



## **MUAA General Board Meeting**

January 9th, 2025

### **AGENDA**

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

##### **Call to Order & Welcome - Call to order at 5:35pm**

- Jimmy Black, MUAA President
  - New Board Member - Joe Cunningham - presidential appointment
    - Tudors - the Herd - eating potato patty separately
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##### **MUAA General Business**

- Attendance & Minutes Review – Misty Ferguson, Secretary
  - Reminder on MU email addresses
  - No minutes edits needed
- Treasurer's Report – David Collins, Treasurer
  - \$36,751.89 in the fund
  - 9 distinct donors with 23 gifts
  - Can spend \$1298.47 in the next fiscal year - will be deposited on July 1, 2025
  - Budget updates to be started next fiscal year (presented at the April meeting)
  - Chapters may not be getting reimbursed quickly for their expenditures
    - Matt and Walker can pay for things up front if aware of events coming up

##### **Alumni Relations Team Report – Matt James & Walker Tatum**

- Foundation Report
  - T - Triumphs
    - Chapter updates and fundraising
    - Grad t-shirts / Young Alum Rebrand
    - Summer recap w/Walker onboard
    - Homecoming Highlights
      - Super successful, Bonfire to be Alumni Association activity going forward
    - Chapters funds now included in impact report for funds raised by alumni

- H - Hurdles
  - Alumni Growth/Sustainability
    - MUAA Chapters Committee Audit (10\31)
  - Lack of Staff Support
    - +Walker & MUFI Restructuring
  - True embrace of alumni work with MUFI
    - One of President Smith's priorities
- R - Relationships
  - External
    - Glenn's
    - United Bank
    - The Woodlands
    - MU Health, etc.
  - Internal
    - MUFI Gift Officers
- E - Engagement
  - CASE - 4 reported types of engagement
    - Philanthropy, volunteer, experiential, communication
  - Marshall for all Campaign
    - Tracking alumni & fan engagement
  - Established Committee Goals
  - Young Alums to MUAA Board
- E - Emphasis
  - Membership
    - Increase of MUAA membership
    - Chapter targets
      - Pittsburgh
      - DC
      - Florida
  - Sponsorship
    - Enhancement of sponsorship
      - Bobbie Dobbiez
    - Expand Alumni Banquet
      - Alumni Weekend
      - April 11th & 12th
    - Mentorship
      - Alumni Mentorship Program - (Herd Connect Program)
- Bobbie Dobbiez to arrive in next few weeks - Sponsored by MU Athletics and Alex White Lawyers PPLC - To be given to student athletes and alumni only - along with speech to student athletes on why alumni engagement is important. \$25 donation specifically to the alumni association to get a bobbie dobbiez. 2000 ordered - 500 go to athletics.

- Tuscaloosa Four - City of Tuscaloosa started building a sculpture of the four - Unveiling later this winter
- Day at the Capital - March 4, 2025
  - Marshall swag, proclamations, new governors first day
  - Universities United reception that night for any in the Charleston/Huntington area
    - Breakfast at 7:30am to the photo at 1:00pm
- Welcome to Joe Cunningham

### **Committee A Reports – Jill Jackson, VP2**

- o Sending out dates to get meetings set for committees
- Chapters: (Barbara White/Annette Green)
  - o Not available
- Events: (Rashad Sanders)
  - o Alumni Weekend -
    - Hypothetically April 11th (Friday) quarterback club in the stadium - Saturday morning - scholarship brunch 10am - Fountain ceremony at 12pm, Spring game - 2:00pm - Awards in the evening
    - Location - event space - convention center downtown
      - Green Carpet availability
      - Selling tables at event
    - Not looking for award sponsors
    - Have awards chosen by outside board
- Business & Development: (Ben Workman/David Collins)
  - o Going to reach out to committee to get meeting scheduled
  - o Nike sales - winter store - \$2367.50 / Spring store -around \$6000
    - Timing and most popular - still learning
    - Most sales were at the inaugural spring store

### **Committee B Reports – Janie McDaniel, VP1**

- Membership: (Melissa Blatt/Melanie Pagliaro)
  - o Met in November - came up with suggestions that were sent to Matt and Walker
    - Ideas on how to increase membership
  - o Perks program monthly calls
    - Looking at other alumni associations and what they offer
    - Working with Big Green on local discounts
  - o Kit did a video of photos from winter commencement to show sponsors that their money is well spent and making a difference
- By-Laws: (Steve Wellman/Austin Smith)
  - o Slating nominees once deadline hits

### **MISC: Board Member Nominations, Alumni Awards Nominations**

- Anyone interested in joining executive committee, let Jimmy, Janie or Jill know
- Nominations for awards and board members coming up

- May need exec meeting in two weeks - Jimmy will followup

## **Adjournment at 6:51pm**

### **Upcoming Dates:**

- **General Board Meeting: Thursday February 13th at 5:30 p.m. via Teams**
- **Executive Board Meeting: Thursday February 27<sup>th</sup> at 5:30 p.m. via Teams**
- **General Board Meeting: Thursday March 13th at 5:30 p.m. via Teams**
- **Spring In Person Board Meeting: Friday April 11<sup>th</sup> 2025; Time TBD**
- **2025 Alumni Awards Banquet: Saturday April 12<sup>th</sup> 2025; Time/Location TBD**

### **Go Herd!**

#### **Attendance:**

Misty Ferguson  
Steve Wellman  
Becca Hayes  
Jimmy Black  
Chris Dickerson  
David Collins  
Laura Greer  
Irv Johnson  
Jill Jackson  
James Lester  
Matt James  
Janie McDaniel  
Joe Cunningham  
Melanie Pagliaro  
Melissa Blatt  
Mike Perry  
Brad Proffitt  
Rashad Sanders  
Sara Pennington  
Mikala Shremsock  
Feon Smith  
Walker Tatum  
Tiffany Ferrari