



## MUAA Spring Board Meeting Agenda

April 12<sup>th</sup>, 2024

8:00 AM

- Meet & Greet, Continental Breakfast

9:00 AM

- Call to Order & Welcome – Kickoff – 9:10am
  - Jimmy Black, MUAA President
    - Thanks for Coming

9:05 AM

- Campus & Foundation Updates
  - Cornelius "Corny" Jackson, Head Men's Basketball Coach
    - Graduated in 2001.
    - From Oak Hill. – Dream job.
    - Appreciate what the alumni association does.
    - Most special thing about MU is the people.
    - Need to sign 5 players
    - Looking forward to coming days
    - Ryan Taylor – on staff, graduated in 2017.
    - Questions:
      - Jimmy: How do you develop your leadership style – didn't realize the business of it all. Recruiting and everything else. Put blueprint and footprint.
      - Keisha: Congratulations! Wanted to share that we spoke in the airport and let MUBA know how we can help. Conversation has not changed.
      - Offensively, same style, up and down fast. Emphasize defensively more.

- Geoff Sheils, MU Board of Governors Chair
  - Came from Blacksburg
    - Thanks for the invite, hope you are not bored
    - Please stop if you have any questions
  - Familiar faces around the table
    - Talked about large tables
  - Born and raised in Huntington, grad from MU in 1986
    - Fam all MU Grads
    - 2 kids who are MU Grads, 1 at UK
    - Dad was MU Grad
  - Has been on multiple boards
  - Joined Board of Governors - June 2018, reappointed June 2022
    - Takes role very seriously
    - Board is a volunteer position
      - Meets 6 times a year
      - All regular members don't have a lot of exposure to higher education and those complexities
      - Challenging to stay up to all thing relative
      - Inter-dependence w/faculty,board,administration
    - Energy and Culture is different – Power of "we"
    - Communication and transparency builds trust
      - Increase in enrollment after 13 years of decline
    - BoG does three things
      - Hire the President
        - Hires/Fires
        - Search process in 2021 – inclusive and transparent, all had a voice – Study Body representative made motion to hire, Faculty Representative seconded
        - President is the only report to the BOG
          - Others report to President
        - 2002 BOG delegated day-to-day management of University to the President

- Athletics Committee gives consent on athletic contracts that would exceed 1% of the budget.
- Informal evaluation at the end of year one of new President.
  - End of June 2024 would be formal process, self-assessment, feedback from various constituents – wrap up in August
- Approve Policies
  - 2002 – delegation to President to run University.
  - Over 105 policies (University Rules), down to less policies and delegated back down to departments – to speed ideas to impact
  - Not a turnaround, a transformation
- Approve Budget
  - Brought visual aid (notebook binder)
  - Approved this past Wednesday, all meetings are public and livestreamed online, formally announced – minutes are online along with President's report and Provost report
  - Work sessions outside of the meetings
  - Structural deficit – Did not handle as Cuts
    - Increase enrollment (enrollment cures all ills)
    - Save to serve initiative (efficiency movement across campus, strategic areas where University is distinctive)
    - Seeing deficit decrease over time
      - By 2027 get to where we need to be
      - Pleased with early indication
      - Still headwinds: Declining overall high school population
      - Incentivized based budget – credited by students you get, etc.
    - Exciting trajectory, indications looking good

- Campus energy is high, opening of new buildings and tear down of old. (Shock and Awe)
- Very lucky to be a part of the “we”
- Any Questions?
- Jimmy: role as chair or recent items on plate?
  - 16 board members – called each one
  - Special Board meeting today
  - Complying with Athletics Committee
  - Handles media comments – put out one message
  - Monthly meetings with Brad
  - Speaks to different groups, alumni, Huntington, etc.
  - Appointed by Governor (13) Finance, Athletics, and Academics Committees
  - Executive Committee meeting 10 days prior to Board meeting
  - Masters in Applied Science and Behavioral Science approved recently and approved the budget
  - Athletics budget is 4% of the budget, more time spent than percentage – other outside items may be overshadowed.
- Jill: What is something Brad has brought to meeting and surprised by? What are we doing to prepare for an eventual exit?
  - Comes to every meeting and is prepared for everything, genuine and cares
  - Seems to be his passion and drive, building a team that is developing his drive and passion. Seeds planted now will cultivate.
- Steve: For the Shock and Awe on deferred maintenance, can you elaborate?
  - Due to budget constraints, maintenance was deferred, sent in list of over \$21.4M for this year and some have been approved, most of the demolition of buildings.
    - \$4M Drinko and Smith chiller replacement

- \$2.5M roof
  - \$.5M Sanitary pipe replacement – Henderson Center
  - Renovation of Fine Arts Building
- Dave Collins: With the struggle of smaller college struggles, looking to merge smaller campuses into larger universities?
  - Are not looking for more buildings, but would like the students
  - Keisha asked for clarification on WV State – No other colleges were mentioned.
  - Tiffany worked for VA-CC years ago, shared FTE's with the smaller rural community colleges
- Endowment may be setup for new buildings to handle future maintenance
- First Marshall Helicopter in May 14.
- Tiffany: Who approves the expenses
  - Any >\$1M finance statement has to be approved by Finance Committee
- Dr. Ron Area, MUFI CEO (Marshall for All, Marshall Forever Update)
  - Good morning
  - Follow-up from Jeff – great BOG individuals and the energy at MU is phenomenal
  - 4 Quick Points
    - Marshall Rises Campaign, why do universities have capital campaigns?
      - Had over 50K gifts of all sizes – Did not put together a pyramid table – all hit but one category
      - Most important – added over 500 new students receiving scholarships
      - 1/3 of all donors were new donors (gave over \$25K or more) Why? – because they feel that it is worthy, feel good about the investment, set a new plateau

- Plan for next campaign, building upon previous campaigns
- Marshall for All, Marshall Forever
  - 90 or so major donor prospects, 64 interviews
  - Affordability, accessibility, 70% would support new capital effort, 20% if they had more information Nee
  - Need 60% in place and know where the other 40% is coming from
  - 2 groups of major donors: ones who have already give, and contacts from Brad Smith
    - Capitalizing on some of those relations could provide a great deal of resources
  - 2037 – 200 years of Marshall – where are we going to be in 13 years?
- Celebration – Brad Smith complements the Alumni leadership and chapters
  - Still growing aspects of University – working together with Association and Foundation
- \$45M from State and additional \$7-9M for new Cyber Facility (all cyber security east of the Mississippi)
- Aviation – 7 planes, order for 4 more, adding new schools to instruct as well. 18 in 2021, 123 in Fall of 2023, project over 250 enrolled in Fall of 2024. (Does not include aviation maintenance program.)
- Questions?
  - Jimmy: Any idea of preliminary goals of next campaign? Tested a lot, heading towards in excess of \$200M – What Deans feel they need in their colleges – taking time and process seriously – Target June 2024 to have an amount. Over 5-7 years.
  - Tiffany: How do we stack up against other institutions of our size and status? Stack up favorably – Brad as

incorporated everyone into process of recruitment and retention of students

- Used to accept in spring and would not hear from us until August. Now engaged in spring and summer and inviting to come to events, swag, answer questions, promote major areas of university, etc.
- Foundation wise – average to small staff
  - Incorporated AI (Aristotle) looks at all types of prospects and zeroing in on those capable and willing to make major gifts. Hired one Major Gift Officer, looking to be accountable and efficient in growth – most off of income earned off of endowments (1500 current endowments)
- Barbara – can you get stories for April 25event? – look at the BOG minutes and Brad's remarks
- Matt – New business building built debt free and has endowment set up for maintenance
- Irv: Who is in charge of student retention?
  - Retention rate of Freshman to sophomore is 90%, 54% graduation rate – next goal is 60%, Brad wants 80%
  - Donor for students who run out of funds in their last semester and covers the funds (\$100K per year) 2 people in the Provost office that work with advisors to identify those students (who normally enroll, but suddenly stop or drop)
- Brad: Are their funds available for some sort of Ambassador program? Previous grads who make contact with local chambers, business, etc. to sell MU to that group of people? Yes, can sit down and share ideas

- Reservations for dorm rooms are more than what are available. Working with private partners to find beds. Converting single rooms back to double rooms in some cases.
- Irv: Is there a consensus that students stop coming because they cannot afford? A lot of times that is the case, especially in the southern part of the state. The 100 students are outperforming many other students, 91-92 are still in. Have more support from areas. E-bikes have been popular. Free with student ID.
- Tiffany: Still require students to apply and pay to graduate? Yes. But covers the cost of something and cannot do away with until that cost is covered. Fee waived if asked. Student application fee to apply to Marshall has been removed. Brad told high schoolers in Cabell County that they were accepted at Marshall.
- Student Life Updates – Walker Tatum, Student Body President
  - New women's basketball coach – Julie Folkes
  - Elected with Neveah Harmon, who won Miss WV and ended up serving with Kalea Yang
  - Resources:
    - Master list of all resources on MU campus, Marco Meal Share program, Green Bandana Initiative Training.
  - Involvement:
    - HerdLink help/Training, Finding their HERD, Marshall/Huntington Community (Connecting all communities together).
  - Safety:
    - Safety Month/Safety Walk, Concealed Carry Bill, Address Pedestrian Sidewalks.
      - Town halls on Campus Carry – Goes into effect this summer, finalizing policies.
  - Equity:

- Commuter experience, Non-traditional student experience, Food Resources, Clothing Resources
  - Marshall Thrift store open to students, faculty and staff only. – Donated items always accepted.
  - MU Food Pantry – expanding from 600 sqft to 3200 sqft in collaboration with thrift store. Coming up with fun names to take the stigma off of shopping at store.
    - Hungerfree Campus Act – Made it the furthest it has been. 2<sup>nd</sup> reading of house floor. Then was put on in-active. That member will retire this year and hopefully will be brought up again.
  - Collaborations in Huntington with other food bank and community donations. Went to project hope and put together easter baskets with the mothers and hid eggs for the children.
  - New SGA - Brea Belville – Conner Waller – Both from Ironton, OH.
  - Conference Food Fight – 1<sup>st</sup> inagural year. MU won. \$59,661 donated along with many other food items in the local areas.
  - Questions:
    - Jill – thrift store open during summer? Not during the summer. Open same hours as food pantry. Hope is to open more with the expansion. Some institutions have them open 24 hours.
    - Keisha – Any way to coordinate same services at the South Charleston Campus? Have not thought about that, but will take it back to next meeting with Brad to see what can be done.

10:20 AM

- MUAA General Business

- Minutes Review & Approval – Misty Ferguson
  - Misty went over the minutes from Fall 2023, September meeting.
  - No edits needed
  - Motion to approve Steve Wellman, seconded by Mikala Shremshock.
- Treasurer's Report – Dave Collins
  - Goal of \$50,000 by 2026

- Every board member donate every fiscal year.
  - Recurring donations are easy. Button is now on the webpage.
  - If endowment expendable is not spent, it is lost. Will spend at social this evening.
- Athletics is more of a partner. Donating to athletics. Need guest passes and the why behind why they are asking for the funds they are asking.
- Budget – bylaws, board has no current approval authority over the budget and should change that.
  - Presidential appointments to the board – (3) and Matt would like to have 3 additional members presented to be appointed by the foundation/staff and to have 3 plus the President's appointment (1).

YTD Donors	YTD Gifts
	August \$ 32,000.00
	September-October \$ 33,017.00
	November-December \$ 33,137.00
9	January \$ 33,197.00
12	February \$ 33,907.00
13	March \$ 33,992.00

- Annual Day of Giving – Andrew O'Callaghan, MUFI DXO
  - Day of Giving – April 24-25, 1837 minutes for Marshall @ noon
  - Ambassador – givingday.marshall.edu
  - Make your own gift and create a challenge to get others to participate. How to do it. How to be successful.
  - Opportunity to amplify our voice – lots of people at the same time.
  - Participation is crucial
  - Matt: what is ambassador?
    - Given a unique link to customize and direct to a specific fund, can share link and can make a gift

through your link and track who donates. Broadcasts the message.

- Buy in and hit the number. If we can't be ambassadors, then who can?
- Mikala: Would be helpful to receive social media following numbers. Matt to ask Joe to share that deck with us.
- Care package for best from MUAA board.
- Goal for the program is around \$100,000.
- Tiffany has issues donating every year. And managing recurring gifts. Talk to Andrew offline.
- MUAA Financial Update – Scott Anderson, MUFI CFO
- Special Guests:
  - Josh Perkey, BSN Sports (Nike Partnership)
    - Grew up here. Went to Vinson – transferred to MU in 1997 and graduated in 2000 with marketing degree and played basketball. Coached for years in the local area.
    - BSN national brand – based in Dallas, nationwide, 2000 sales reps across the country. MU is only account.
      - Nike direct – got rid of Nike Team (different from Nike the store) Third party does the selling. – Gear cheaper through the team – less marketing cost involved and brand loyalty.
      - Transition from one rep visiting once a year to local rep visiting twice a week.
      - What deal does is make it cheaper, game day account, (swim in two lanes) still direct with Nike, but different lane. To be all Nike, would need to be major, not mid-major athletic in all sports.
      - Branded a swoosh campus. Take what athletics has access to and bring it to the rest of campus. And have access to what all MU teams are wearing. Connected to MU will have access. Access available to other brands as well.
      - Everything printed goes through Rodney in athletics

- 12% goes to licensing 10% to the department – you can add additional funds to go directly to the department – percent goes to general fund, then can be asked for.
- Shipped direct
- Campus branding – other equipment besides apparel (tents, banners, etc.)
- Two ways to order – direct through Josh Perkey (big discount and printing then ship) –
- No matter what is spent, the purchases get bundled together then a rebate is generated that goes back to athletics.
- Can things be co-branded? – Yes
- Jimmy: Rodney controls the logos you can use, reached out and asked to use logo (wanted to use script logo) and made it happen.
- Rodney is putting together a sheet (branding guide) then a second page with retro logos.
- We compete a bit with the bookstore. Can't compete with the online store and personalization. Part of agreement is that there has to be x amount of Kelly green on the shelves at BSN. Exclusive sideline wear access in May. Mens, Womens Kelly green.
- Jimmy/Matt - Looking to do 3 Pop up stores a year – Alumni spring, homecoming, holidays. Exclusive for the board.
- Minimum for business co-brand – can make it work.
- Keisha – MUBA will be reaching out, did a similar fundraiser last year.
- Sailor Marco for this store – new features for other stores
  - Once live – the best timeframe is 5-7 days. Send sneak peek before it opens. 3-4 weeks after close you receive merch.

- Co-branded stores are separate, not with our three campaigns.
  - No returns.
  - Tiffany – Past order with Glenn's is this similar? Yes, but also will do other partnership with them. But not other apparel folks.
  - Jill – Higher end apparel – can be ordered, but not an online store option
  - Walker – why logo not on shoes? Nike cant do it.
  - Board of Directors can also be added.
  - Transitioning away from Industry Bold font.
  - Jimmy: Plan is (90% there) to finalize this week. Goal is to preview the 19<sup>th</sup> and launch Friday the 26<sup>th</sup> of April.
  -
- MUBA Updates – Keisha Barron-Brown, MUBA President
  - Program manager of InRoads (100 students every year) – diverse high school students in the area – dual enrollment opportunity
  - Homecoming – how to raise money to further endeavors?
    - Annual Black Hall of Fame – any nominations are due by July 28<sup>th</sup>
      - Awarded the Friday of Homecoming
    - 3 endowed scholarships currently, want to put money towards high school scholarships
  - June – going to Punta Cana – 24 registered to go. Raises \$2,400 to go to scholarships
  - Any Questions?
    - Jimmy: Work with every high school in Charleston? Opportunity to work with all high school students in Charleston and Huntington (program is nationwide) Currently student population is mostly south Charleston, with some at a few other high school

- Tiffany – How much raised through Hall of Fame event? \$6,500 after expenses. Some sponsors, including MUAA for giveaways.
- Walker – Herd academy connection? During MU Day at Capital. Dual enrollment program, money received for any student who wants to receive dual credits get them for free instead of pay the \$75 per credit hour. Nearby high schools will have option to take the college courses at MU, not the high school. Jessica Jordan – Dual Enrollment Coordinator
- Brad – KEYS money – Kentucky money that is used.
- Executive Director's Report – Matt James
  - Spring Recap
    - Building Bridges:
      - Where we are with chapters?
        - 30 chapters by July 1
        - Move to model (UK) have everything in place by applying
        - \$13,000 at southern coalfields chapter rasied, MOV had a fundraiser, Huntington Chapter at commencement, Annual Day of Giving
        - Community Cares Week (Sweat Equity Week) – do things in your city – 100 participants last year.
      - Business Relations – More money from Woodlands and Erickson committee
      - Sponsorship
      - Online Store
      - Alumni Mentoring Network
      - Spring Fountain Ceremony - April 20.
        - Next year will be the same weekend as the spring game
      - Walker starts full time May 1.
    - Questions?
    - Thank you Matt!

- Alumni Banquet Preview
  - 14 chapters reps attending
  - Establishing Chapter president of the Year
  - Chapter of the Year trophy has marco trophy.
  - Emerging Chapter of the year, and multiple excellence awards
  - Changes: cutting reading down and re-did videos has nominator videos and made more speech limits.
  - Top award winner – nominator is fighting in Ukraine and did a TEAMS interview.
  - DJ has been spoken to about music selection.
    - Matt would prefer a string quartet, student
  - Program Book this time. Brad has to leave early. Matt and Jimmy are giving opening speech. Reeves is giving closing speech. Ron is retiring and is being surprised by award established in his name. Dr. Ronald Area 3 C's Award.
  - Alumni Board will have some voice in the search for new CEO.
  - Cocktail hour at 5:30, starting promptly at 6pm.
- Spring Commencement Update ☺
  - New alumni shirts handed out by Huntington Chapter

12:00 PM – 1:15 PM

- Lunch – Herd Fuel @ the MSC John Marshall Room

1:30 PM

- Building Tour – Brad D. Smith Center for Business & Innovation

2:30 PM

- MUAA Committee Reports
  - Committee A Reports – Reeves Kirtner, VP 2
    - Awesome to work with you Barbara
  - Chapters – Barbara White & Becca Hayes
    - Raleigh fundraiser getting there. A bit rocky start, but heading forward. Spanish Flamenco – Tickets are \$20 or less

- First 100 tickets get a gift
- Communication is much better than last year.
  - Meeting on the third Thursday
- How do we support these chapters once they are onboard?
  - Case study of Raleigh Chapter
    - Older chapters struggle a bit
    - What else besides game watching?
    - Sponsoring fundraiser and attempting to get high school students to attend.
    - Weakness - As president, has not seen fundraiser shared across groups on campus, only the local area, even though locals travel a lot. – Have asked coaches and Directors to share, but no answer. Jill to send marketing POC to Barbara.
- Need to do new Chapter Resource Guide
  - Matt and Walker will be splitting the chapters and contacting every couple of weeks
  - Need to establish pain points for issues to deliver to new CEO
- Matt hopes the committee can come up with a way for money to apply.
- Philadelphia, Charlotte, Tampa – meeting, but no touchpoints
  - Matt and Walker will travel there and have in person touch points
- Adding into budget Board Travel
- Struggles:
  - Internal Data List
    - But not being used or accessible to Board or Chapters
    - Don't have access to text message service
- Events – Rashad Sanders & Jill Jackson
  - Congrats to Jill on VP position
  - Hard to get people to signed up to things online.

- Committee wants to crank things up
  - Ideas out of the box
- Commencement
  - Local Chapter involved, anyone can come assist. April 27<sup>th</sup> At 9am and 2pm
  - Have list of current chapters to be able to give grads who are moving.
- Homecoming Date is chosen:
  - Stamfeed –
  - Board meeting in May, Walker will be in the group
- Business & Development – Jim Woodrum
  - Jim's last board meeting – Going to teach at the College of Business – Teaching marketing - Director of Sales and Service
    - Set up the new grad shirts with Glenn's
  - Anyone who wants to make money off of us, we should make money off of them.
  - As committee gets reset – Jim can help coach and have a couple of interns
  - Work with Glenn's, possible golf outing (Guyan Country Club), working with other committees together. We all need each other.
  - Committee will be good addition to board
    - Surprise for those that signed up for the committee, looking for a chair
- Committee B Reports – Janie McDaniel, VP 1
  - Membership – Melissa Blatt & Sarah Kemp
    - Ageo is not used. Need to renew if wanted for next year.
      - Not user friendly
      - Just bought the coupon book company
      - Has some local offers
      - Feedback has been what is not what people are looking for. (9 people using insurance total)
      - 30-60 day notice to get out of contract.

- Be prepared to make that decision at the July meeting
  - Gives \$10,025 base back, (last year)
  - About the only player in the insurance industry for college programs – Got an extra \$25,000 for a year
- Shift gears to what to offer to Alumni
  - Alumni App?
    - Get tickets, shop items, etc.
    - Push notification function
  - Big Green offered to partner and share perks
    - Perhaps tier 2
- By-Laws – Steve Wellman & Austin Smith
  - Confirming Exec Committee Slate for 2024-2025
    - Jimmy – President – no vote needed
    - VP1 – Janie McDaniel
    - VP2 – Jill Jackson
    - Treasurer – Dave Collins
    - Secretary – Misty Ferguson
      - Motion to open floor for nominations.
    - Move to close nominations by Mikala
    - Reeves nomination and Melissa Seconded to accept board
    - No discussion
    - All Ayes, No No's.
    - Slate Approved
  - Two appointed seats – Jordan and Becca
    - Misty motions for appointment, seconded by Dave Collins
    - All Ayes, No No's.
    - Appointments Approved
  - Reeves cycling off board after 9 years
  - Bylaw amendment at the next meeting May)
  - Name change vote should be on next agenda.

- Attendance policy needs updated. Misty and Jimmy have created a list of who have not attended. By July 20, all contact lists updated and membership roster.
  - Online attendance should be more mandatory with more monthly meetings. More discussion needs to be had in the bylaws committee.
  - Is there a way to create a way to have board members removed.
  - Irv: Attend x number of TEAMS meetings a year or be removed.
  - Look at other boards and what they do. – heads to bylaws committee.
- Board nominations by midnight tonight.
  - How do you get people to attend?
- Adjournment
  - With Jim – Couldn't think of a better person to get committee started
  - With Reeves – Will see you at the Joan this fall.
  - Reeves: it has been awesome working with all. Came on before COVID. Excited for the future of the board. Will still be around. See you tomorrow.
  - Jim – four great years with this group. Love the passion of this group. Matt has become a great friend. A barrier hurdler every day. Have to influence from top to bottom. This board has to use your voice. Support Matt and the committee
- Motion to adjourn, Rashad 1<sup>st</sup>, Mikala second.
- Adjourned at 4:03pm.

### \*\*\*Bowling @ 6pm – Strike Zone!

#### Upcoming Dates:

- Next virtual meeting May 9<sup>th</sup>, 2024 -- 5:30-6:30 PM ET via MS Teams
- **Community Cares Week – May 14<sup>th</sup>-17<sup>th</sup>**
- Next on-campus meeting July 20<sup>th</sup>, 2024, ALL DAY
- Homecoming – October 5<sup>th</sup> 2024
  - Meeting on campus ALL DAY on October 4<sup>th</sup>, 2024
- Alumni Weekend – TBD April 2025

Attendance:

Online-

LaKeisha Barron-Brown – Does not have nametag

Melanie Pagliaro – does not have nametag

Jordan Woolridge

In-Person:

Misty Ferguson

Brad Profit

Jim Woodrum

Becca Hayes

Irv Johnson

Tiffany Ferrari

Sara Pennington – No nametag

Melissa Blatt

Reeves Kirtner

Steve Wellman

RaShad Sanders – No Nametag

Jill Jackson

Dominique Elmore

Barbara White

Alyssa Hammond

Mikala Shremshock

Dave Collins

Feon Smith

Jimmy Black

Walker Tatum

Matt James