



**MUAA**

**Summer**

## **Board Meeting**

***Brad D. Smith Center for Business & Innovation – Room 315***

**July 26th, 2025**

**8:30 a.m.**

**Meet & Greet, Light Breakfast & Coffee Service**

**9:00 a.m.**

**Call to Order & Welcome 9:05am**

- Jimmy Black, MUAA President
  - Good Morning - housekeeping items
  - QR codes - Donate

**9:05 a.m.**

**Campus & Foundation Updates**

- Dr. Robert Bookwalter, Interim Provost & Sr. Vice President for Academic Affairs
  - Happy to be here
  - At Marshall for almost 39 years - Speech department for 25 years, then Interim Dean of College of Education for 3 years, the Interim Dean College of Liberal Arts, now Interim Provost until search is complete
  - Alumni are proof of concept of Marshall University - Choose MU
    - Voice of University - you come back and show there are thousands of ways to succeed.
    - You are our very purpose.
  - John Marshall Leadership Program - has been involved with
  - MU - Created a foundation in which you could face an unknown future
    - Create and innovate to make new futures for yourselves
  - MU is focused on changing and adapting
    - President Brad Smith focused on fast innovation
      - Leadership changes
        - Provost search is underway
        - Liberal Arts is re-opening
      - Only 2 Deans that have been here longer than 5 years
      - Increase in enrollment above 4% for third year in a row come Fall 2025

- Balance budget by June 30, 2027.
- 2,000 incoming freshman, as of now. 10 more students coming in, then we will have the largest incoming class in Marshall history.
  - 25% increase in online learning students
  - Strong trajectory, few years of challenges ahead
- Marshall for all - 3rd cohort beginning, 200 students this fall (up from 100 each past two cohorts.) Cost of program \$2,750 annually, after all financial aide applied.
- Alumni Help
  - Large gifts ramps up need for fundraising
  - Grant for putting students into internships - matching funds
- Chapters helping recruit students
- Alumni can recruit students
- Looking for mentors for senior students
- Expanding internships
- Alumni Financial Support is vital
  - Discretionary funding is important as state funding is more limited
- o We are all Marshall.
  - Continuity from past to the future
  - Realize potential and go out and make the world better by making ourselves better.
- o Go Herd!
- o What are you looking forward to in the next few months?
  - Breaking in new deans under the new budget model
  - Accreditation visit coming in January to prep for
- o Questions?
- o How "in the hole" are we?
  - Last year about \$15M in hole, now \$7-10M in hole
- o Tenure of Deans seems low, is part of the search succession planning to go outside of MU less?
  - Some are faculty members and internal interim. It is normal for Dean's to look to advance, so not unusual to have Dean's in roles for 5-7 years.
  - Feon - newly hired Dean of Education is a WV native (Ravenswood)
- Ian Walsh, Swim & Dive Coach (Athletics Representative)
  - o Asst Coach - 2011-2013 - met wife here, grew up in NE PA, returned to MU in 2018
  - o 2nd in Sunbelt, now going to American Athletic Conference (only 4 teams were in Sunbelt)
  - o Athletics has been on a high pace.
    - 50/50 partnership budget
    - Made a lot of adjustments, but supportive people
    - Met all candidates for AD position

- Excited about unofficial selectee
  - With all change, athletes have always felt supported
- o Questions?
  - When/When? What does the team need to get to next level?
    - Resources come into play
    - New pool (4 high schools use facility, along with some clubs)
    - Support Staff - got a full-time athletic trainer
    - Locker Room Renovations - Great Space, but old equipment
    - Supporting annual funds for scholarships
    - Room and board, lot of out of state athletes
  - Swimming is life skill - does the team do any give back to community?
    - In talks to put on local clinic
  - What does look like now? How is recruiting with NIL landscape?
    - Buck Harless upped from 1,200 to 12,000 foot facility
      - o Academic center - 3.3GPA - space has fostered learning and centralized to where most athletes are
        - Hard to balance athletics and education. Top 20 in the country for team GPA (3.8)
    - With recruiting
      - o Swimming is less difficult. Most challenge is have to get individuals to campus
      - o Have to ask the hard questions - What are your core values? What kind of person are you? Etc.
      - o Do home visits and have a conversation.
- Emily Suter, Assistant Director of Athletic Development (Big Green Representative)
  - o Grew up in VA, came to school (some family in Charleston) in fall of 2019, did internship in 2020 with the Big Green.
  - o Finished Masters at MU this past year.
  - o A lot going on with Big Green this summer, with AD transition
    - Impact beyond athletics
    - Thank-a-thon this past week
    - August - 16 events upcoming
    - Trivia's throughout the state - finding new ways to get in front of people
  - o Started a 110% donor level (Gave \$60 last year, then \$66 this year, earning extra perks)
  - o Questions?
    - John Sutherland Retiring - what expect with new AD coming in
      - Retired end of May
      - Teddy Kleumper is interim, once new AD comes in, they can open up the search
    - What are goals for Big Green this year?

- \$2.5-2.6M
  - Raising money for facility upgrades and NIL
  - Endowments met their goal, stock market interest helped
  - Bridge and partner with the MUAA
  - Get new people to events
  - Jimmy idea - MU Branded misting fans for hot games
- Keisha Barron-Brown, MUBA President
- Connor Waller, Student Body President
  - Ironton, OH, Senior year
  - Talked in April - focus on student experience and wellness
  - Fall - homecoming and fountain ceremony and collaboration with wellness office to put in a kitchen in the student center (fully stocked)
  - Alumni engagement secretary - Piper Cook - Wyoming county - sophomore year
    - Position Taken several forms throughout the year. More integrated with the board.
- Nico Karagosian, MUFI President & CEO
  - Welcome! Thank you for all you do for MU.
  - August 19 is one year anniversary
  - Fundraising and engagement Numbers are still from May, updated numbers in October
  - Mission and Vision shared
  - Strategic Priorities
    - Relationships - foster and cultivate
    - Plan on a page
      - Includes goals for 2037.
      - Only here to serve the university
    - Enhance private support
      - New gifts - just over \$28M
      - Final Dollars - Cash in the door - \$27.8M
      - Final Donors - just over 3,600 overall donors and alumni donors 2,200
      - Retained and new donors - 1725 retained, 900 new donors
        - Celebrate recurring donors
    - Shared Alumni weekend events with Foundation board
    - Digital Beneficiary Reporting (video message from student)
      - 72% open rate, 43.5% clicked
    - Near-term strategic focus
      - Utilizing AI
        - Givzey company. Virtual engagement officer communicates with donors using traditional moves-management strategies.
      - Improving donor data
        - Info is decades old - no longer good contact information

- LinkedIn Sales Navigator
- Tracking CASE Metrics
  - Starting from ground zero
  - Not only about the dollars, but also being involved
    - Philanthropic
    - Volunteer
    - Communication
    - Experiential
  - Enhancing donor engagement
    - Gift documentation management - more streamlined
  - Charity Navigator - Four Star Charity - 100% transparency
- HR Audit in May
  - AlignHR
- Endowment
  - 218,069,405 - closer to \$350M
  - FY25 distribution - \$7.9M
  - 4th in the Sunbelt
- Endowment Market Value
  - Up 3.7% for FY25
  - Distribution
    - 7.9 in FY25
- Overall finance:
  - \$54.5M total assets
  - \$21M net assets
  - \$15M gift revenue
  - \$12.8M Total support for Marshall through April
- Campaign planning
  - \$350M Goal - internal
  - Scholarship and student support
  - Capital Projects
    - COS, Science Building, Smith Hall
  - Areas of Distinction
    - Cyber, etc.
  - Raised just under \$67M kickoff in fall 2026
    - Champion the Campaign
    - Make a leadership commitment
    - Open doors
    - Advocate for strategic partnerships
- Questions?
  - Janie -
    - Is there any plans to bring people on board with Alumni Relations?

- o Having Becca will help, Tammy helps 2 days a week
- o CASE trainee may be Alumni relations next year
- o Best practice - .5 - 1 FTE per 10,000 alumni
  - Getting in a better financial position to add more employees
  - Ideally, closer to 6-8 people range
  - Foundation Board is supportive as well. 100% increase in budget.
- Irv
  - t-shirt give away at graduation is great win
    - o Had all sizes they whole time
  - Rebuttal to college isn't worth it - do we have social media presence to negate?
    - o Recruitment

**10:05 a.m.**

### **Icebreakers & Board Member Intros**

- Thanks to all new board members (from Jimmy)
- Thanks to all who came out to the event last night, great job Ben!
- Hot at dinner last night - Intro yourself, and favorite vacation spot - cant say pigeon forge or myrtle beach
  - Tiffany f- currently Georgia- Southern Italy
  - Ben Workman - proctorville - cruises
  - Alyssa Hammond - oh - no specific spot - cold or warm with a drink
  - Daniel Hall - outside Beckley - Iceland
  - Melanie - Charleston - any beach, drink in hand
  - Laura - winston salem - macinaw island
  - Melissa - lavelette - Dingle, Ireland
  - Janie - Lavelette - Hawaii - Big Island
  - Misty - DC - Jamaica
  - Michael - Southern Wayne - moving to winfield tomoprrow - Los Angeles
  - Matt - beaver - on a lake, Disney Cruise
  - Walker - Wayne - Anywhere but Huntington
  - Connor - Ironton - Greece
  - Piper - Wyoming County - DC
  - Jodie - Ona - Type is good resort
  - Joe - Parkersburg - Great Lakes - Route 66 trip
  - Catheryn - Erie, PA - DC - Chitagque
  - Irv - Huntington - Machu Pichu
  - Rashad - Huntington - Outdoors - Jamaica
  - Megan - Annapolis, MD - Alaska

- Krista - NJ to Huntington to London - Lisbon Portugal
- Sara - Charlottesville, VA - London
- Dave - Raleigh - Mystic, CT
- Annette - Raleigh - Travel a lot - Paris, France
- Feon - Huntington - At MU for 28 years - Cruise - bucket list is Africa
- Jimmy - Louisville, KY - cold place: Vermont, warm place - Dominican or Gulf Coast

## **MUAA General Business**

- Attendance & Minutes Review: Misty Ferguson, Secretary
  - Sending around attendance sheet - got those online
  - Edit on Spring Meeting minutes
    - Motion by: Missy
    - Second: Janie
    - Passes, no opposed
  - Will not be at Homecoming Meeting
- Treasurer's Report – Dave Collins
  - Top left is QR code to donate to the Events and Activities Fund
    - Balance of \$38,136.89
    - 3 gifts in June
    - FY25 - 20 donors made 47 gifts, \$3,135.00
    - Get 4% of balance to spend per year
  - Raised funds for shirts as well, great contribution year

**10:50 a.m.**

**Break**

**11:00 a.m.**

## **MUAA Board Overview**

- Purpose/Mission, Board Member Expectations, & Proposed MUAA Board Meeting Schedule
  - Jimmy
    - Here because we love MU
    - Started the three C's when became president
    - Attend meetings, be proactive and active
    - Remove complexities and have tools to succeed.
    - General Meetings - Second Thursday of every month/Exec is Fourth Thursday every other month
      - Not meeting in December or June
    - Each member in at least one committee
    - Attend one in person meeting annually
    - Be an Active Alumni by donation to MU
    - Optional = Donated to MUAA Activities and Activities Fund
    - Wanted the July meeting to be more substantive.

## MUAA Committee Planning Time

- Executive Committee Introductions
  - Officers and 2 board reps
    - Board Rep:
      - Sara Pennington - Double MU Grad and worked in admissions for almost 7 years
      - Missy Blatt - 3rd term on the board - over membership committee
    - Officers:
      - 1VP Jill - Not at meeting
        - Bylaws and Membership
      - 2VP Janie - 7th year on the board - happy to be here
        - Chapters, Events, Business and Development
      - Secretary Misty - 7th year on board - joined to give back to MU
      - Treasurer - Dave -
- Committee Chair Introductions
  - Bylaws - Steve Wellman
    - Governing Documents changes
  - Membership - Missy Blatt and Michael Perry
    - Review ideas to increase membership and membership benefits
    - Mostly through email, with few meetings
    - A lot of Alumni that are not members and how to get in touch with them
  - Chapters - Megan Barbour and Tiffany Ferrari
    - Last year made the decision to have chapters elect a chair
    - Looking forward to the next year
    - Currently 31 active chapters
      - 25 turned in annual report
    - Cultivating a few others to be active this fall - Like to hit 40 thriving chapters
  - Events - Rashad Sanders and Chris Dickerson
    - A lot of repeats this year
      - Stamfeed - like a bar crawl, but it isn't a bar crawl - open to all
      - Sign-up Genius for volunteers for most events
  - Business and Development - Melanie and Dave Collins
    - 3 apparel online stores a year (BSN) 10% of proceeds
    - Recruits and commits sponsors for commencement
- Nomination Committee Selection
  - Put together Slate for Board and Slate for Officers
    - Can not be an officer for the next year
  - Nominations:
    - Self - Ben Workman
    - Self - Melanie
    - Self - Irv

- Motion to approve - Laura Greer
- Second - Joe Cunningham
- Approved by all, no oppose
- Review Last Year's Committee Goals
  - President Smith, Jimmy and Matt meet quarterly
    - We ask what can we do for you?
      - Enrollment is the lifeblood of the institution
      - Need to get off the ground
        - Debt free component
        - Job Placement component
    - Each committee will see a piece of that
    - Quid pro quo with what we may need or having issues with
  - Events
    - Facilitate 5th StampFEED and all homecoming events
    - Create young alumni/upcoming graduate pre-commencement events
    - Assist in planning of 2026 Banquet
      - More assist and knowledge of what needs to be done
      - Task explanation and assignments
    - Marshall for All Project
      - Coordinate w/Marshall Career services on networking event and dinner connecting Marshall For All Students with Alumni, Businesses and Entrepreneurs
  - Membership
    - Work with auger and team to develop MUAA membership Perks
    - Develop a Strategic initiative to grow MUAA membership
    - Statewide Strategy - year round recruitment for marquee events
    - Develop a young alumni weekend w/events committee and HS signing Day Events
    - Marshall for All Project:
      - ID businesses to participate in networking event w/internships and job placement available
      - Coordinate participating students w/career services
      - Collaborate w/chapters on job and internship opportunities nationally/globally
      - Missy - so much overlap and does not seem to fit with what the intention of the membership committee
      - Joe - why dont other people outside of the Huntington area look for sponsorships and fund?
      - Jimmy - goal is to funnel all participants who want to attend funnel into Career Services
  - Bylaws

- Skipping since Steve is not here
- Business and Development
  - Identify/secure grad t-shirt sponsors
  - Secure sponsorships for Major Events (homecoming, alumni Banquet, Etc.)
  - Execute 2+ BSN/Glenn's online stores
  - Create Sponsorship Packet / THANK YOU Packet
    - Brainstorm create ways to grow events and activities fund to \$50k Goal
  - Marshall for All Project:
    - Recruit Corporate sponsors for networking lunch/dinner and networking event
- Chapters - Review of FY 2025 Goals
  - Adopt new Chapter Handbook (living document that will need to be updated - used for current and interested chapters); Chapter Leadership Training
  - Conduct Chapter Audits with Matt and Walker (Completed in 2024, but needs simple updates)
  - Work with Events Committee to develop a chapter appreciation program for all chapter presidents and leadership teams
  - Marshall for All Project (New Goals)
    - Lead and execute Brad Smith's Scholarship Fundraising Challenge
    - From Homecoming thru Alumni Weekend each Chapter will be challenged to Fundraise Marshall for All Scholarships and receive a University Match
    - Work w/membership to recruit businesses for internships and job placement
  - Matt - Marinate on Marshall for all Project part = probably April 2026 to April 2027 challenge - Raised \$90,000 without incentives. May need conversations with chapters that typically give out their own local scholarships.
  - Megan - suggestion - Get presidents on a call outside of the board and see what people WANT.
    - Need to review handbook to add thought input
    - People who are out there who would love to participate.
      - Use the support that is out there.
  - Jodi - go through the local people to make the ask
- Breakout Time to Establish 2025-26 Committee Goals - Cancelled as discussed during above section
- Current list of committees out to board
  - Closes August 8th
  - Announced August 12th

12:30 p.m.

## Lunch

- Sponsored by Huntington Mall Chick-fil-A (Rudy Anthony, Owner/Operator)

1:15 p.m.

### Office of Alumni Relations Report & Budget Overview

- Matt James, Vice President of Alumni Relations
  - Will send out slides and budget submitted at August meeting
  - Need help Wed, Thurs, Friday - 1:30 in Drinko library atrium
  - Doodle.com/group-poll/participate/eEWAKYb
  - Foundation gave \$60,000 historically - Now give \$125,000, but will spend \$277,000
  - Finished the year in the black (\$9,000)
  - Event September 26 at Hurricane Country Club - Home and Garden Show Exhibit - want to market at Alumni Mixer - Networking opportunity.
    - Would get sponsor, but need someone to be there.
      - Backdrop, SWAG, etc.
      - Is anyone available to attend?
- Walker Tatum, Director of Alumni Engagement
  - Homecoming
    - Pre-meeting with student affairs
      - Theme - Jim Thornton - voice of Price is Right (Trying to move things to be here) If can, then will be wheel of fortune game show theme. On hold until then....
      - Some events need modernized (Reunions perhaps)
        - In the past - 25 and 50th reunion, should be younger alumni as well.
    - Tailgate - Talk with Teddy to see if we can get on the other side of the stadium, working through issues
  - Wont put headshots on the site
  - Updating website - info to Rebecca
  - Chapter Manuel
    - Here's how the manual is set up and how it can be easily added to when needed
    - Hyperlinks inside
    - Living document
    - Walker to email out to Board to review and discuss at August Meeting
      - Finance, scholarship and marketing information can not change, as the info is how those office work currently.
      - Can view it, then redline or take notes and send notes to Walker.
  - Krista suggest to build document into AI to make it easier to find information and answer questions.

- **Revenue Opportunity – Nora Fleming**

- Joe Cunningham

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2:15 p.m.

**Adjournment**

**Adjourned at 2:37pm**

**Upcoming Dates:**

- **General Board Meeting: Thurs August 14th 2025 at 5:30 p.m. via Teams**
- **General Board Meeting: Thurs September 11<sup>th</sup> 2025 at 5:30 p.m. via Teams**
- **Executive Board Meeting: Thurs September 25th at 5:30 p.m. via Teams**
- **Homecoming Week: October 13<sup>th</sup> – October 19<sup>th</sup>**
- **Homecoming In Person Meeting: Friday October 17th 2025 at 9 a.m.**
- **Alumni Weekend 2026: April 10<sup>th</sup> – 11<sup>th</sup> 2026**

**Go Herd!**

HerdAlum@formarshallu

Attendance:

Jimmy

Janie

Misty

Dave - Online

Sara - Online

Missy

Irv

Melanie

Laura

Annette - Online

Rashad

Michael Perry

Ben

Tiffany

Krista - Online

Joe

Jodi

Cat

Alyssa

Daniel

Megan - Online

Feon - Online

Matt

Walker