



MUAA Fall Homecoming Board Meeting

October 4th, 2024

AGENDA

8:30 a.m.

Meet & Greet, Light Breakfast & Coffee Service

9:00 a.m.

Call to Order & Welcome

- Jimmy Black, MUAA President
 - Thank you for coming.
 - Big weekend ahead
 - Full agenda
 - Thank you from Ron. Two weeks left.

9:05 a.m.

Campus, Foundation & Athletics Updates

- Brad D. Smith, MU President.
 - App State Update - sent
 - MarshallForAll Update - 2 years in
 - Video
 - 187 years of growth and advancement
 - Carnegie R2
 - 11,500 students
 - 1858 full-time faculty and staff
 - 120,000 Alumni
 - Demographics, Digital and Doubt
 - Smaller families
 - YouTube is currently the number one learning platform
 - AI
 - Less thinking college is important
 - 20 colleges a year are closing
 - Went over a “plan on a page”
 - Questions:
 - What is a sustainable growth cliff?
 - 1% headcount growth

- 3.5% research grants and contracts
- What are we doing to get employers to recruit Marshall students?
 - Studying institutions to benchmark
 - Working with LinkedIn to get matches better
 - Need alumni to point employers to Marshall
- What is next?
 - Going to need to lean into energy
 - Generative AI takes up tons of energy
 - Where to put data centers?
- Do we have specific services for the students coming from foster care?
 - Fairmont State created a middle program using the un-used dorms to house
 - Work in process here
- Jimmy wants to get JCPS for metro rates.
- Nico Karagosian, MU Foundation CEO
 - Thank you. End of 6th week. Happy to be here.
 - Background:
 - Born in Brazil. Grew up in Pleasantville, NY. Went to Hobart College. Bachelors in English. Played college football.
 - Married - Daughter Maggie is also in fundraising. Daughter Ella - OU. Son - Zander - adopted from Africa at age 1. Twin Girls - 13 on Saturday. Married to Stacy for 25 years in July. 50 acre horse farm in Jackson, OH.
 - Came down in 2019 for an OU game and tailgate.
 - Haven't come up in the traditional donor officer only roles. Others as well.
 - How do we get more alumni involved and counting engagement as not only donations. (How do we track and grow that?)
 - Dollar and engagement goals for Marshall Forever.
 - Look forward to working with Matt and Walker and all of the board.
 - Questions:
 - Tremendous opportunity - Growth 2 years in a row is amazing.
- Juli Fulks, MU Head Women's Basketball Coach
 - 21st year of being a head coach
 - Was at Transylvania for the past 10 years
 - 1st generation student from Northern Ohio
 - Great leadership is problem solving
 - 2nd full week of practice
 - Able to do foreign (Italy) tour
 - Exciting schedule this year (WBCA)
 - Multi-team event in Orlando week before thanksgiving
 - No reason to not be known for women's basketball
 - Questions:
 - Is there a mentoring program in place? (There was one at Transylvania)
 - At Transylvania - Had powerful women guest coach that would come back each year. Also partnered with community leaders.
 - Moving forward here at Marshall.
 - What can MUAA do to support?

- Job placement is a big one. Hard to have same internship opportunities as a student athlete. - Key skills in communication, taking feedback, leadership, etc.
- Shaunte Polk, MU Director of Intercultural & International Students
 - o Student Affairs:
 - Did all new student orientations and week of welcome (1500 students)
 - Homecoming - doing things all week. Unity walk had a big turnout.
 - o Lots of things coming up
 - o Intercultural
 - Celebrating everything that is you.
 - Programming, events, marketing, etc.
 - International festivals - Marshall holds the longest running festival in the state.
 - November 9 - Event is free. Vendors volunteer to be there.
 - 48 countries represented at Marshall
 - 187 students this year
 - No recruitment - word of mouth only.
 - Partner with local and university groups to make these events happen
 - o When students graduate, helping to get jobs, showing around, answering questions are what alumni can help with.
 - Clothing closet - A lot of students who come do not have a lot of clotting that they bring with them. (The World Boutique)
 - 35 bags of clothes have been donated since August.
 - Food bags for those that stay on campus during the holidays.
 - Had more students than planned
 - o -Question? Do an amazon wish list for items needed? - Shaunte to talk with Lisa about if/ how that can occur.
 - How to get out the word?
 - o Fairmont State reached out to see what could be shared as a best practice so that they could bring to their campus.
 - o Doing life skill sessions. May reach out to assist in some of those sessions with expertise. Please reach out if you know a session that could be beneficial.
 - o Questions?
 - What is the contact info?
 - polk4@marshall.edu
 - 304-696-6705

10:15 a.m.

MUAA General Business

- Attendance & Minutes Review: Misty Ferguson, Secretary
 - o Irv motioned to approve the minutes from the Summer Board meeting. Dave seconded. All approved.
- Treasurer's Report: David Collins, Treasurer
 - o Grew \$1000 in September. Up \$1550 from the beginning of the fiscal year. 7 donors making 14 gifts.
 - o If you scan the top left QR code it takes you to the direct donation page.

- o Matt - used fund for board hospitality. \$400 left in the expendable - want to give more ownership to how that is spent.
- o Jimmy - want all to donate to events and activities fund. If you set up monthly payments, they will need to be restarted every 12 - 24 months.
- o MUAA Budget Overview:
 - Scott Anderson, MU Foundation CFO & Matt James
 - Budgeted Expenses by Activity Sheet (passed out in meeting)
 - o 3 people in office working on finance and getting items into correct budget activities.
 - o Bottom up budgeting process.
 - What is needed to achieve growth to create each budget line item.
 - Foundation budget in June - Where do we need to invest, how to fund Board Support
 - No budget to actual currently - spending Homecoming money now
 - In April meeting - should be looking at where are and what the spend should be like for 2025-2026
 - \$1100-\$1200 per year typically
 - Matt - big thank you to Scott - knew we were going to overspend as growing programs and bailed out
 - Athletics Contracts (with Leaderfield) 1-year contract
 - Homecoming
 - o Includes hospitality (tailgate tents) and DJ tents
 - o In-game broadcast title sponsor
 - o Game Tickets
 - o Parking passes
 - o Suite tickets
 - Non-homecoming
 - o Marco Awards - Spring Student Athlete Awards
 - Communications (signage)
 - Presenting partner
 - o Baseball Sponsorship (1 game)
 - Game tickets
 - Table in concourse
 - First pitch
 - PA announcements
 - o Digital Streaming
 - Commercial on how to be involved - Not football, but other athletic events on ESPN+ events
 - Driven by MUAA - most likely an outside producer
 - o Video feature on the JumboTron
 - Room to work with what that would be

- MUAA Chapter Support and Cultivation
 - Includes Travel
- Awards Banquet
 - Asked for large sponsorship
 - Moving to downtown, ticketed event with 400 people
- EAC - Items that stay in building, office supplies, etc.
- General - Swag items, professional development, etc.
- Major programs would be our signature events
 - Tailgate, Bonfire, Reunions
 - Alumni Weekend
 - Banquet
 - Spring game
 - Spring fountain ceremony
 - Coaches Tour
 - Chapter Cultivation
 - New model for launching
 - Money to sustain and get going until they can sustain themselves
 - Start-up package should be provided
- Alumni Relations Staff Report:
 - Matt James, Vice President of Alumni Relations
 - Alumni Weekend is April 11-13th
 - Things may shift from how we normally work things
 - Also the spring fountain ceremony then the spring game
 - Scholarship brunch currently scheduled for Saturday morning
 - Got a \$10,000 sponsor for Homecoming
 - Tracking attendance of who comes and how involved they are afterwards
 - Nico asking right questions
 - Excited for the future
 - Summer - been busy since
 - NC trip -
 - Excited Charlotte to re-start -
 - VA Tech
 - Helped to understand transactionality before Columbus
 - Columbus
 - 4 presidents
 - 500 people at tailgate
 - Fall Preview
 - Homecoming
 - Reunion
 - Parade to be live from the MU site
 - Bonfire - MUAA name on it
 - Head to around 6:45.

- Also men's soccer and Women's Volleyball games
- Office Decorating winners announced
- Creative Audio Visual - Stage
- MUBA Hall of Fame
- Tailgate Tomorrow -
 - Set up at 8am
 - Come help at 11am
 - Mingle if there
- Walker was co-chair - worked super hard in planning
- November 14 - Fountain Ceremony
 - Keynote speaker: Michael Barbara (family member - lost both grandparents)
- CASE - 4 ways to measure donorship
 - Coming back to board with more intentionality
- Walker R. Tatum, Director of Alumni Engagement
 - Prototype for Bobbi Dobbie's
 - Sell for \$25 to make *hopefully* \$37,000
 - Have one sponsorship and looking for more

11:15 a.m. – 12:15 p.m.

VP Project - Janie McDaniel & Jill Jackson

- Jill - focus on Young Alumni
 - After Christmas - young alumni mixer locally
 - Tie into Awards banquet and get more nominees
 - 40 under 40 cocktail hour prior to the awards idea
 - Stamfeed - Mother came with son (a senior) and had a great time. Had 6-8 people who had not been there before.
- Janie - focus on Mentoring
 - Still being thought through
 - Look at areas within Marshall that may want to connect first (Greek life, other groups, colleges Jr and Sr's)
- Jimmy -
 - Talked with Steve about amending bylaws to include young alumni representation
 - Networking and Job Placement for Marshall For All, Marshall Forever.

Committee A Reports – Jill Jackson, VP2

- Chapters: (Barbara White/Annette Green)
 - Reviewing and updating chapter leadership guide
 - Sending out to committee to review and comment on
 - Audit - Due October 31st
 - Every chapter will get a call or Teams meeting to answer list of questions
 - Test ran with the Charlotte chapter
 - Regional event at NC basketball game for multiple chapters - December 7th

- Events for western NC flood victims
- Nationwide
 - Panel discussion on how to get into grad school
- Pulling back on pushing numbers for growth for next year
- Events: (Rashad Sanders/Tiffany Ferrari)
 - Stamfeed success to build on for next year
 - Alumni Nominations
 - Need to get a jump on that so that we are late
 - Look at form to see if it needs to be updated.
 - Countdown to Commencement
- Business & Development: (Ben Workman/David Collins/Jimmy Black)
 - Online store - Young Thundering Herd Logo -
 - Still waiting on the store to be up
 - Focused on sponsorships
 - Some businesses would rather give product
 - Giovanni's giving pizza for lunch

Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Melanie Pagliaro)
 - Ageo contract in place
 - Renews year to year
 - Info will be available tomorrow at the tailgate
 - Getting a better idea of things to come
- By-Laws: (Steve Wellman/Austin Smith)
 - Amending bylaws
 - Later update on young alumni
 - Updates can be sent to Rebecca Stephens
 - Okay to Set up Google drive/drop box
 - Irv: Emails come from multiple sources. Can come from one email address?
 - Tiffany: Are there charters for committees? No, there are the slides (pillars) that were provided at the beginning of the board year. Discuss more in meetings with Tammy.

Round Robin - Questions & Remarks

- Jimmy - Thanks for taking time out and coming
- Next meeting December 5th.

Adjournment & Lunch Adjourn - 12:46pm

Homecoming Events:

FRIDAY, OCTOBER 4TH

- 5:00pm – 6:00pm

25th & 50th Class Reunions @ Brad D. Smith Center for Business & Innovation

- 6:00pm – 7:00pm

Homecoming Parade @ 4th & 5th Avenues

- 7:00pm – 8:00pm

Bonfire @ Harless Field

- 8:30pm – 10:30pm

2nd Annual Black Hall of Fame Ceremony @ Foundation Hall

SATURDAY, OCTOBER 5TH

- 12:30pm-3:30pm

MUAA/MUBA Annual Homecoming Tailgate @ Joan C. Edwards Stadium

- 3:30 Kickoff

The Herd vs App State @ Joan C. Edwards Stadium

Upcoming Dates:

- Executive Board Meeting: Thursday November 21st at 5:30 p.m. via Teams
- General Board Meeting: Thursday December 5th at 5:30 p.m. via Teams
- Winter Commencement – December 14th, 2024 10 a.m.
- 1st General Board Meeting of 2025: Thursday January 9th at 5:30 p.m. via Teams

Go Herd!