



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





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

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Boundless Impact Campaign



VIRGINIA TECH™ BOUNDLESS 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



VIRGINIA TECHTM BOUNDLESS IMPACT



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

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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

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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

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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?



Chapter Program Contacts:.

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