Chapter Chat: State of Advancement Division

CHRISTI LINEBERRY, CHAPTER PROGRAMS JOHN TORGET, ASSOCIATE VICE PRESIDENT OF ENGAGEMENT

MARCH 27, 2020











CHAPTER PROGRAM UPDATES

- Chapter event updates
- Planning
- Scholarships
- Save the Date: Chapter Officers Forum
- April Chapter Chat

01 / UPDATES



John Torget, associate vice president of engagement:

B.S. in Mechanical Engineering from

Cornell University

MBA from Dartmouth College Tuck

School of Business

20+ years of business experience in

the private sector

Assistant vice president of leadership

gifts and annual giving since 2015

Recently promoted to associate vice

president of engagement

01 / CAMPAIGN

01 Boundless Impact Campaign

BOULDLESS IMPACT

Boundless Impact Campaign:

Learn more

- Goals: \$1.5 billion and 100,000 engaged
- Fuel major initiatives across the university

including:

- Global Business and Analytics Complex
- Health and Sciences Technology Campus
- New Era in Greater D.C. Metro area -
 - Critical hire of Lance Collins joining as
 - the vice president of the Innovation

Campus in February

Boundless Impact Campaign:

- Campaign rollout events:
- D.C. Metro area (Dec.)
- Silicon Valley (Jan.)
- Naples and Charlotte (Feb)
- Richmond (June)
- Virginia Beach and New York City (to

be rescheduled for the fall)

• Chapter events in 10 key areas beginning fall

2020

BOUL DLESS IMPACT

02

Organizational Changes



Engagement Team:

- Chapter Program
- Young Alumni and Students Program
- Reunion Programs



Other Changes:

Business Services joined with

LINK/LAUNCH

- Constituency team, including Debbie Day,
- reporting within Advancement College and Program teams with Mike Moyer, associate vice president of development
- Special Events reporting to Monecia Taylor, associate vice president of principal gifts
- Alumni Associations Board of Director reporting directly to Charlie Plegar, vice president for advancement

03

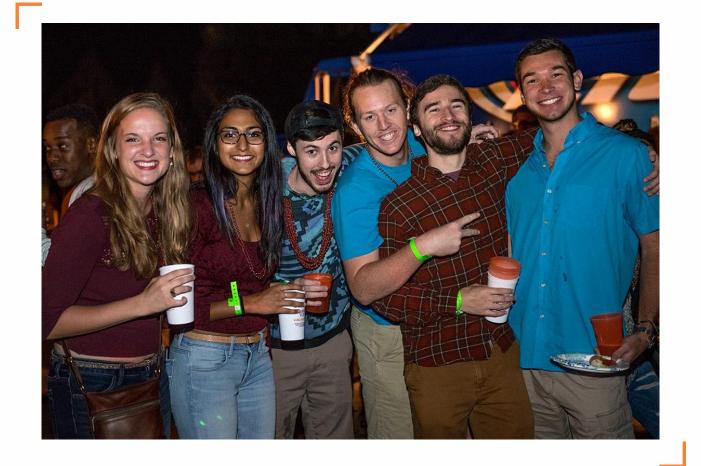
FY20 Goals and Priorities



22% by 2022 Update:

- 14% Alumni participation year-to-date
- Re-planning in process for the final 90-days

of fiscal year (through June 30).



Senior Class Gift Update:

- 1,150 participants year-to-date
- On pause due to virtual campus



Chapter Program:

- Alumni Spaces implementation
- Engagement tracking and reporting
- Gifts at events

04

Where We are Headed



FY21 Goals and Priorities:

- Greater D.C. Metro area
 - Centrally planned events
 - Other divisions interacting with the

Innovation Campus

- Regional Campaign events
- Chapter level campaign events in 10 key areas
- Senior Class Gift
- Old Guard Society of Golden Alumni

program and brand refresh



FY21 Goals and Priorities, *cont'd*:

- Sesquicentennial planning committee
- Engagement team priorities
- Engagement tracking and segmentation

effort



Chapters Role:

- Supporting ALL university initiatives
- Engagement ambassadors
- Engagement tracking
- Reporting in Alumni Spaces
- MobileCause
- Gifts at events

Questions?

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01 / Chapter Contacts