



Introduction

A few highlights from the past year include:

- Events for alumni, ranging from traditional alumni chapters to on-campus homecomings and reunions totaled approximately 625 separate events
- The 15th Annual Summer Escape program attracted 139 participants from 45 families (21 first-time families).
- 136 alumni chapter scholarships totaling \$134,450 were awarded to incoming freshmen
- The Student Alumni Associates received the Outstanding Student Organization and Outstanding Student Leader Awards at the Association of Student Advancement Programs District Conference
- The Hokie Bird Fights Hunger National Community Service program was introduced to chapters at the Fall Officers Forum
- The Northern Virginia Chapter was divided into two smaller groups, with the “Northern Virginia Metro Community” developing programs for alumni from the mid-80s and older classes
- The Greystone Series Wine Collection was introduced, offering several fine wines available in gift sets, with a distinctive label featuring the new Alumni and Conference Center
- An online alumni directory was made available to alumni, accessed through the secure Alumni Gateway portal, with search capabilities by name, class year, zip code and city and state
- 19 Alumni Chapters received Outstanding Chapter Awards at the Fall Officers Forum
- The first International Reunion was held during International Week
- A new Humanitarian Award was established to honor deserving alumni

Alumni Awards and Recognitions

The Alumni Association continued a long tradition of service to the university by awarding scholarships to students, excellence awards to faculty and service awards to alumni. Endowments have been established to provide annual funding for professorships and merit scholarships. The total amount awarded to students and faculty was approximately \$406,000. Several awards were presented at Founders Day, Fall Faculty and Staff Awards Ceremony, the Student Honors Dinner, alumni chapter activities and special programs.

In total, thirteen awards were presented to faculty at the Fall Faculty and Staff Awards Ceremony with cash stipends of \$2,000 each. Graduate student awards of \$1,000 which recognize teaching and service were awarded at the spring Graduate Student Awards dinner. Three alumni were recognized on Founders Day for their distinguished service to the Association and university. A new Humanitarian Award was created to recognize alumni who have significantly contributed to a humanitarian cause with their participation and leadership.

Awards and scholarships presented in 2003-2004 included:

- Alumni Chapter Scholarships (136 scholarships)
- Alumni Distinguished Professorships (9 continuing appointments)
- Alumni Honors Scholarships (up to 11 awards)
- Alumni Presidential Scholarships (12 endowed)
- Excellence Awards for teaching, research, extension, service, academic advising, outreach, and international programs (15 awards)
- Outstanding Alumni Chapter Awards (19 with \$500 scholarship awards)
- Outstanding Alumni Chapter Officer (1 recognition)
- Outstanding Graduate Alumni Award (1 recognition)
- Outstanding Young Alumni Awards (8 recognitions)
- Outstanding Students by college (8 recognitions)
- Student Alumni Associates Students' Choice Award (1 faculty recognition)
- "Top 25" Awards for Virginia Tech's nationally ranked athletic teams
- Humanitarian Award (newly established but not yet presented)

Alumni Legislative Advocacy



This advocacy group supporting higher education and General Fund appropriations for Virginia Tech continues to provide vocal support on issues of importance to Virginia Tech and to higher education, and to cultivate support among elected officials.

Virginia Tech alumni members of the General Assembly were hosted at a breakfast and a reception for Virginia's senators and representatives in Congress was held on Capitol Hill (jointly with Virginia Commonwealth University), which included the Northern Virginia alumni business community. The 6th Annual "Hokie Day at the General Assembly" was a successful event with 63 representatives from 12 chapters and 15 students visiting legislators in Richmond during the 2003 session. Additionally, Hokies for Higher Education newsletters and legislative updates were mailed on a periodic basis.

Alumni were asked to support and register for the Alliance for Virginia Students, a coalition of groups around the state advocating higher education and education in general in Virginia.

Alumni Chapter Programs

Alumni chapter programs continued to expand. Chapters have been organized throughout the US and abroad to provide opportunities for alumni to gather in their local communities. Chapter activities typically included receptions or dinners hosting faculty speakers, assistance in recruiting students, community service, and providing scholarship support for local students. The primary purpose for chapter programs is to involve and inform alumni about the university, enhancing its image and support from alumni.

The annual Chapter Officers Leadership Forum was held in the fall of 2003 with attendance of 76 chapter volunteers and Alumni Board members representing 34 chapters. Nineteen chapters received Outstanding Chapter Awards, receiving \$500 toward each of their student scholarship funds. Chapter superlative awards acknowledged excellence in six areas – Outstanding Event, Outstanding Golf Tournament, Outstanding Fundraising Event, Outstanding New Member Plan, Outstanding Community Service and Outstanding Web Site. Achievement Awards were presented to 14 chapters. Additional awards highlighted the Most Improved

Chapter, Outstanding New Chapter, Best Chapter Scrapbook and Outstanding Chapter Officer.

The number of alumni chapters or program areas throughout the nation and internationally reached 112 (35 in-state, 69 out-of-state, and eight abroad in Hong Kong, London, Malaysia, Nicaragua, Panama, Paris, Philippines and Virgin Islands). Approximately one-third of the chapter areas are classified as alumni "clubs." Clubs label areas that do not have elected officers or boards of directors and hold a limited number of events. Members from 57 chapters participated in the Alumni Admissions Program by assisting the Office of Undergraduate Admissions staff with college fairs, phone calls to prospective students, and scholarships. Forty-five chapters awarded a total of 136 scholarships totaling \$134,450 to freshmen from their local chapter areas. Chapters were established or reactivated in Hawaii, Myrtle Beach, South Carolina, and Tallahassee, Florida.

Alumni Career Services

The CareerLink program enables Virginia Tech students and alumni to network with Virginia Tech alumni for career planning and job search assistance. Users may search for alumni volunteers from the CareerLink database based on major, occupation, employer name, work setting, services offered, schools attended and/or location. Volunteer information update requests were conducted and updates to the system are in progress. Alumni volunteer mentors and participants served during the past year included:

- 1,457 active alumni volunteers
- 2,785 total number of users – students and alumni
- 12,193 total online searches by students and alumni

Other services available to alumni include eRecruiting, an on-line system which enables alumni to publish a resume and apply for jobs; CareerSearch – a database of organizations by industry; and on campus or telephone advising appointments. The Northern Virginia Alumni Chapter sponsored the 13th Annual Job Fair in March. Approximately 46 companies were represented and 400 candidates. Career and personal counseling services are available to students and alumni at the Northern Virginia Center, conducted by graduate students.

ExecuPlanet, an out-sourced, fee-based service firm provides professional career services to Virginia Tech alumni. With 150 offices throughout the United States, alumni have access to monthly job search workshops in most major cities.

Career Services moved into a new building in June 2004 offering state-of-the art interviewing facilities, meeting rooms, a classroom, expanded resource area and office space. Alumni have enjoyed visiting this new facility, some as recruiters for their companies.

Special Alumni Programs

The Alumni Association, in conjunction with the Division of Continuing Education, hosted its 13th Annual Civil War Weekend in March. A total of 300 registrants attended. Featured speakers included: James I. Robertson, Jr., Alumni Distinguished Professor of History; William C. Davis, Director for the university's Virginia Center for Civil War Studies; Dr. Thomas P. Lowry, a retired psychiatrist and Civil War archivist; A. Stuart McGehee, professor of history at West Virginia State College; John Quarstein, administrator of historic services at the Virginia War Museum; and John Selby, professor of history at Roanoke College. Participants enjoyed informative lectures, book sales and signings, and a viewing of the film *Robert E. Lee: Life and Legend*.

The 15th Annual Summer Escape program attracted 139 participants from 45 families, 21 of whom were first-time participants. The program featured faculty speakers, campus tours, evening entertainment, including the tradition of Ring Dance, outdoor activities such as hiking, biking, canoeing, horseback riding and tubing, and children's activities.



Alumni Reunion Programs



In the fall, the Alumni Association enjoyed a successful reunion season. Over 2,100 alumni attended six class reunions, seven college homecomings and a Corps of Cadets Reunion. The Joint Class reunion program for three classes in the '80's and '90's decades was continued with an increase in attendance from the previous year. At their 50th Anniversary Reunion, the Class of '53 was inducted into the Old Guard. The class raised \$767,000 for their anniversary gift which was

designated for the Gallery in the new Alumni and Conference Center, Hokie Stone building markers for 70 campus buildings, an endowed scholarship for the Corps of Cadets, and a contribution to the Virginia Center for Civil War Studies. College Homecomings were held on home game weekends for all seven undergraduate colleges. The College of Veterinary Medicine held its homecoming on an other than home game weekend. These events provided an excellent occasion for alumni to visit with faculty and other alumni and gave the colleges the opportunity to showcase their programs and to interact with the new Deans in the Colleges of Agriculture and Life Sciences, Engineering, Liberal and Arts and Human Sciences, and Science.

Spring reunions were held for several constituencies including the Department of Religious Studies 50th Anniversary Celebration, the Department of Landscape Architecture 30th Anniversary Celebration, the Department of Philosophy 50th Anniversary Celebration, the Department of Biology Homecoming, the Department of Psychology Graduate Student Reunion, and the Department of Animal Sciences 100th Anniversary Celebration.

In the spring, the Old Guard held its annual reunion, which was attended by members of the classes of '29 through '53. Highlights of the reunion included: presentations from Major General Jerry Allen and Karen DePauw, Vice Provost for Graduate Studies and Dean of the Graduate School, a virtual tour of the new Chemistry/Physics Building and a presentation on Tech's new supercomputer. Participants were served a picnic lunch in Hahn Hall Atrium. A reunion banquet with a barbershop quartet and dancing was held and the reunion concluded with presentations by representatives from the Honors Program, Department of Athletics, and the Cranwell International Center at a brunch.

International Programs for Alumni

The "Hokies Abroad" program, a cooperative effort between the offices of International Programs, Undergraduate Admissions and Alumni Relations, seeks to involve traveling members of the Virginia Tech faculty and administration with university alumni and prospective students who reside abroad. Several traveling faculty volunteered to meet with alumni in Brazil, Cuba, Hong Kong, Ireland, Lebanon, London, Nepal, Spain, Taiwan, Thailand and Tokyo during the year. The Alumni Association co-sponsored receptions for international graduates in the Fall and Spring semesters.

The first International Student Reunion was held in the spring in conjunction with International Week with 50 alumni in attendance.

Alumni Records



Responsibility for maintaining biographical records increased to more than 180,000 records. Through returned USPS mail, email, phone calls, and alumni visits to Alumni Hall, the Association received and updated over 55,000 records. Mailing labels and alumni rosters were supplied as a service to colleges, departments, and student organizations throughout the year.

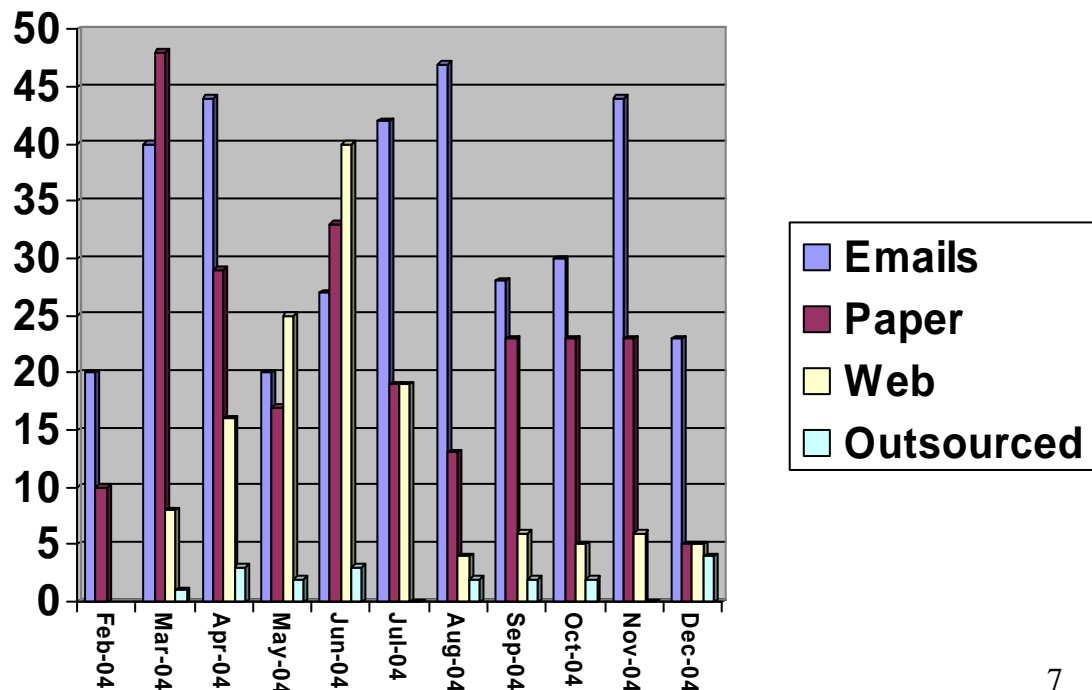
The Alumni Association staff continued its work with the Banner database system to facilitate the recording of additional data and provide for more flexible reporting.

Communications

The Alumni Association's portal page at www.VaTechAlumni.com continues to offer a number of features to welcome and serve alumni, such as alumni links, headline news, weather reports, Virginia Tech merchandise, and stock quotes. The Alumni Gateway is a password-protected feature and offers access to several university services and informational features, such as accessing alumni record profiles to make updates and additions online, exploring the VTAlumnNet Website for free online educational programs (or "knowledge units") or a variety of other courses for a fee. Chapter Volunteer training modules are also offered through this venue. Another feature offers registration for class reunions and special programs online, including lodging reservations and reserving football game tickets. This gateway helps alumni maintain a closer relationship with those aspects of the university in which they have an interest or may choose to learn more.

An online directory was made available to alumni, accessed through the Alumni Gateway portal, with search capabilities by name, class year, zip code and city and state.

The Association published and mailed two issues of the **Alumni Association News** to all alumni. Other publications included reunion registration invitations, the Class of '53 **Reunion Bugle**, Handbook for Alumni Volunteers (available on CD-Rom), Board of Directors Manual, announcements for university events and receptions, and newsletters and event publicity for alumni chapters. Total program mailings exceeded 662,000 pieces of mail and approximately 300 emails were sent to chapters and constituency groups informing them of upcoming events, more than double the previous year. Also, news and class notes information were provided for inclusion in the **Virginia Tech Magazine**.



Student Programs



Student programs complemented the mission of Alumni Relations by helping instill a sense of loyalty and pride in students soon to become members of the Alumni Association. The Class Officer and Student Alumni Associates (SAA) are two active and respected organizations. They foster special traditions designed to bond students more closely with the university.

During the freshman year, Class Officers are elected to serve lifetime terms and are responsible for promoting and preserving class traditions. Highlights of events for the Classes of '04, '05, '06, and '07 were:

- Election of Officers for the Class of 2007
- Committee selection and ring design for the Class of 2006
- Class of 2007 Officers Welcome Lunch
- Ring Premiere and Ring Dance for the Class of 2005
- Senior Celebration for the Class of 2004
- Joint Class Officer Holiday Dinner and Spring Picnic

The Class of 2005 held a Kickoff Concert and Pep Rally in August and to help advertise their Ring Premiere, handed out t-shirts and thundersticks at the Class of 2005 Day at the Homecoming football game. Class of 2004 held a Senior Celebration before Commencement in May. Class officer elections again generated high turnout with the online balloting process.

SAA members assisted with registration for alumni reunions and other programs, helping greet alumni and other visitors to the campus. Through the SAA, current students are introduced to the Alumni Association and to various opportunities to serve after graduation. SAA membership includes Class Officers and other student ambassadors. Highlights of SAA activities during the year included:

- Alumni Reunion Registrations
- Student Organization Showcase
- SAA Retreat (Fall and Winter)
- Fall Home Game Pep Rallies – with spirit item giveaways
- Assistance at Founders Day, Summer Escape, Fall Faculty and Staff Awards Ceremony, Old Guard Reunion, Career Fairs, Farm & Family Showcase, Career Fairs
- Game-watching party for the WVU Game
- Participation in the Blacksburg Christmas Parade
- “Seniors Movin’ On” Program
- Faculty Appreciation Day

The SAA was recognized with awards at the Association of Student Advancement Programs District Conference – the Outstanding Student Leader Award and the Outstanding Student Organization. Additionally, they received a Certificate of Appreciation for Sportsmanship.

Alumni and Conference Center



Construction continued on the new Alumni and Conference Center with an expected completion date in Summer 2005. Gifts and pledges slightly exceeded the campaign goal of \$16.2 million. Several thousand alumni have generously supported the campaign for the new center. A dedication weekend for the Center is scheduled for Fall 2005.

Financial Summary

The staff, programs and services of Alumni Relations were supported with income from six private sources (no state funds are available for administering alumni programs):

- Virginia Tech Foundation support (44%)
- Affinity Credit Card royalties (35%)
- Merchandising/Tours royalties (7%)
- Alumni Gifts (2%)
- Reunions and Special Programs income (12%)

Revenue totals for the fiscal year were \$2,077,398 and expenditure totals were \$2,005,256. An agency endowment for the Alumni Association managed by the university's Foundation was valued at \$3,827,426 as of June 30, 2004.

Considerable income was generated by the affinity Visa card program. Other programs including a telephone long-distance affinity, auto and home insurance affinity, a home loan program, student loan consolidation program, watches, campus scene prints, diploma frames, jewelry and chairs, were revenue producers. Some 255 alumni and

friends participated in 14 different tours abroad offered by the Association, providing additional income. Reunion and other alumni programs resulted in a modest net profit over expenses for the year. The Greystone Series Alumni Wine collection was introduced with a unique label depicting the new Alumni and Conference Center.

Collaboration with Other Campus Departments

The Alumni Staff often collaborated with various units and departments on programs serving alumni. These included:

Undergraduate Admissions	President's Office
University Development	Provost's Office
University Relations	Corps of Cadets
Student Affairs	Northern Virginia Center
Career Services	Graduate School
Athletics and Athletic Fund	Honors Program
Government Relations	Academic Colleges & Departments
Continuing Education	Multicultural Affairs
International Programs	Southwest Virginia Higher Ed Center
Virginia Tech Richmond Office	University Outreach

Current Alumni Relations Staff

- Thomas C. Tillar, Jr., *Vice President for Alumni Relations*
- Deborah A. Day, *Associate Vice President for Alumni Relations*
- Richard W. Hastings, *Assistant Vice President for Alumni Relations*
- J. Andrew Hall, *Associate Director*
- John R. Hutcheson III, *Associate Director* (NOVA Graduate Center)
- Linda L. Stroh, *Director** (College of Engineering)
- Mara K. Barker, *Associate Director* (College of Science)
- M. Claire Childress, *Assistant Director** (College of Agriculture and Life Sciences)
- Robin H. Jackson, *Assistant Director* (College of Architecture and Urban Studies)
- John H. King, *Assistant Director* (Pamplin College of Business)
- Kellie M. Trail, *Assistant Director* (College of Liberal Arts and Human Sciences)
- Lynn Young, *Assistant Director** (Colleges of Natural Resources and Veterinary Medicine)
- Tysus Jackson, *Director of Development for Multicultural Affairs**
- Patricia B. Foutz, *Alumni Chapter Coordinator**
- Elizabeth D. Lee, *Alumni Chapter Coordinator* (Richmond Office)*
- Richard S. Roszak, *Associate Director for Corps of Cadets Alumni**
- Cathy Lally, *Assistant to the Vice President*
- Jennifer C. MacDonald, *Student Programs Coordinator*
- Melissa Vidmar, *Publications Manager*
- Douglas Tschetter, *Assistant Publications Manager*
- Shirley Fleet, *Executive Secretary Senior*
- Amanda Walters, *Chapters and Reunion Support*
- Phil Gettel, *Printing and Mail Room Manager*
- Karen Denny, *Fiscal Technician*
- Laura Wedin, *Student Programs Assistant/Alumni Travel Coordinator*
- Ruth Graves, *Alumni Records*
- Cathy Gellis, *Alumni Records and Reunion Support*
- Sharon Croy, *Alumni Records*
- Carolyn Agnew, *Receptionist**
- Laura Snelgrove, *Receptionist**

*Part-time in Alumni Relations or a shared position with another university department

Alumni Association Board of Directors

Officers for 2003-2004

- Paul M. Saunders '54 *President*
- Kimble Ryenolds, Jr. '88 *President-Elect*
- James E. Smith '66 *Vice President*
- Thomas C. Tillar, Jr. '69 *Secretary-Treasurer*
- John B. Higginbotham '77 *Immediate Past-President*

Directors for 2003-2004

- Ronald E. Ball '70
- Patricia B. Beuttel '74
- Scott C. Cappiello '94
- J. Thomas Carter '81
- Peter S. Darby '90
- Elizabeth A. Flanagan
- Charles O. Gordon '42*
- Douglas S. Graham '94, '98
- Harry N. Gustin '43*
- Joseph M. Harris '68
- Wayland E. Hundley '84
- Gregory B. Jones '77
- William C. Latham '55*
- Elizabeth L. Leonard '80
- Drew Lichtenberger '00
- Graham C. Lilly '60
- Susan L. Lucas '77
- James L. Mahon '73
- Cecil R. Maxson, Jr. '52
- Stephanie B. McClellan '85
- Roberta M. Minish '77
- Thomas W. Moss, Jr. '50*
- Kevin W. Mottley '93
- Melissa B. Nelson '92
- Coleman G. Rector '86
- W. Thomas Rice '34*
- Jesse J. Richardson, Jr. '84
- William E. Skelton '40*
- Brian Slingerland '00
- E. Ann Spencer '76
- Charles W. Steger '69
- Jean S. Swartz '86
- Lee C. Tait '41*
- Nicholas P. Valdrighi '57
- G.T. Ward '49*
- Laurie M. Wright '96

**Lifetime honorary member*

