

9:00 a.m. Call to Order & Welcome

- Jimmy Black, MUAA President

9:05 a.m. Campus & Foundation Updates

- Alys Smith, First Lady of Marshall University

Highlighted what she is working on as First Lady through Wing2Wing Foundation – creating opportunities (especially for women) to lead boldly and strengthen voices – their \$50 million donation is about empowerment and freeing students from burden of student debt

Women's Symposium with Prof. Hilary Brewster – business, arts, journalism, STEM, law, nonprofit management, healthcare – keynote speaker and professional women who are MU alum or community leader – shows students what career opportunities are out there that they may not have thought about

Future Women Warriors – 12 high school women involved in leadership program in WV and metro OH – speakers, interactive workshops, conferences, and attendance at Women Warriors Summit annual conference – encourages attendance at MU

Bold Leadership Experience – Helen Gurly Brown Foundation grant to help women – typically given to women university presidents but they gave this grant to our First Lady – offers rising juniors (2 year commitment) – teaches leadership, design thinking, offers mentorship in their field of choice to help with networking opportunities – second semester is all about a project that would impact their community or MU – also attend Women Warriors Summit and will be mentors for Future Women Warriors – during senior year, they become mentors to new members of the group – if anyone knows of any internship or mentorship opportunities, they are interested to assist this group (website is MU Women's Bold Leadership – Walker put in Teams chat)

Women Warriors Summit – began 3 years ago to give women (and men) space for leadership and power – this year's topic is Power to Pivot – 800 people get chance to learn together and from each other, to network

Focus of her platform is creating space where people can grow, connect and lead with purpose – there is a part for everyone, whether financial, mentorship, networking – if you can help with any of these areas – smithalys@marshall.edu

- Jim Thornton, Homecoming Grand Marshal & Voice of "Wheel of Fortune"

Always homesick for Huntington so being back is fulfillment of a dream for him – his whole family went to MU – his advice to us don't allow anyone to be disenfranchised – this community is so engaged and inspired and that helps to keep students and young adults engaged – make sure to start with a big boat to make space for everyone – he's going to miss Huntington when he has to go back to LA – he's meeting with Huntington's mayor to talk about ideas to expand opportunities in Huntington to keep students here – got a job in radio producing traffic reports, then went into news radio and into anchoring, one thing led to another – career has been based on someone he met and liked him – it's who you know and are friendly with (so smile and be confident!) – highlighted WMUL and where he started here – zoom out and look at where we are, keep inspiring and always look for ways to keep students here in Huntington

- Nico Karagosian, MU Foundation CEO

Provided slideshow of presentation he provided to Foundation Board "plan on a page" – shows vision, creed, goals, strategy, priorities, and metrics – engaging alums financially and connecting with others – new gifts and commitments (thanks to President and First Lady gift) up significantly – 70% growth in new gifts and pledges – increase in both overall and alumni donors and big jump in new donors – discussed new reachout using AI (Scout the Squirrel) to lapsed donors and received approximately \$22k from 45 alum – alumni relations staffing: comparing to like institutions, we're low on FTEs (1.3 compared to 5.0) and expenditures, expect growth in FY2025 – alumni board members noted that we have discussed this issue for years so it is good to see it is being addressed – discussed endowment and spend, staffing news, Ambassador Showcase, announcement of President and First Lady's \$50 million gift to MU (the largest gift by any sitting president in higher education) – 340k views (305k of those were not current followers) was the most in our history

- Keisha Barron-Brown, President MUBA

MUBA weekend events - 3rd annual Black Hall of Fame reception tonight, business meeting tomorrow at 9am in Marco's in basement of student center, will be announcing a pledge for high school scholarship that includes endowment from a Huntington resident, memorial service to recognize those who have been a part of university/MUBA and will recognize Ms. Kitty Dooley who recently passed away

Also discussed GA alum made recent donation and asking for matching donations - collecting books to donate to Spring Hill Elementary – Zelle and PayPal account options for donations

- Connor Waller, Student Body President

Discussed initiatives on student wellness, Dancing with the Herd event (President and First Lady and athletic director and his wife will be dancing), collection drives/service drives in the works

- Marshall For All Video - Narrated by Marshall President Brad Smith

10:15 a.m. MUAA General Business

- Attendance & Minutes Review: Melissa Blatt on behalf of Misty Ferguson, Secretary
Voting – motion to approve made by Steve, second by Irv, approved by Board

- Treasurer's Report: David Collins, Treasurer

- o MUAA Budget Overview & Approval: Scott Anderson, MU Foundation CFO & Matt James

Events & Activities Fund - \$245 in 6 gifts this fiscal year, \$41k market value end of June – 2.4% increase as of end of August - QR code is on the agenda to make donation, Board members encouraged to donate to the fund

MUAA Budget – explained alumni endowments and guidelines around spending from those funds (must be used for allowable purposes) – FY26 budget for revenues is \$286,600, expenses are \$261,558.47, net income of \$25,041.53 – Matt explained how additional sponsorships and donations fill any gaps in budgeted expenses – as we get further into the fiscal year, we will review expense categories and see if we need to pull back in any areas or if we have sufficient revenue to proceed as budgeted – hiring a consultant to help with direction of alumni relations/where we need to focus time and spend – kudos to Scott for advocating for additional \$60k funding for alumni relations last year

Voting – Dave made motion to approve, Chris seconded – budget passed (Tiffany abstained from voting)

Looking for balance in providing level of detail needed to chapters vs. confidentiality of donor information and providing needed support to chapters – using Quickbooks now and new accounting software to provide enhanced reporting to chapters – goal is to have those capabilities in place by next fiscal year

- Alumni Relations Staff Report:

- o Matt James, Vice President of Alumni Relations
- o Walker R. Tatum, Director of Alumni Engagement

Work Hard. Be Kind. Take Pride presentation – chapter growth (9 to 31 in 3 years), doubled funding allocation to allow for increased outreach/presence, Walker attended CASE conference, discussed chapter events across our footprint, upcoming event at Myrtle Beach in coordination with Big Green, coaches tour is now Herd Trivia, focusing as well on women's athletics, 300+ attended alumni/Big Green tailgate event at Georgia, met with 270 parents at alumni mixers at new student orientations over 10 days, where we are going – up from 1 staff to 3.5 now, Rebecca is working on event tracking and engagement data, new assistant director position is in works, will have search committee and interview committee, continuation of fundraising efforts to maintain goals, already have 3 major commitments, chapter growth and cultivation, homecoming – meet & greet with Jim Thornton at Jim's Spaghetti (meet Jim at Jim's), Marching Thunder 100th anniversary, \$10k Comcast sponsorship, live stream tonight for parade, previewed video presentation that will be shown during game featuring Ryan Seacrest and Vanna White congratulating Jim Thornton, upcoming 75 memorial week events, fountain brick project update (installation to begin soon), will have brick for every member of the 75, 55th memorial ceremony this year, Atlanta chapter relaunch November 15th, Dancing with the Herd December 4th, Herd Holiday December 8th, 2026 alumni chapter challenge: will be meeting with chapters to discuss further and hope to raise \$500k among chapters to contribute to endowment scholarship for Marshall For All, Marshall Forever, consolidation with Big Green for Perks

11:30 a.m. - 12:30 p.m. Tour Dutch Miller Deck

12:30 p.m. - 1:30 p.m. Lunch/Party on the Plaza

1:30 p.m. – 2:30 p.m.

Committee A: Janie McDaniel, VP2

- Chapters: (Megan Barbour/Tiffany Ferrari)

Presidents meeting moving to quarterly – next meeting is in November – communicating more by email – working on synergy with alumni office so chapters are more in the loop/involved – working on purpose statement of what we do and results – still owe leadership team objectives for the year – have been building chapters for the last two years, now want to resource them (chapter manual still hasn't rolled out yet) – will have annual objectives/reports and input/impact on Marshall For All, Marshall Forever – Tiffany to send note to Matt, Walker & Jimmy for update on chapter manual because committee can't move to next steps until that is in place and chapters trained on it

- Events: (Rashad Sanders/Chris Dickerson)

Tonight's events – parade, bonfire, MUBA Hall of Fame – Alumni tailgate tomorrow across from west lot (need all hands on deck) set up at 11am, begins at 12:30pm - New ideas – blood drive competition/recruitment tool between chapters/membership, t-shirt for signing up “I bleed green”, winning chapter would get a monetary award (from a sponsor donation) – open to new ideas to engage both current and new members – Alumni weekend/awards banquet/Community Cares – Jimmy will get dates so Board members can make plans – will need help with local events (winter commencement)

- Business & Development: (Melanie Pagliaro/David Collins)

Online store open now for homecoming fundraiser, open until 10/26, ask chapters to send out to their membership – will have 3 sales this year (homecoming, alumni weekend, Christmas in July) – working on connections with Huntington, Charleston, Parkersburg Chambers of Commerce to create working list to avoid duplication of efforts – creating sponsorship packet and pitch to make easier for committee members to reach out – potential golf scramble (May 18 or June) at Guyan – already looking at potential sponsors for spring graduation

Committee B: Jill Jackson, VP1

- Membership: (Melissa Blatt/Michael Perry)

Update on Perks program/coordination with Big Green – discussed ideas/QR codes/presence at events – make it easier for alumni to join – presence at more sporting event

- By-Laws: (Steve Wellman)

Discussion of amending bylaws to add two new members from young alumni (30 years old or younger), to codify nomination deadlines, to create formal awards committee, and to add chapter president representative. The last three are things we are already doing but want to formalize into the bylaws. Draft will be provided to Board by end of the year for further discussion and voting in January.

Round Robin - Questions & Final Remarks

Thanks to everyone for all the hard work – meetings are more substantive so it's clear Board members are putting in the work – be thinking about Board nominations, will send email to those members whose term ends in 2026 – be thinking about award nominations – be thinking about leaders for this Board for next year, if you want to be

part of leadership – we have an amazing opportunity for Marshall For All, Marshall Forever and the way we can cement our Board work is by giving 100% to this initiative

Attendance:

Jimmy Black

Janie McDaniel

Melissa Blatt

Michael Perry

Dave Collins

Joe Cunningham

Jodi Biller

Tiffany Ferrari

Laura Greer

Chris Dickerson

Melanie Pagliaro

RaShad Sanders

Emily Gaskins

Jill Jackson

Alyssa Hammond

Deborah Chapman

Irv Johnson

Feon Smith

Ben Workman

Steve Wellman

Online attendance:

Mikala Shremshock

Annette Green

Sara Pennington

Keisha Barron-Brown

James Lester

Dominique Elmore