



MUAA Spring Board Meeting

Brad D. Smith Foundation Hall – Dr. Ronald G. Area Conference Center

April 11th, 2025

AGENDA

8:30 a.m.

Meet & Greet, Light Breakfast & Coffee Service

9:00 a.m.

Call to Order & Welcome @ 9:08

- around the table introductions

- Jimmy Black, MUAA President
 - o Everyone looks great for headshots
 - o Great weekend planned - packed agenda

9:05 a.m.

Campus & Foundation Updates

- Oreatha Murray, Director of Recruitment
 - o Showed the territories for recruitment (7 recruiters when fully staffed)
 - o Recently working with alumni chapters to get into those areas better (Charlotte for example)
 - Looking for more alumni to get to local events in their areas (college days recruitment) - small training
 - Scholarship ceremonies
 - Certs mailed to school directly, script to read
 - Giving a form to Matt, to fill out if you are interested in assisting.
 - Recruitment season in the fall and spring - Let them know if there is something you would like to be involved in.
 - o Jill Question - would you come to a Huntington chapter meeting? - Yes, absolutely - Go through Becca
 - Saw tuition increasing, is that increasing at other universities as well?
 - Yes, most likely. Marshall increase will be on trend.
 - o Dave question - Any open houses during the summer?
 - Events all summer long for that type of recruiting
 - o Tiffany - What are your most attended events?

- Different things for different people
 - CET events - 80% rate - highly tailored to each group
 - Getting them to campus is like test driving a car
 - Annette - Understand understaffed, we are here to help any way possible
 - Getting together a recruitment packet for each chapter
 - Brad - Chapter kickoff for PT. - Grassroots effort to engage alumni and get them plugged in to local area high schools, etc. (Ambassador Program basically)
 - Thank you for all the work you are doing. Passed out some items.
 - Metro rate is cheaper than in-state tuition for OH and KY.
- Major Alston, MUFI Chief Development Officer (Will Arrive later during Mtg)
 - Been here since mid-November from Ohio University (6 years), University of Cincinnati prior, Graduated from the University of South Florida and worked there as well.
 - Does anyone have any questions?
 - Bekah - what is your favorite part about Marshall? - It's the grit, the story. Galvanized community. The pride here is like no other. The commitment is huge. President has a bold mission. Innovation district to being notoriety, jobs
 - Top wish list items to get where you want to go? - Folks to be ambassadors, fundraisers, energizers
 - If you are going to Florida for vacation - reach out
 - Look forward to working with everyone.
- Nico Karagosian, MUFI President/CEO (M4A Campaign Updates)
 - Pam is retiring after 27 years at the Foundation - Last day is June 7 - Want to thank her at her last in-person board meeting
 - Fundraising and Engagement Report
 - Gave overview of mission and vision
 - Strategic Priorities
 - Fundraising, Alumni Engagement (how to get people involved in various ways and how are we tracking, and identifying non-engaged alums),
 - Just under \$27M raised in year so far.
 - Doubled the amount of \$1M gifts from last year
 - Donors - Currently about 2600 so far this year
 - Retained and new Donors - 1630 so far this year
 - Looking at why the retained donor number is going down
 - Not easy to give on the website
 - Looking at updating to make it easier
 - Not following up as well as should be, but adding additional staff to stewardship department
 - Mentioned upcoming events and programming
 - Transparency for donors - Candid Guidestar Gold Seal
 - \$212.88M Endowment - \$7.9M FY25 Distribution
- Student Life Updates - Connor Waller, Student Body President-Elect
 - Recently elected Student Body President
 - When elected as vp last year - Worried about student wellness
 - Now a part of student health promoting campuses network
 - Student experience;

- As VP, has privilege of heading Fountain Ceremony
- Want area to be as clean and nice looking as possible
 - Had around 100 students clean the area
- Relied on experience from past year, looking forward to next year -
 - Students don't feel heard right now
 - Student Experience - make sure they have what they thought they would when they came - Renovation of the Student Center Basement
 - Student Wellness - ADD accessibility , CPR and QPR trainings and others to campus
 - Student Success - Created 2 new cabinet positions
 - Sec. Of student Advocacy - Need data to back up . YikYak - anonymous complaints
 - Sec. of Student Success - Bring up issues so that students feel like they are being heard.

9:50 a.m.

MUAA General Business

- Attendance & Minutes Review: Misty Ferguson, Secretary
 - Attendance going around. Please sign.
 - Made edits to fall minutes sent by Laura - Leaderfield to Learfield. Any other edits needed?
 - Motion to approve minutes by Steve W.
 - Seconded by Marie Redd
- Treasurer's Report: David Collins, Treasurer
 - \$37,166.89 in Events and Activities Fund - 34 gifts of \$2,165 from 13 donors. Make your donations!
 - March grew by \$90.
 - Would love to see hit \$40,000 by end of fiscal year.
 - Mikayla question - Celebrate former board members who started this fund?
- Special Guests:
 - Annual Day of Giving – Griffin Talbott, Sr. Director of Annual Fund
 - Starts 23rd at noon, until the 24th opens early giving tomorrow at the donor brunch
 - Sign up to be an ambassador
 - If signed up last year, will still need to sign up this year.
 - Easy to add link to social
 - Mikayla - expected more from the toolkit that were copy/paste to socials to share, instead of having to create from scratch. - Griffin will work on it to get up in the next week. - Walker - navigating with comms director at the foundation also foundation-wise.
 - Will send links to Misty to send out.
- Alumni Relations Staff Report:
 - Matt James, Vice President of Alumni Relations
 - Passed out folders with the sponsorship packet

- Looking for help, includes letter and shirt mock up.
- Sponsors pay for green shirt, give coupons out for black, white and possibly grey to buy at Glenn's.
- Budget now through June 30th
 - \$164,000 has been spent
 - Historically - \$60,000 to operate
 - \$40K for Homecoming, \$25K for banquet
 - Started at \$23K this year to spend
 - At for \$65K to spend wanted 150-175k for operations - will break it down next meeting
 - 25K for banquet, 7k in table sponsors
 - Raised \$76K so far.
 - Investing in athletics, partnership
 - If you have people who want to be larger sponsors - look for others for other events - call Foundation and cultivate partnerships
- Launching Bobby Dobby on giving days - for giving \$25 donation and becoming active alumni - giving custom bags and stuffing for free. \$37,500 potential revenue
 - 55,000 alumni living in WV, only 1,500 are currently active in alumni association
- Dave question - cut off date for name of t-shirt - Last week of April
- Joe Questions - how many slots on t-shirt to be sold - no limit
- Jill Question - Can we get the letter in a pdf
- Tiffany - Any concern we will overlap on the ask? - Sponsorship committee will determine
- Walker R. Tatum, Director of Alumni Engagement
 - MU mentoring is now live after 2+ years of cultivation
 - 60-ish mentors in database
 - training to all alumni mentors per university policies
 - Southern coalfields fundraiser - \$7,000
 - Woodlands became the 31st alumni chapter
 - Revamped MUAA Chapter manual
 - Get all on the same election cycle
 - Structure to MUAA Bylaws
 - Banquet - largest to date - around 360 people
 - Finalizing seating charts - plugging in where needed
 - Podium has arrived - video wall in the room
 - Videos from award winners, only national winners will speak
- Bekah Prater, Sr. Director of Alumni Operations
 - 11+ years experience in development, coming from Ohio University
 - Looking at data and tracking and building new system, updated system
 - Stewardship is very important, along with process and efficiency
 - Elevate and enhance great work Matt and Walker are doing
 - Be more intentional and evaluate in real time
 - Strengthening alumni engagement, obtain and retain.
 - Been in Huntington 3 years, husband is Women's soccer coach
- Spring Recap Presentation: "Marshall Alumni Relations TODAY"

- Gave to foundation board the last day of February
- Case District II Conference
 - Valuable insight into the Mentoring Program
 - Juggling the critical work we do while dealing with unexpected requests
 - Alumni is the life blood of every foundation
- Alumni Weekend Preview
 - Spring Fountain Ceremony, Saturday @ 11:30 a.m.
 - Green & White Game, Saturday @ 3:00 p.m.
 - 86th Annual Alumni Awards Banquet, Saturday @ 6:30 p.m.

11:00 a.m.

MUAA Committee Breakouts & Report Outs (30 Minutes)

Committee A Reports – Jill Jackson, VP2

- Chapters: (Cara Bailey/Annette Green)
 - Chapters will vote on who would be the Chair for the Chapters committee would be for the next 1-3 years.
 - All Chapter presidents already have a seat on the board (Do not have to be an elected member.)
 - Co-chair will be a member of the board.
- Events: (Rashad Sanders/Chris Dickerson)
 - May is commencement
 - Two t-shirt shifts
 - Homecoming meetings will start earlier this year.
 - What can we do during the summer?
 - Emily had idea about a fake derby
 - Chris (Michael) had idea for the Georgia game in August
 - Alumni fundraiser at the Henderson center or ball fields before the Zach Bryan concert
 - Watch the game
 - Alumni to sign autographs
 - Tiffany wonders why countdown to commencement isn't a membership committee event and not an events committee event
- Business & Development: (Ben Workman/David Collins)
 - Flash sale is live until April 17
 - Ideas during huddle on future information needed, especially for those not in the Huntington area to make donation

Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Melanie Pagliaro)
 - Working on goals for several years, mentorship program has been in the works for years.
 - 7 recommendations - 4 are in the works, so get new members.
 - Working on promotional video for the Alumni Association and a more in-person presence

- By-Laws: (Steve Wellman/Austin Smith) – 2025 Executive Committee Election
 - o Confirm slate for next year
 - President - Jimmy Black
 - 1VP - Jill Jackson
 - 2VP -Janie McDaniel
 - Secretary - Misty Ferguson
 - Treasurer - Dave Collins
 - Missy Blatt - Board Rep
 - Board Rep position open - Need noms
 - Rep on executive committee
 - Mikayla nominates Sara Pennington
 - Any floor nominations for other positions?
 - No nominations received
 - Motion to approve slate - Misty
 - Seconded by Chris Dickenson
 - All approved, no nays

- Jimmy met with President Smith last week -
 - Talked about focus on Marshall 4 All, Marshall 4 ever and mentorships and internships
 - Brad passionate about raising funds
 - \$5,000 for pell grant eligible per year to get through Marshall
 - All money chapters raised for the year to be matched by Brad Smith
 - Business Development - always bat .300 - 10 asks, 7 no's, 3 yes's.
- Joe - community cares week
 - Get a partner and come this year
 - Saves the university money

Adjournment @ 12:27pm

12:00 p.m. – 1:00 p.m.

- Lunch – Memorial Student Center Food Court

1:00 p.m. – 2:00 p.m.

- Building Tour – MU One-Room Schoolhouse

2:00 p.m.

- Headshot Photoshoot @ Foundation Hall Patio

***** Bowling @ 6:30 p.m. – Strike Zone Bowling Center**

Upcoming Dates:

- Executive Board Meeting: **April 24th 2025 at 5:30 p.m. via Teams**
- General Board Meeting: **May 8th at 5:30 p.m. via Teams**
- Marshall Spring Commencement: **Saturday May 10th 2025**
- MU Alumni Sponsor of Baseball Senior Night: **May 17th 2025**
- Community Cares Week: **May 20th – 23rd 2025**

- Summer Board Meeting: **July 2025 (Date TBD)**
- Homecoming Meeting: **Friday October 17th 2025 @ 9 a.m. (All Day)**
- Alumni Weekend 2026: **April 10th – 11th 2026**

Go Herd!

Online Attendance;
Melanie P.

In-person:

Misty F.
Marie R.
Joe C.
Laura G.
Dave C.
Annette G.
Feon S.
Ben W.
Krista B.
Steve W.
Melissa B.
Alyssa H.
Cara B.
Emily G.
Michael P.
Tiffany F.
Sharon M.
Jill J.
Mikala S.
Sara P.
Domminque E.
RaShad S.
James L.
Chris D.
Janie M.
Brad P.
Pam N.
Nico K.
Jimmy B.
Bekah P.
Matt J.
Walker T.