

Chapter Chat: June 2019

YOUNG ALUMNI UPDATES & BEST PRACTICES

CHRISTI LINEBERRY, ASSISTANT DIRECTOR OF CHAPTER PROGRAMS

SHAUN GRAHE, DIRECTOR OF YOUNG ALUMNI & STUDENT ENGAGEMENT

ANDY FOILES, ASSISTANT DIRECTOR OF YOUNG ALUMNI & STUDENT ENGAGEMENT



Chapter Program Updates

- Scholarships
- Award Check List
- 22% by 2022
- Game-Watching Parties
- New Alumni Welcome Party
- Chapter Officers Forum



Meet the Student and Young Alumni Engagement Team





Shaun Grahe, Director
stgrahe@vt.edu

Provide strategic direction to the SYAE Team
Build campus partnerships and collaborations
Advise the VTAA Student Engagement Committee



Andrew Foiles, Assistant Director
afbiles@vt.edu

Student Philanthropy Education
Student Alumni Associates
Senior Class Gift Campaign



Laura Wedin,
Associate Director
lwedin@vt.edu

Class Programs
Ring Program
Reunion Steering Committee



What is a Young Alumni?

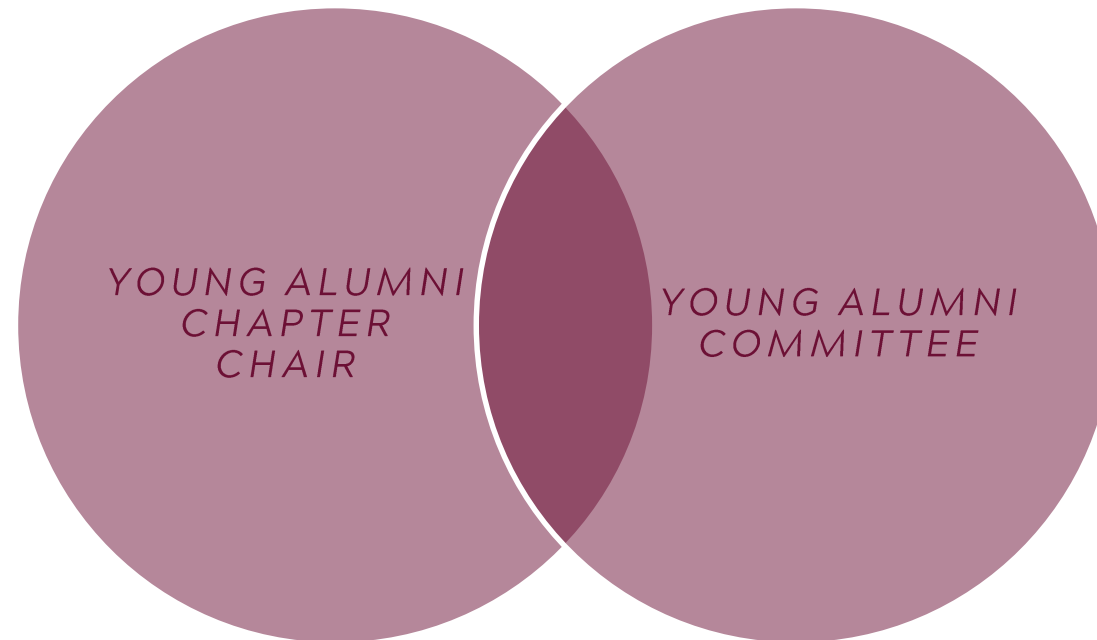
「The Young Alumni Chair



Young Alumni Committees

What's the Difference?

How does the Chapter's work relate to the Young Alumni Committee?



Who Are Our Young Alumni?

Social

- Focus on less formal events
- Rec Sports

Passionate about service

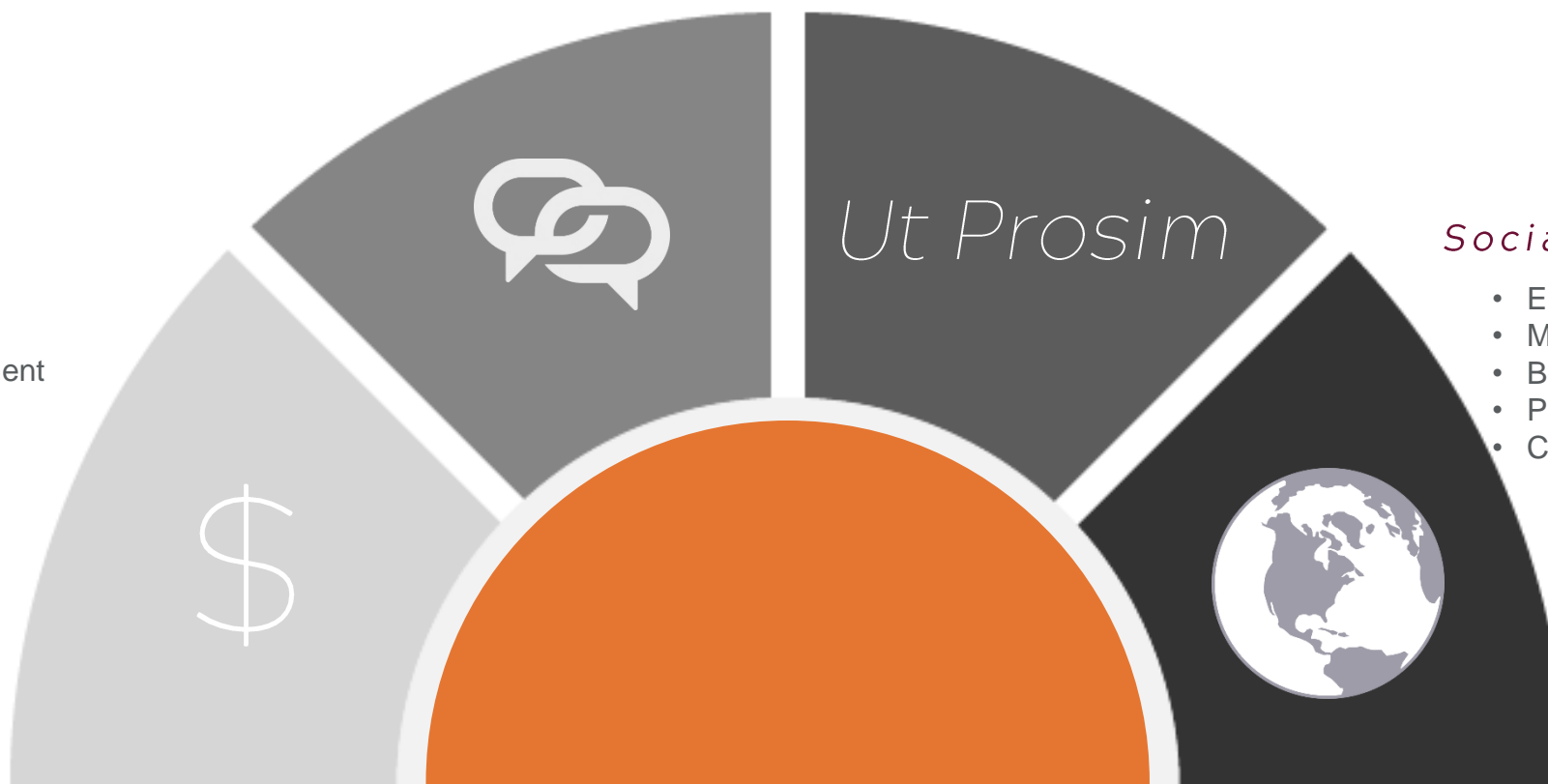
- Service Events and Programs
- Big Event

Cost Conscious

- Large fees a turnoff
- Will find the best deal
- Will avoid complicated payment systems

Social Justice Conscious

- Engaging Speakers/Faculty
- Museum Exhibits
- Book Clubs
- Parades/Marches
- Cultural Heritage Months

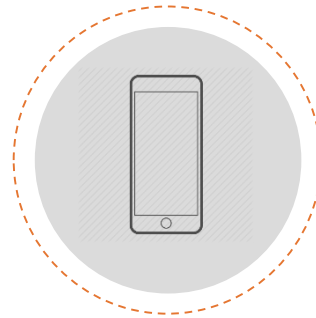


└ Perceptions of Young Alumni



Non-Committal

- Have open invitations (friends, non-Hokies, etc.)
- Keep the locations fresh
- Have future events planned to market



Digital Natives

- Will respond thoroughly online
- Chapter social media is best way to stay in contact
- Need easy, digital money management



Hard to Find/Too Few

- Focus on current students and scholarship recipients
- Keep the invitations open, always
- Normalize the chapter

Previous Events On and Off Campus



- *Young Alumni Terrace Party*
- *Young Alumni Reunion*



Questions?

Contact the Chapter Team

- Ginny Ritenour
 - Director of Chapter Programs
 - ginnyrit@vt.edu
- Jack Hutcheson
 - Director, National Capital Region Alumni Programs
 - jhutches@vt.edu
- Katie Marquis
 - Assistant Director of Alumni Relations
 - kmarquis@vt.edu
- Christi Lineberry
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