



MUAA General Board Meeting

June 13th, 2024

AGENDA

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

Call to Order & Welcome @ 5:32pm

- Jimmy Black, MUAA President
 - o Summer board meeting details to come
 - Fun things being planned
 - Committee leads - when it comes to reports, you can recap year or talk about next year

MUAA General Business

- Attendance & Minutes Review – Misty Ferguson, Secretary
 - o Got attendance
 - o One edit to last minutes
 - o Tiffany commented minutes were hard to follow - no suggestions made
 - Minutes are as complete as can be made without being transcribed.
 - Matt commented that questions were probably on what he and Jimmy had talked about.
- Treasurer's Report – David Collins, Treasurer
 - o Ytd 19 donations of \$5570
 - o Just shy of \$35,000
 - o Mikala asked about board participation percentage:
 - Board member participation is not known as Scott does not provide that information
 - Plan for next year, all members must have donated to receive a ballot for elections
 - Janie commented - Donated through financial advisor and not sure that it goes through the right person. How to check?
 - Matt and Walker have suggestions to get it cleaned up.
 - o Matt - currently not codified in the bylaws

- Things discussed
 - How to remove members
 - How to approve budget
 - Allocation annually from foundation is \$61,000 (covers homecoming and banquet)
 - Usually spends about twice that every year
 - Projected budget around \$125,000-\$150,000 next year - seek more from sponsorships
- Set monthly giving still needs to be updated every year or two

Executive Director Report – Matt James & Walker Tatum

- Maximizing IMPACT
 - Internal Impact
 - Matt created onboarding guide
 - Top 25 Objectives w/Target Dates and Measurable Outcomes
 - Four Pillars
 - CASE Alumni Best practices
 - May Impact
 - Community Cares Week - 21 Alumni Chapters Participated
 - 284 Alumni Volunteers
 - Mid-Ohio Valley Chapter Fundraiser - raised \$42,000
 - Partnership Impact
 - Commencement t-shirts
 - Annual Fund
 - Annual Day of Giving and Future Integration
 - What is the partnership?
 - 41,000 alumni live in WV, only 1,400 are active giving members
 - MUAA Membership and Communications from Alumni Relations
 - Custom Gift Incentives
 - Bobbi Dobbie's
 - Membership Cards and Perks
 - Free first year for new grads, can upgrade with donation
 - Athletics Impact
 - First endowment in Athletics history was made by an Alumni Chapter (Mid Ohio valley)
 - MCing Athletics event later this year (August)
 - Chapters Impact
 - Surprise visit from Brad Smith - had met with Jimmy
 - Wants idea/project on how to get alumni chapters involved
 - For each \$ raised by chapters, he and Aly will match
 - Summer Audit

- Chapters Info and making sure everyone has the same stuff
 - 6-12 month goals
- Team Impact
 - Larry Foster received proclamation from Brad Smith
 - 30 years of service
 - Columbus in september - launch
 - State of the University address
 - Moved to Sept 25 &26, Universities United with WVU
 - Want people - Annapolis and DC Alumni Chapters
 - Expanded State License Plate Agreements
 - Need 150 in person Ohio signatures
 - Looking towards KY, NC and SC
 - Making sure they look good
- Dave Question - Timeframe for Brad and Alys Match?
 - Within the 10 year period, anything raise by alumni chapters specifically
 - Have to create new scholarships that are specific to this project
- New CEO Search (Steve Update)
 - On search committee representing MUAA
 - 12-15 members went to interviews in Columbus
 - 30 candidates in 2 days
 - Narrowed list down
 - Had one clear favorite, met with Brad Smith
 - Has specific alumni ideas and experience
 - Opportunity to get to the next level
 - Very intense process
 - Announcement should come soon - Offer made, waiting on acceptance
 - MUAA will be second to know who once accepted

Committee A Reports – Reeves Kirtner, VP2

- Chapters: (Barbara White/Becca Hayes)
 - Committee meeting next Thursday
 - Application process to move to online
 - Kickoff event to occur soon
 - Need co-chair
- Events: (Rashad Sanders/Jill Jackson)
 - WoW - We are Marshall at the Joan for incoming freshman - want alumni participation
 - Date - tbd
 - Friday July 19 activity to come
 - 3rd annual Stamfeed for Homecoming
- Business & Development: (Jim Woodrum)
 - Last update from Jim

- We started the committee this year
- Got t-shirt done, Glenn's conversation
- Focus for homecoming events and WOW to get things done
- Focus for Spring events for big sponsors
- Had a great time on the board, great working with everyone, best of luck
 - Matt - thank you thank you thank you
 - Vision of big M on 5th Avenue, for parade
 - Jimmy - could not have had the sponsors for graduation without your help
- Need chair and co-chair for committee

Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Sarah Kemp)
 - Augeo and perks - Walker joined - 95% rise in engagement
 - 164 new members enrolled for 726 total
 - Putting together some new information and seeing what is peaking interest
 - May end up keeping
 - If there is a perk you may be interested in, they will work with us
 - Example - Dollywood alumni perk
 - Jim used to work with a Dollywood guy
 - Build to what we want build it to
- By-Laws: (Steve Wellman/Austin Smith)
 - No further comments

MISC: Election Results, Year in Review, 2024-25 Look Ahead

- Elections update - had 162 responses to vote
 - Had 8 candidate local, can accept 5, but tied for 5th, but once purged inactive members, there will be more open spots (Jim leaving early and two who are not active)
 - Need to confirm that they still want to serve.
 - Jill and James Lester tied - Jill will get 3-year spot - James will get remaining two years of Jim's term.
- Need to add tie rule to bylaws
 - Mikala thought there was one, but doesn't look to be there is - there were not.
 - Steve - Sentences say differing numbers (No more than 10 on a ballot, then 10-20 on ballot.)
 - Section 3.4 needs to be re-written
 - From the HerdAlum website - signed by Annette
 - From February 2023
- Discuss more at exec meeting in two weeks, then can present at July meeting
- Tie break discussion - any ideas?
 - Irv - suggestion - Presidential appointment should be used for the tie if needed.
 - Board Presidential appointment is only for one year

- MU Presidential appointment needs to be used
- Alumni Relations Office Appointments (Want 3 per year going forward)
- Misty - Board votes on tie, winner gets
- Jimmy - tie-breakers - years of service on the board / exec committee/board vote
 - Active years of service on the board, then board vote, then presidential decision (basically incumbent automatically gets spot)
 - If no years of service, then goes to board/exec vote
- Need to update all process for voting next year, systems that talk to each other.
- NIKE online store - over \$6,000 of sales (made 10% of that)
 - Second one around homecoming
 - Goal to raise over \$2,000

Keisha - MUBA - all call to go to DR a few months ago to brainstorm about MUBA

- 22 alumni and family attended

- raised \$2,200
- Expand high school scholarships
- gave insight on how to bring MUBA and athletics back together
- plans for homecoming

-Black Hall of Fame nominees have come through

- Nominations deadline is July 25, 2024
- Jimmy to get email to go to board
- Collaborating minds - Alumni lecture series during homecoming week (like TedTalks)
 - Tentative on Thursday evening

Jimmy -

- Thank you for updates
- Long meeting, good meeting
- Look forward to seeing everyone in July.
 - Cool swag is coming
- Made first year very easy thank you

Adjournment @ 6:56pm

Upcoming Dates:

- **Summer Board Meeting: July 20th, 2024 at 9 a.m.**
- **Homecoming Meeting: Friday October 4th, 2024 at 11 a.m. (Time TBD/Post Picnic on Plaza)**

Go Herd!

Attendance:

Misty Ferguson
Annette Green
Becca Hayes
DAvid Collins
Laura Greer
Irv Johnson
Matt James
Jim Woodrum
Jimmy Black
LaKeisha Barron-Brown
Jimmy Black
Jane McDaniel
Melanie
Melissa Blatt
Brad Profitt
Robert Walker
Mikala Shremshock
Steve Wellman
Walker Tatum
Tiffany