundation to get TEAMS accounts for board
 - Would be a good item to add to Secretary job description

Topics Covered in this Presentation

- Meetings and Webinars
- Channels and SharePoint
- Teams Phone
- Chat and Collaboration
- Teams Rooms and Devices

Meetings and Webinars

- **Meetings**

- Can be scheduled through Outlook or Teams with ease

- **Webinars**

- Join public webinars with three concurrent devices
- Attendees registering for an external facing webinar will receive a unique registration join link and can use that link to join the event with up to three concurrent devices.

Channels and SharePoint

- **Channels** are dedicated sections within a team to keep conversations organized. For MUAA that would mean separate channels for the General Board members, EC, and each committee

- Channels can be open to all team members (general board members), selected team members (Committees), and can be accessed by people both inside and outside the Marshall University.

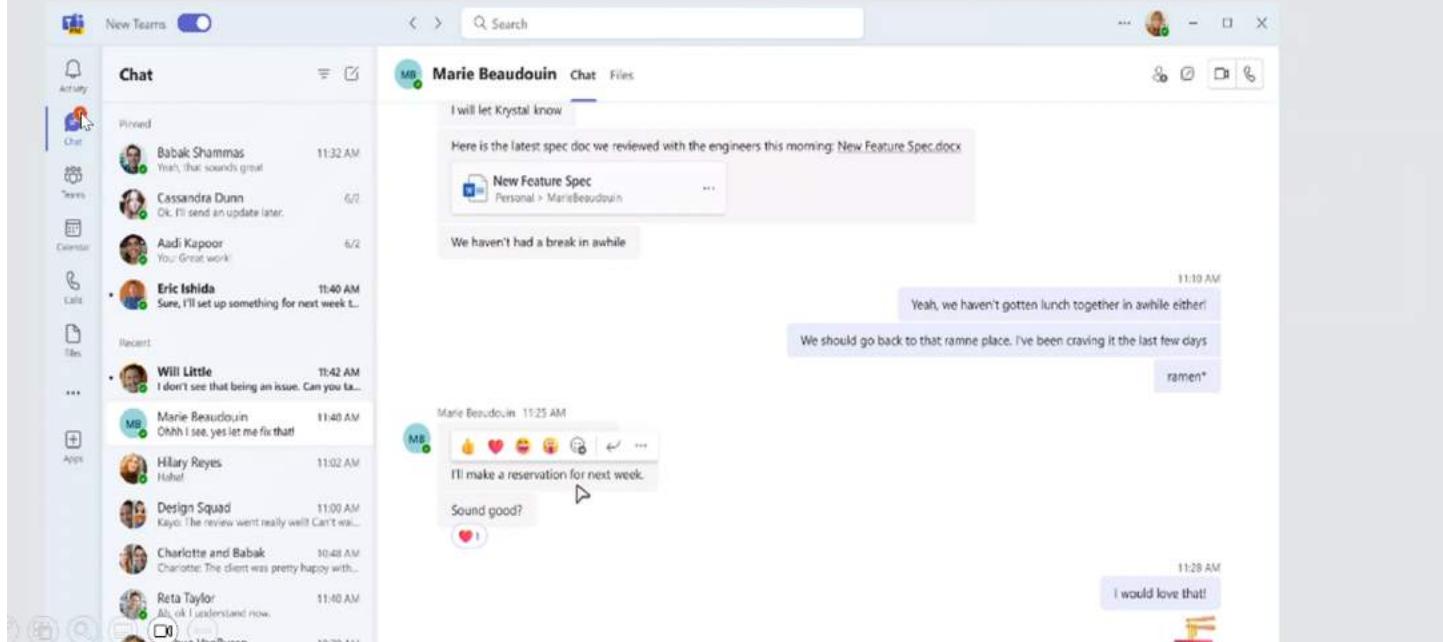
- Documents can be shared within each Channel (SharePoint)

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Teams Phone

Shared line appearance in the Calls app and on Teams phone devices now has a simplified experience for call delegation. The new user interface allows call delegates to easily switch between tabs to see call records for themselves and their delegators. Delegators will also be able to view and join active calls handled by the delegate and grant delegates permission to join active calls.

Chat and Collaboration - Replying to a specific message in a chat thread or editing a message you've sent now has an intuitive hover menu design.



Teams Rooms and Devices

Create breakout rooms	Join a breakout room
Change breakout room settings before meeting	Leave a breakout room
Assign people to breakout rooms manually	Interact with breakout room participants
Shuffle participants in breakout rooms	Close breakout rooms
Appoint breakout rooms managers	Room assignments in recurring meetings
Rename breakout rooms	Attendance reports for breakout rooms
Set a time limit for the breakout session	Additional options

Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Sarah Kemp)
 - Not much of an update
 - Email correspondence and good ideas
 - Work with Chapters – Commencement – how to get new grads signed up – QR Code
 - Benefits of membership – two levels of membership
 - Join and get minimal
 - Donators – benefits fall under here
 - Same question has popped up in chapter meetings
 - Will pick back up after holidays
- By-Laws: (Steve Wellman/Austin Smith)
 - Proposed By-Laws Changes & Timeline
 - Nothing pending

Round Robin – Questions & Remarks

- LaKeisha Barron-Brown – MUBA update
 - Homecoming successful
 - Inaugural Hall of Fame – setting up a high school scholarship fund

- Working on collaboration for Alumni Weekend
- Fundraiser for Scholarships – Getaway trip to Dominican Republic
- Dave sent out slides on how to get your funds to correct account to board – not in pre-populated boxes (step is not in the slides) – Need to get with Matt and Jimmy to discuss further

Adjournment

- Housekeeping from Jimmy
 - Nominate someone for the awards
 - Nominate new board members coming up soon – be thinking about it
 - Past nominees are carried over from year to year
 - Between now and January – meet with groups and have plans for next year
 - Messages from Jimmy – Contact info cleaned up
 - Sizes, etc.
 - Work on getting full 2024 calendar out
 - Thank you for taking your time. Doing great things
 - Ladies basketball tonight at 7pm and Men's at the greenbier, the 75 game on Saturday and Soccer finals vs. WVU on Sunday

Adjourned at 6:30pm

Upcoming Dates:

- November Executive Meeting: 3rd Thurs 11/16/23 due to Thanksgiving
- Fall Commencement: Dec 9th in the morning
- No December Meetings – See you in 2024!

Go Herd!

Attendance:

Misty Ferguson

Annette Green

Rebecca

Ben Workman

Dave Collins

Laura Greer

Irv

Matt James

Jimmy Black

Les Hicks

Melanie

Melissa Blatt

Mikayla

Robert

Sara Pennington

Sarah Kemp

Austin Smith

Steve Wellman

Barbara White

Reeves Kirtner

Feon Smith-Branch

Melissa Blatt

LaKeisha Barron-Brown

Jill Jackson

Brad Profitt