

MINUTES FOR OCTOBER 20, 2007 BOARD MEETING OF THE MISSISSIPPI
UNIVERSITY FOR WOMEN ALUMNAE ASSOCIATION
(Approved February 16, 2008)

President Susan Puckett called the meeting to order. After a brief welcome by Susan Puckett, Ann Teague delivered the invocation.

Susan Puckett introduced Debra George, the Interim Assistant Alumni Director to the board.

Gus Argrett was temporarily absent from the meeting. Susan Puckett presented copies of the minutes. Mary Libby Payne made a motion to dispense with the reading of the minutes. J. Joy seconded. The motion passed. Lynn Schneider proposed accepting minutes as presented. Mack Spenser seconded, the motion passed.

Francis Hairston gave the Treasurer's report. She presented a proposed spending plan based on reports from Communications Chair regarding anticipated expenses. She has developed a tentative work in progress budget based on the responses she has received. Susan Sheffield moved to accept Treasurer's report. Gail Laws seconded the motion. Motion passed.

Susan Puckett introduced Dr. Wesley. He gave a report on admissions and recruiting. So far the institution has seen a growth of 16% between the years 2003-2006 (a smaller growth of 4.5% from 2001-2006). Currently enrollment is down 2% this fall, but up overall since 2001. Dr. Wesley introduced Alumni training seminars that would be conducted later this fall. He strongly encouraged Alums to find possible candidates and give their name to Admissions to recruit them.

The school is changing its marketing plan. It wants to brand the school as "unique institution" different from others. It will now focus on campus tours, discontinuing "W" Days. The intent is to create a more individualistic personal connection with prospects. Academic units are involved creating events focused on prospective students' interests. Dr Wesley stressed the fact that recruitment requires the entire university's (administration, students, faculty and Alums) effort. He used the analogy of turning to a trusted neighbor for advice on finding a doctor. Current slogan,
"A private school experience at a public school cost."

Ricki Garrett asked about the 25% decline over the past several years. Dr. Wesley said that was over a 10 year period. He further that the data shows the student makeup has been 1/3 freshmen, 1/3 transfers and 1/3 local community over the last 25 years.

Barbara White gave a report on the Oral History project. Interviews will pick up again and the book will be published in the next few months. There was considerable interest in chronicling the Disaffiliation Issue. The committee is looking for artifact submissions such as bracelets, t-shirts, letters to the editors, commentaries and other articles from that time period. Ricki Garrett asked about archiving the last two closure attempts. Del

pointed out they were a part of the university's history while the disaffiliation was a part of the Alumnae History.

Gail gave the cookbook report in lieu of Ms. Jenifer Katool. Current inventory of books is 4795 and two scholarships have been endowed.

Jackie gave the Chapter Development report. The Liaison relationship between IM and PR committees is working well. There has been improved communications between chapters. Local networking has been our group's strength. There is more interest in new chapters across the country and chapter involvement in community involvement.

Linda Ross Aldy informed the board there was a mentoring workshop initiated with Student services and Career Services but was interrupted by a tornado warning. It will be rescheduled for February.

Cindy Pond (Information Management) informed the board that the alumnae logo, a Ginkgo leaf with the association's name, has been created. After consultation with Julie about trade marking the logo, she made a motion to pursue it. The motion was seconded by Ann Teague and the motion carried. Bettylou expressed her gratitude to PR and IM committees for their work.

Ricki Garrett gave the Past Presidents report. She reminded the board that involvement in political campaigns is crucial to keep our issues on the minds of our politicians. Gov. Barbour will be making four appointments to the IHL in 2008. Donating time and money is very important.

The Young Alums Committee wants to send invitations to the graduating seniors to participate in the Alumnae Association.

Planning is in progress for the Legislative reception by the Legislative Liaison committee.

Lillian Wade informed the board how well the Faculty reception was received in September. The Special Events committee would greatly appreciate more assistance and donations for future events.

Jimmie gave a progress report on the bylaws revision. During the University's appeal, the bylaws are being refined. Neely asked when input could be given. Jimmie told the board possibly during the February meeting input could be sought.

Lynn Curtis of "Friends of the W," said money and volunteers are being sought for the Legislative Luncheon in January. She also reminded that Town and Tower acted as a liaison between the University and the community.

Jan McSpaddin said the questionnaires have been sent to the gubernatorial candidates.

Debra George spoke to the board about a desire to have the alumnae increase participation with the University. She asked that all births, deaths and marriages be forwarded for the alumnae magazine, Connections. The alumni office could not give out lists of alums but if provided with zip codes, they will send out postcards and flyers for local events. They will pick up the cost of postage.

Meeting was adjourned.