



## **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 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 Alys 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)
  - o Committee meeting next Thursday
  - o Application process to move to online
  - o Kickoff event to occur soon
  - o Need co-chair
- Events: (Rashad Sanders/Jill Jackson)
  - o WoW - We are Marshall at the Joan for incoming freshman - want alumni participation
    - Date - tbd
  - o Friday July 19 activity to come
  - o 3rd annual Stamfeed for Homecoming
- Business & Development: (Jim Woodrum)
  - o 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 peeking 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 20<sup>th</sup>, 2024 at 9 a.m.**
- **Homecoming Meeting: Friday October 4<sup>th</sup>, 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