



MUAA Summer Board

Meeting Agenda

July 20th, 2024

8:00 AM

- Meet & Greet, Continental Breakfast

9:00 AM

- **Call to Order & Welcome**

- Jimmy Black, MUAA President
 - Welcome

9:05 AM

- **Campus & Foundation Updates**

- Bri Ellis, Asst Director Women's Basketball Operations
 - Been here less than 2 months, never been to WV before
 - Born and raised in Columbia, MO and played at Missouri State
 - Worked at two previous universities
 - In a transition currently
 - Coming up is foreign tour to Italy
 - Able to retain a lot of team for upcoming season
 - Starting to build a culture - workout 4-5 days a week
 - What do you find interesting about Coach Fulks? Brilliant person, very knowledgeable, very analytical. People person, cares about the players. When you feel safe and valued it makes it easier.
 - On the court, what will be similar and different? Philosophy is much different. A lot of zone offense, more of a controlled pace, wants to score every possession.
 - Walker - with the coaches tour - Huff says the way Marshall spells NIL is L-O-V-E.
 - Melissa - come out to the games. Very exciting.
- Dr. Ron Area, CEO MUFI Report
 - Enrollment projects are up
 - Dorm rooms are going fast
 - Cybersecurity building (80,000 sq ft) and advance manufacturing center (50,000 sq ft) being built

- Transition - Officially retiring in 3 months
 - National search - Nico Karagosian will be replacement
 - 20 years experience with multiple universities - Most recently Ohio University
 - No dramatic shifts planned, great ideas are out coming
 - Will stay connected during the transition through October
 - Has loved working with everyone, will only be a phone call away and is planning on staying in Huntington, when not at place in Florida
- Mikala says thank you. Jimmy says thank you.

- Alicia Parker, MU Big Green Associate Director of Development
 - Grew up in Louisa KY, went to Morehead State
 - Proud of partnership that has been created
 - Built things and grew scholarship endowments
 - Event tomorrow - Be Her - Women in Sports
 - Cindy - Footlocker
 - Any questions?
 - Walker will send link for event tomorrow for tickets.
 - With all the changes in athletics, what are the major focuses for the year or forward?
 - 15 initiatives for current campaign.
 - NIL - now partnered with Athlete Advantage
 - Office is in the Big Green Office
 - Reality is a very small deal, but much appreciated by athletes.
 - Helped in Raleigh with a fundraiser with mostly non-Marshall grads - Barbara says "Thanks"
- Dr. Marcie Simms, Vice President of Intercultural & Student Affairs
 - Grew up in WV, gone for 20 years, became an orientation leader in 1996. Went to EKU and worked in housing. Then moved to FL at FSU. Then came to Shawnee State. Been at Marshall 2 years now.
 - Have to start telling our story. Impact recruitment, completion and retention.
 - Created assessment plan. Looking at co-curricular activities.
 - Engagement app launched last year. (Handed out cards with QR code) Can only view full app with a Marshall email address. MUAA has own tile
 - Asked for WOW to be moved under Student Affairs. (Find your Herd)
 - Get to know everything before first day of class.
 - Can choose to go to some things and options for other things. Gifts for coming to some sessions.
 - Over 1000 students attended last fall and over 1000 registered for this year so far.

- This year, Thursday is a night at the Joan, showing We Are Marshall on the big screen. Friday, new student convocation (at REC this year due to Keith Albee renovation), Saturday, Campus Carnival - build a bison event.
 - Looking for volunteers to help out.
- Launched a new website on June 1.
- Expanded intercultural weekend in the spring, to metro counties. Spent night at Rec Center. DC Cap students came as well
- Co-curricular transcripts launching in the fall. Lists things they were involved with outside of classes.
- Strategic plan will be done by December.
- A lot more transfer, Veteran and parents as students.
- Dave - how is class registration structured? Do they sit with a counselor to pick classes? - Depends on program, some have required meeting with counselor. Have several advisors (Professional Advisor - specific to college, Educational Advisor, Faculty Advisor, University College, etc.) 4-prong system.
- Working with career education for alumni mentoring - more info later this year.
- Student Retention - Friend at Marshall mentors for each new student.
 - Care teams, financial, housing, advocacy, etc.
 - Collaboration between different departments on campus.
 - Every cabinet meeting starts with how you are helping a student right now.
- Bill Gardner, MU Cybersecurity Institute
 - Teach how to hack in a controlled environment.
 - Graduates got to government, industry, etc.
 - Touches everything we do.
 - Really great partnership with US CyberCommand
 - Critical infrastructure
 - Good funding - Goes up each year
 - Have a new permanent director from Norwich University - still in the Reserves
 - Started on Monday
 - ARC grant to plan a larger Cyber Workforce training with the University of Alabama, Tennessee Tech, Ashland Community College - Talking with EKU and WVU to plan.
 - Students participated in Lock Shields. Joint exercise with Estonia. Sat with partner during 24 hour exercises. Planning new one in the Indo theater.
 - DARPA - teaching with AI and cybersecurity. Also partnership with WVA and FIU.

- Currently have multiple programs and have approx. 135 students total. Graduate studies is 100% online. Looking to have more hi-flex class in undergrad.
- Already over-subscribed for the building because of so many partnerships.
- Barbara - program could have strong connections in the local Raleigh area, how can they help with recruitment? Give chapters information that is needed to give out.
- Irv - Approximate timeline on building - Break ground in Sept and complete in 18 to 24 months.
- Keisha Barron-Brown, MUBA President
 - MUBA hosting meet and greet with Coach Huff today, bringing community leaders in and how to wrap efforts around players.
 - Secured 44 tickets to Marshall v. Ohio State game
 - As approaching Homecoming - Hall of Fame event - not choosing as many inductees this year. Big fundraiser last year.
 - How to continue to expand to recruiting and retention - want to be bridge to students who have a gap in funding. Looking at Alumni to help out outside of the Huntington area.
 - Jimmy - work together for high school recruitment.
- Brea Belville, MU Student Body President
 - From Ironton, OH, Finance major
 - Applying to law school
 - Connor Waller - VP
 - Platform - sat down with different departments
 - Wellness programs operate independently
 - Three pillars
 - Student wellness
 - Student Safety
 - Student Equity (Commuter experience, food insecurity, etc.)
 - Secretary of Alumni Engagement - Yeager scholar - Will
 - Jimmy - How can alumni help? Retention - so many resources on campus that are not known about. Elevate those so that students know they are available.
 - Walker - Some type of training for Board, to know what resources are available if asked.

10:10 AM

- **Icebreakers & Board Member Intros**
 - Instead of food, quick bio and what favorite song when at Marshall
 - Walker - Graduated in April - Bach in Biological Science - Thunderstruck wants a redo - unwritten

- Barbara - Chair of Chapters, press of Raleigh Chapter - everybody wants to rule the world
- Becca - At large exec committee - OU undergrad - med school at Marshall - grandfather was president and dad was MUAA president
- Misty - Hey Baby - from being in marching thunder
- Mikala - Graduated in 2006 - Zombie
- Annette - McDowell - recently retired - owns partners for events - Don't Look Back
- Feon - Late graduate student - Bach in 2003, masters in 2005, phd in 2012 - Beegees
- Irv - Cabell County assessor - up for re-election - was school photographer - graduated in 1988 - Rock you like a hurricane - Purple Reign
- Emily - From area - went to WVSU and masters at Marshall in 2009 - Boom Boom Pow
- Brad Proffit - Mary jane's last dance
- Ben Workman - RBC wealth management - Graduated in 1999 - Smells like teen spirit
- Steve - Been on board for long time. From Kenova - Graduated in 1994 - Chair of Constitution and bylaws committee - Rush devotee - Pour some sugar on me
- Missy - Membership committee chair - 1995 grad - Black - Pearl Jam - I'll be there for you Bon Jovi
- Seldon - graduated in 2010 - MBA later on - Drake/Little Wayne
- Melanie - masters from Marshall in early 90's - Jump by House of Pain
- Jordan - graduated in 2014 - Truist - Soulja Boy
- Sara - graduated with undergrad and grad - lives in Charlottesville, VA - Incubus - Wish you were here
- Elijah - Logan County - graduated in 2016 - pursing masters - Nose on the Grindstone
- Michael - amazon outreach coordinator - Best of you
- Dave - Treasurer - graduated in 1986 - Lexus Nexus - 30 years - Idaho - Final Countdown - Working for the weekend
- Janie - graduated in 1973 - Yesterday
- Laura - graduated in 1999 - Dave Matthews
- Krista - London - graduated in 2000 and 2005 - Corporate Amazon - Madonna at that point
- James - Milkshake
- Rashad - graduated in 2007 - JP MorganChase - Make a few buck
- Jimmy - President - Marshall 2003-2007 - Pepsi - Yeah and Burn or Confessions

o Polos to board - Work with BSN

- Had meeting with new board members last week - thanks for coming
- **MUAA General Business**
 - Minutes Review & Approval – Misty Ferguson
 - Sending around attendance - got the online people
 - Steve moves to approve the Spring meeting minutes -Sarah seconds
 - Any edits to the minutes?
 - Will email full year calendar out - will update once Spring Board dates are known
 - Link for info to be sent out
 - HerdAlum@formarshallu
 - Want texts prior to meeting - link is the same for all meetings
 - Treasurer's Report – Dave Collins
 - Events and Activities Fund - Grew about \$5,000 last year, biggest growth in while
 - The income from the fund should be able to support board and chapter activities.
 - Next meeting will have up to date numbers.
 - Events and Activities Fund - QR code goes direct to the page
 - Last year 14 donated to that particular fund - Don't get the names from the Foundation
 - Steve - should demonstrate how to on the drop down at the Homecoming meeting in October
 - Misty - add QR code to minutes/Agenda
 - Walker - Finance said - Language in constitution sounds more like recruitment and not what we used it for, so need to look at that

11:10 AM

- **MUAA Board Overview**
 - Purpose/Mission
 - Purpose - 3 C's
 - Adding value and helping current student, current alumni and community
 - Think about if we have helped those three groups
 - Board Member Expectations
 - 3 in-person meetings a year - Summer, Homecoming and Spring - Expectation to attend 1
 - MUAA Board Meeting Schedule
 - Monthly meetings - 2nd Thursday
 - Exec committee - 4th Thursday
 - Two seasons - Homecoming and Alumni Banquet
- **MUAA Committee Discussion & Goals**

- o Executive Committee Introductions
 - Janie - 1VP
- o Committee Introductions
 - 5 committees
 - Chapters
 - o Barbara - Charged with increasing numbers and activities
 - Last year busy - both traditional and affinity chapter groups grew.
 - Discussed last year - how to mentor chapters and what they are and what they are supposed to do. Especially new chapters.
 - Walker and Matt will come to NC to Charlotte. Going to talk to Charlotte and Raleigh to get them functioning how they should be.
 - Mentoring program push with Career Services - Paused and need to pressure to get it functioning.
 - Raleigh Chapter sponsored - Online panel discussion for current students who want to go to grad school - how to be competitive and find the right programs. Brad Smith to moderate. Sometime this fall. Open to Alumni as well.
 - Need to update documents - update handbook to more concise.
 - o Annette -
 - Documents update, what should be available to new chapters, etc.
 - o Meeting third Thursday every month for committee
 - o Chapters meet every other month.
 - o Jimmy - Discussion with Brad Smith
 - Marshall for all. Marshall Forever. Match 100% fundraising from all chapters by Brad and Alyse this year.
 - Career after graduation - Mentoring, internships, career placement, etc.
 - Events
 - o Rashad
 - Homecoming - deciding whether to continue same thing or try something new. Hard to plan when other stuff going on. Stamfeed.
 - Misty - volunteer for homecoming - it is fun.
 - Send out a note to get some feedback. How to engage the ones that do not come.

- Matt and Walker touched based last week and will loop in next week.
- Business Development
 - Jim Woodrum did a great job getting it started.
 - Got sponsors last minute to get the alumni shirts at graduation.
 - Need to have funds to operate.
 - Sponsorships for commencement and eventually moving spring banquet to a bigger space and have table sponsors
 - Spring golf scramble possibility - Guyan
 - First trial run with Nike flash store - \$6000 in sales.
 - 3 a year - next one to deliver by Homecoming
 - Reeves (past VP2) says we can promote store during an August 9th street live event.
 - New committee - interested in fundraising
- Membership
 - Missy - working on Augeo contract (perks program) - monthly calls - Communication issue, team has been proactive on more communication - jump in usage from Spring board meeting until last month. They pay us \$10k to have the contract. Commission is based on usage. Are program for some larger schools. Specialize in this. Bought Entertainment Coupon book.
 - Recommend to extend contract.
 - Need budget discussion. And contract information
 - Working on Alumni app.
 - Would like more members to join the committee
- Bylaws
 - Steve - Need to appoint a new nomination committee
 - Bylaws call for 5 members - Chair, Co-chair, past president. Steve, Austin, Mikala, Becca and need 1 more.
 - Primary function is to develop the ballot for the new board members and develop ballot for executive committee. Tends to be compressed period during the two nominations and elections committee. Can not be an employee of Marshall or can not be an elected exec member.
 - Ben workman would like
 - Steve makes a motion to approve Becca and Ben as an addition.
 - Brad seconded
 - All approved.

- o Amendment is upcoming.
 - Has been drafted, but need to be reviewed and voted on by next meeting.

12:00 PM

- **Office of Alumni Relations Report – Walker Tatum, Director of Alumni Engagement**
 - o Brad and Alyse matching is board-only info right now.
 - o Contracting party with Augeo via the Foundation CFO (Scot)
 - o Powerpoint Presentation
 - With new CEO coming in, things could change.
 - Aligning all together. Under Marshall for All. Marshall Forever.
 - Chapters Committee
 - Alumni Huddle - all things MUAA, to loop people in as needed to have discussions.
 - Chapter Audits - May have things already before having a chapter, but need to convert. Do all chapters have the same thing.
 - Chapter Appreciation - volunteers to be appreciated.
 - Benchmarking other institutions to see how they operate and how they set up chapters.

CHAPTERS COMMITTEE

- **Update Alumni Chapter Handbook & Chapter Leadership Training**
- **Research & Develop a New Online Chapter Checklist / Alumni Chapter Startup**
- **Conduct Chapter Audits w/ Matt & Walker**
- **Work with Events Committee to Develop a Chapter Appreciation Program for all Chapter Presidents and Leadership Teams**



- Pre-commencement Eve - connecting with students prior to graduation. Get them plugged in with existing chapters
- Alumni Banquet - Going to have to go to a larger venue to be able to fit all who want to attend. Sponsors for tables and awards.
 - Operating costs are well above the budget provided.
 - Date will be out as soon as possible.
 - Request for Green Carpet
- Homecoming - WVU has alumni banquet the same weekend as homecoming



EVENTS COMMITTEE

- **Work w/ Matt & Walker to facilitate 4th Annual StamFEED**
- **Create New/Interactive Experience for Graduates at Fall/Spring Countdown to Commencement**
- **Master List of Events (working w/ Tammy)**
- **Create Pre-Commencement Eve Alumni Chapter Reception for New Graduates**
- **ALUMNI BANQUET 2025**



Tatum Walker = +

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- Parade had over 12,000 views - mini Macy's parade
- Les Hicks - poster project - the winning play against Xavier - fundraiser to raise money.
- Athletic contract
 - Looping in committee to see what works and what doesn't to core values.
- Do we have timeline for young alumni weekend?
 - Not yet, will need to tap in
 -

BUSINESS AND DEVELOPMENT COMMITTEE

- **Identify/Secure Sponsorships for Grad T-shirts at Commencement**
- **Secure Sponsorships for Major Events (Homecoming, Alumni Banquet, Young Alumni Weekend)**
- **Les Hicks Poster Project (get across finish line)**
- **Sponsorship Packet / THANK YOU Packet**
- **Athletic Contract**



- Grow Membership Committee
- ESPN+ Commercial
- Homegrown system for database, may change in future
 - Salesforce (CIO is keen on) is where we see the future being housed, once system is in place, info is much easily pullable.
 - Should give MUAA better access and be able to get information quickly

MEMBERSHIP COMMITTEE

- **Work with Ageo & Alumni Relations Team to Develop MUAA Membership Perks**
- **Develop a Strategic Initiative to Grow MUAA Membership**
- **Develop Content for ESPN+ Commercial Video**
- **Statewide Strategy (Active Alums in WV, Annual Fund, Bobbie Dobbiez)**
- **Develop a Young Alumni Weekend w/ Events Committee**



BYLAWS COMMITTEE

- **Work with Chapters Committee to Create a Chapter Bylaws Template**
- **Update Bylaws to include language allowing Alumni Relations team to nominate 3-5 candidates for 1-year-terms on MUAA Board; candidates to be approved by majority vote of Board**
- **Develop Language on Removal of Officers**
- **Develop an Official Excused Absence Process/Form**
- **Codify Language Around MUAA Elections**
 - **Contradicting metrics, Form for nominations & Voting Link**



- Walker showed the Alumni Relations onboarding book and was helpful
- Action items moving forward
 - Marshall for all. Marshall forever.
 - Open Communication/Transparency
 - Not all employees may be as open. Matt and Walker will forward items that should be addressed. Let them know of any hurdles you may come across.
 - Reporting adjustments
 - Joe Allwood (COO) has resigned. New position in FL.
 - Donor relations and communications are now reporting to Matt.
 - Alumni driving the message.
 - The power of "we"

Questions?

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Marshall Emails for board members.

Nametags to get ordered.

Please fill out Walker's form.

Matt - kudos to Walker

- Need to utilize committee to help new chapters correct.
- Look at actual vs projected budget to come up with next years numbers.
- Excited about where going. Alumni becoming a focus of foundation. Matt and Walker are MUAA's biggest fans.
- Irv - Transition and Fundraising - Does money come directly to boards budget or does it go to foundation budget? - Matt - We operate on what is earned on the endowment. Have- to's then others. Allocated to MUAA by Scot. Nothing in policy about board approving the budget, but thinks we should have. Need to project incoming funds. Need \$125k - \$150k to operate. Money goes into the big pot, but it is earmarked for MUAA.

12:30 PM – 2:00 PM

- **Lunch – Taqueria 84 @ The Market**
 - **GROUP PHOTO** 😊
- **Dessert – Austin's @ The Market**

2:30 PM

- **Tour of MU Baseball Stadium/ Jack Cook Field**

Upcoming Dates:

- Homecoming – October 5th, 2024
- Alumni Weekend – TBD April 2025
- Next virtual meeting August 8th, 2024 @ 5:30pm
- Next on-campus meeting ALL DAY on Friday October 4th, 2024

Online:

James Lester
Becca
Laura Greer
Krista
LaKeisha Barron-Brown

In-Person:

Mikala Shemshock
Annette Green
Misty Ferguson
Feon Smith
Irv Johnson
Emily Gaskins
Brad Profitt
Ben Workman
Steve Wellman
Melissa Blatt
Selden Edwards
Melanie Pagliaro
Jordan Wooldridge
Sara Pennington
Elijah Hooker
Michael Perry
David Collins
Janie McDaniel
Jimmy Black
Barbara White
Rashad Sanders
Walker Tatum