

Chapter Chat: July 2017

Game Watching Parties and VTAA Updates

Your Host:



Andy Foiles

Assistant Director, Chapter Programs
afoiles@vt.edu

Game Watching Parties



Game Watching Parties

Presentation Overview

- ▶ Purpose: To come together as Hokies and celebrate the many student athletes and
- ▶ Intro of Special Guests
- ▶ Hokie Hospitality & Talking Points
- ▶ Support from VTAA
- ▶ Questions/Concerns
- ▶ Upcoming Dates and Projects

Guest Speakers

- ▶ Gary Shropp - Baltimore Chapter
- ▶ Kristina Tomasetti - San Antonio Chapter
- ▶ Hans Bernhart - San Francisco Chapter

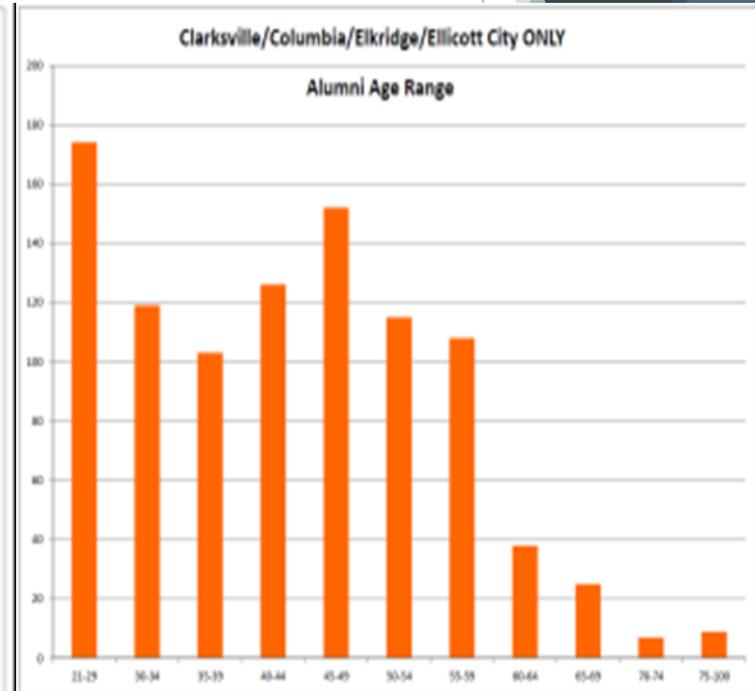
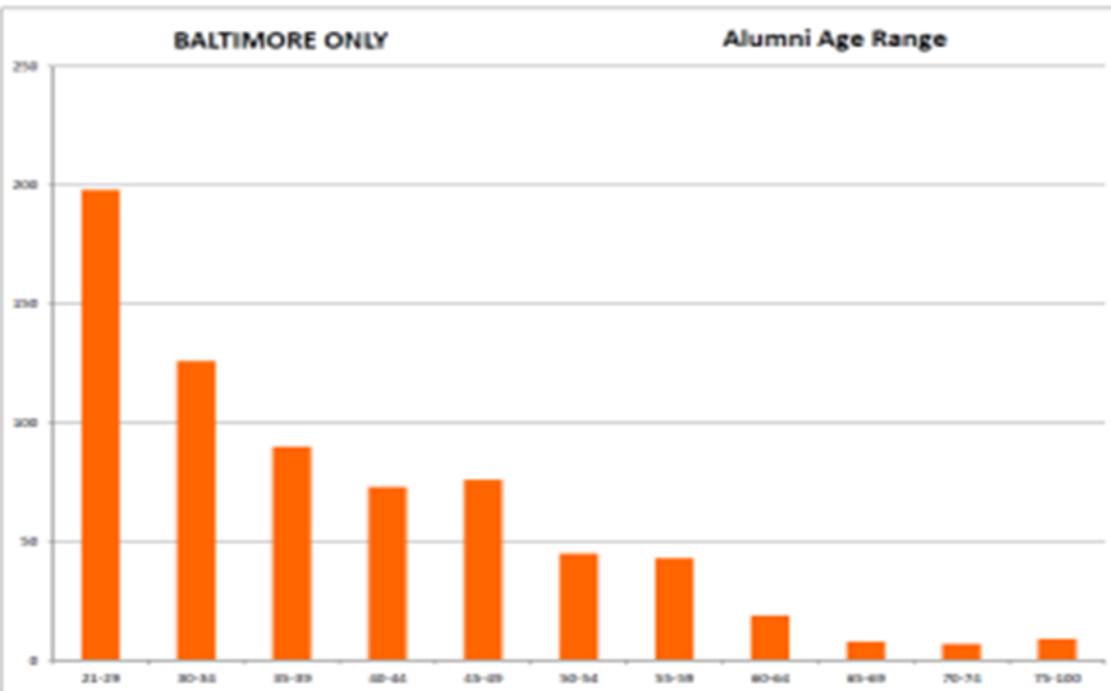
- ▶ Briefly explain your chapter area (size, typical alumni attendance, age breakdown)
- ▶ Where do you host your game watching parties? Do you use a Hokie owned business? Do you have multiple locations?
- ▶ Who is responsible for planning the game watching parties?
- ▶ How do you use Game Watching Parties as a springboard for alumni to go to other events, or get involved in the chapter?
- ▶ How do you budget for Game Watching Parties?
- ▶ Advice for the beginner and/or the expert.

Gary Shropp - Baltimore Chapter

- ▶ Briefly explain your chapter area (size, typical alumni attendance, age breakdown)
 - ▶ 4615 alumni in area/attendance varies by event/majority are 50 and under
- ▶ Where do you host your game watching parties?
 - ▶ Due to geography, we mostly use three locations - local bars/restaurants in each area
- ▶ Do you use a Hokie owned business?
 - ▶ Yes and no; the connection can be the owner, maybe a bartender, or an Alumni lives close to the location
- ▶ Do you have multiple locations? Yes
- ▶ Who is responsible for planning the game watching parties?
 - ▶ We advertise on our social media and by e-mail (sent by Chapter President) where the game watching parties will take place
- ▶ How do you use Game Watching Parties as a springboard for alumni to go to other events, or get involved in the chapter?
 - ▶ A lot of alumni do not realize the chapter exist and there is no cost to join; we tell them about what events the Baltimore Hokies conduct and collect their contact information to put on our distribution list
- ▶ How do you budget for Game Watching Parties?
 - ▶ We don't really spend our budget on game watching parties, we occasionally use items that have been donated (VT golf balls, beer cozy, etc) and have a free raffle.

Gary Shropp - Baltimore Chapter

- ▶ Advice for the beginner and/or the expert.
 - ▶ Take advantage of high profile games as a recruitment tool (bigger games = higher turnout).
 - ▶ It definitely helps if the owner has an Hokie affiliation, you won't have to compete against other schools trying to use the same location.
 - ▶ Don't be shy when making contact with an alum, they usually appreciate the info.
 - ▶ If you use multiple locations, try to have a representative at each place.
 - ▶ Try to work in unison with the Hokie Club.



Kristina Tomasetti - San Antonio Chapter

- ▶ Briefly explain your chapter area (size, typical alumni attendance, age breakdown)
- ▶ Where do you host your game watching parties? Do you use a Hokie owned business? Do you have multiple locations?
- ▶ Who is responsible for planning the game watching parties?
- ▶ How do you use Game Watching Parties as a springboard for alumni to go to other events, or get involved in the chapter?
- ▶ How do you budget for Game Watching Parties?
- ▶ Advice for the beginner and/or the expert.

Hans Bernhart - San Francisco Chapter

- ▶ Briefly explain your chapter area (size, typical alumni attendance, age breakdown)
- ▶ Where do you host your game watching parties? Do you use a Hokie owned business? Do you have multiple locations?
- ▶ Who is responsible for planning the game watching parties?
- ▶ How do you use Game Watching Parties as a springboard for alumni to go to other events, or get involved in the chapter?
- ▶ How do you budget for Game Watching Parties?
- ▶ Advice for the beginner and/or the expert.



Hans Bernhart - San Francisco Chapter

► The Binder

**SF BAY AREA HOKIES FOOTBALL GAMES
DIRECTIONS FOR
ORGANIZING.Version1.Hans.090808**

The purpose of this document is to provide directions on how to organize and carry out football game watching gatherings for the **San Francisco Bay Area VT HOKIES**. This is an evolving document so as to account for change. Yes it is information overload accumulated from a season and a half of doing this. But the document is divided into sections to help you fulfill your part of volunteering to make **THE HOKIE EXPERIENCE** the best possible! **UT Prosim 101!** Please take the time to become familiar with this and your participation will flow like beer into a **HOKIE** cup at a game!

Contents

- Locations** to watch games
- History** on Why We Chose The Bus Stop
- Regular Weekly Activity** For Setting Up Football Games (Generic List):
- Directions** for Setting Up and Watching Saturday Games at The Bus Stop
- Broadcast on Internet Only Games:** Directions for Setting Up and Watching Games on the Internet at The Bus Stop
- Thursday Games and Other Locations:** Directions for Setting Up and Watching Thursday Games at Bus Stop and Other Locations
- Ideas** for the future
- Appendix: Sample Weekly Football Season Email** to SF Bay Area HOKIES



VT 2016 FOOTBALL SCHEDULE		
SAT APR.23	SPRING GAME	
SAT SEPT.3	LIBERTY	
SAT SEPT.10	VS. TENNESSEE	WATKINS ST. MEMPHIS
SAT SEPT.17	BOSTON COLLEGE	
SAT SEPT.24	EAST CAROLINA	
SAT OCT. 8	@NORTH CAROLINA	
SAT OCT. 15	@SYRACUSE	
THU OCT.20	MIAMI	ESPN
THU OCT.27	@PITTSBURGH	ESPN
SAT NOV. 5	@DUNE	
SAT NOV.12	GEORGIA TECH	
SAT NOV.19	@NOTRE DAME	
SAT NOV.26	VIRGINIA	
SAT DEC. 3	ACC CHAMPIONSHIP	CHARLOTTE, NC



VirginiaTechforlife
ALUMNI ASSOCIATION
www.alumni.vt.edu

Hans Bernhart - San Francisco Chapter

► The Hokie Bag



Inventory of the HOKIE Bag:

THE HOKIE Bag

Things to put Decorations up:

Tape (Duct tape or Gaffer Tape)
Clips (Hardware store or Dollar Store)

Markers (Orange, Black, and Maroon)

Crayons

Pens

Paper Pads

Orange Paper

Orange and Maroon table clothes (Dollar Store)

Decorations:

HOKIE Posters (Local Stores in Blacksburg)

Decorations: Categories:

Classic:

VT Flags

Classy:

Ut Prosim Banner (Always have these)

Basic formal banners that look nice

Fun:

Football Flags

HOKIE Bird Flags

Visibility:

VT Wind Banner - for visibility at large events

Whacky:

Go to Dollar Store!

Visit Virginia and get some VA stuff

Alumni Association Stuff:

Placards for tables

Buttons and Pins

Coasters

Couzies

Other Brochures

HOKIE Club Stuff

Brochures

Football Season Stuff

Wallet Football Schedules (get them from stores in Blacksburg)

Football Posters (Get them from stores in Blacksburg)

Some good HOKIE Labeled Bags (For Door prizes)

Hans Bernhart - San Francisco Chapter

► The Video



[Hokie Hans's High Res Party Bag Video](#)



[Hokie Hans's Low Res Party Bag Video](#)

Hokie Hospitality & Talking Points

- ▶ Greet, Welcome AND Mingle!
- ▶ Be sure to:
 - ▶ Thank individuals and groups for helping with your event.
 - ▶ Recognize important guests.
 - ▶ Chapter Scholarships.
 - ▶ Statistics about VT.
 - ▶ Talk about how alumni (and Hokies by proxy) can get involved with the chapter.
 - ▶ Ending the event with a “Let’s Go!” cheer!

Support from the VTAA

- ▶ Chapter Team will provide your chapters with the following:
 - ▶ Talking points to address current campus projects.
 - ▶ VT Giveaways.
 - ▶ Two emails (late August and mid October) to all alumni directing them to our website.
 - ▶ Communications Team will share a social media post before every game.
- ▶ The Chapter Team will not be providing:
 - ▶ Postcard mailers (like last year)
 - ▶ Individual chapter emails for consistent game watching parties (if in doubt, check with liaison!).
- ▶ Chapters will handle:
 - ▶ Individual Social Media & Chapter Webpage
 - ▶ Securing Locations
 - ▶ Sending invites (if applicable)

Questions / Concerns?

- ▶ For low density/low VT population chapter areas like Tampa Bay, it is increasingly difficult to attract people to football watching parties. The VT games are now more accessible via cable so people stay at home (with their own adult beverages). Outside activities (beach, golf, etc.) in FL create a lot of conflicts. Travel times are probably 30+ minutes for most even with a centralized location. Host bar naturally gives preference to larger alumni chapters like Auburn relegating us to smaller areas/smaller TVs. We have raffled off Hokie garb (odds of winning something are very good) for years. Past chapter officers have burned out from going to all the games; we're lucky to get them to 1-2 per year now. Rotating locations doesn't seem to work either.
 - ▶ Question 1: Do other density-challenged chapters find it better to have fewer official watch parties (not all the games) than try to do all of them?
 - ▶ Question 2: How do we get the young(er) alumni to assume more chapter leadership roles in organizing events, etc.?

Questions/Concerns?

- ▶ What activities are used before/during the game or at breaks?
- ▶ How much financial support we will receive from the Alumni Association? Will there be mailers or an e-mail blast or just information posted to the website?
- ▶ 1) Tips for planning watch parties/reserving venues when game times are not set until after the season starts. 2) Tips for planning game watching trips- to Atlanta for Georgia Tech and early planning for next year at Florida State.
- ▶ Methods/criteria for choosing a location. What makes for a great location to host the alumni? What preferences have other organizers noticed about their alumni? / / Best methods to get word to new/stale alumni? Facebook? Email? Paper Mail?
- ▶ Although we have a current location we meet at, we'd like tips on finding a new place. How do folks test new places out? What should we be expecting from our host bars (we get free appetizers in the 4th quarter and 2-for-1 pitchers) but should we be expecting more? How do chapters adjust for the different size expected crowds (e.g. early games, popular rivals are always popular but attendance can dwindle with meaningless games or uninteresting opponents)?

Questions/Concerns?

ATTENDANCE

- ▶ What are some of the things that you find beneficial towards keeping attendance at these events? What were some of the challenges that goes along with these game watching events? Should the location of these game watching be at one locations or should it be spread out geographically based on the territory of that alumni association in question?
- ▶ What/how are chapters reaching out to local alumni in order to get them excited and inform them of events? Obvious choices are social media, email, and post card mailers but are there other methods chapters are using that they have found successful?
- ▶ I would like to understand what other chapters have done to increase attendance at watch parties, especially for alumni with kids who aren't always going to come to a bar.
- ▶ How do chapters handle inconsistent watch party attendance throughout the season? / What are some unique/creative ideas that chapters have used to attract more attendees? / What are some ways that chapters have worked with their local bars/restaurants to cultivated and maintain relationships?

VTAA Projects and Updates

- ▶ VT Monthly & VT Magazine
 - ▶ Submit stories for consideration in VT Monthly and/or the Virginia Tech Magazine to Katie Marquis at kmarquis@vr.edu
- ▶ Join our Chapter Officers Facebook group!
 - ▶ <https://www.facebook.com/groups/VirginiaTechChapterOfficers>

Upcoming Dates To Be Aware Of

- ▶ Chapter Officers Forum: Sept. 7-9 (Delaware game)
- ▶ Reunions and Other Events
- ▶ Official VT Tailgate at Fed Ex Field - Sunday, Sept. 3, 2017, 3:30-6:30 p.m.
- ▶ Homecoming
- ▶ Next Chapter Chat: Will resume in September!
- ▶ Please send Game Watching Party details for your chapter to your liaison

Thank you for all that you do!

On behalf of the Chapter Team and entire VTAA, thank you for your continued hard work and dedication to making our chapter program so great. Your work does not go unnoticed and we are all so very excited to work with you and develop the program even further over this next year!

Go Hokies!

Contact the Chapter Team

Katie Marquis
Assistant Director of Alumni Relations
kmarquis@vt.edu

Jack Hutcheson
Director, National Capital Region Alumni Programs
jhutches@vt.edu

Andy Foiles
Assistant Director, Chapter Programs
afoiles@vt.edu

Ginny Ritenour
Director of Chapter Programs
ginnyrit@vt.edu