

Chapter Chat: May 2019

STUDENT SENDOFFS 2019

CHRISTI LINEBERRY, ASSISTANT DIRECTOR OF CHAPTER PROGRAMS

VICKI CULBRETH, SHENANDOAH CHAPTER PRESIDENT

THEDA BLACKWOOD, NEW JERSEY CHAPTER EVENT CHAIR

CHRIS CASSELL, ATLANTA CHAPTER PRESIDENT



Chapter Program Updates

- Scholarships in full swing!
- Reunion 2019 – June 6-9
- 22% by 2022
- Award Checklist Reminder
- Next Chapter Chat: June 20





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Marketing Plan

CHRISTI LINEBERRY, ASSISTANT DIRECTOR OF
CHAPTER PROGRAMS

Marketing Plan

- **Postcards**
 - 1 each for June, July, and August events
 - Postcards will arrive by:
 - End of May for June events
 - End of June for July events
 - End of July for August Events
 - Emails will include:
 - Chapter name
 - Date of chapter event
 - Link for more details: www.alumni.vt.edu/chapters/student-sendoffs

Marketing Plan

- **Emails**
 - 1 each for June, July, and August events
 - Emails will arrive in inboxes:
 - Mid-May for June events
 - Mid-June for July events
 - Mid-July for August Events
 - Emails will include:
 - Chapter name
 - Date of chapter event
 - Link for more details: www.alumni.vt.edu/chapters/student-sendoffs

Marketing Plan

- **Website**

- <https://www.alumni.vt.edu/chapters/student-sendoffs/student-sendoffs-19.html>
- Includes all event details received by the Chapter Team
 - Please share final plans as soon as possible

- **Important Date Reminders:**

- May 10th, 2019 event dates for all July 2019 Send-Offs
- June 8th, 2019 event dates for all August 2019 Send-Offs

**** Confirmed dates not received by these deadlines will not be included on the postcards****

Giveaways

- **Two giveaways with the Virginia Tech Alumni logo:**
 - Maroon cinch bag
 - Black RFID Phone Card Sleeve
- **Items will be shipped directly to chapters from the supplier for all events confirmed by May 10th**
 - Shipping details will be emailed out individually once available
 - If there are issues with your shipment, please let Christi Lineberry or your liaison know as soon as possible
- **Events confirmed after May 10th will be shipped from the Alumni Association**

Post Event Follow-Up

- **Let us know how it went!**
 - **Email Christi Lineberry with:**
 - Photos
 - Attendance Numbers
 - Fun facts, best practices, highlights, shout outs, feedback for next year, etc.
 - **Social Media:**
 - Add photos to the event on Facebook.
 - Share fun videos, stories, or quotes from attendees on all social media platforms and the Alumni Chapter Officers group
 - Create FOMO (fear of missing out) for those that weren't able to attend or those that may want to attend in the future!



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Shenandoah Chapter

VICKI CULBRETH, PRESIDENT

Shenandoah Chapter

- **Average attendance past three years approx. 75% of incoming freshman from our chapter area.**
- **Communication**
 - **Send out bi-monthly emails in spring to accepted students as list are received from Virginia Tech**
 - **Postcard is sent to homes about the event from the chapter– THIS IS KEY**

Shenandoah Chapter

The Shenandoah Chapter of the Virginia Tech Alumni Association
Invites you and your family to a

Freshman Welcome

June 11th at 6:00pm

The Greene Turtle

185 Kernstown Commons Blvd., Winchester, Next to the Alamo

Welcome to the Virginia Tech family. Join us for a special welcome event. Enjoy appetizers and meet fellow Virginia Tech freshman from the area. Local scholarship winners will be recognized. Current Virginia Tech students will share their Tech experience and answer questions. Meet Alumni and learn about the exciting Virginia Tech events in the Shenandoah Valley.

**DOOR
PRIZES**

RSVP with number attending by June 10, 2018
shenandoahchaptervtaa@gmail.com

Additional food and beverages will be available for purchase.

Shenandoah Chapter

- **Key Event Details**
 - **Current Student Panel – Q & A**
 - **Current Parent Tips – Q & A**
 - **Handout:**
 - **Useful Facebook pages for students and parents**
 - **Football Ticket details**
 - **Move-in Tips**
 - **Chapter social media sites and upcoming event**



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New Jersey Chapter

THEDA BLACKWOOD, EVENT CHAIR

New Jersey Chapter

- **Marketing**
 - **Email Blasts**
 - 45 days out
 - 30 days out
 - 15 days out
 - 5 days out – last call
 - **Facebook**
 - One per week
 - Includes the registration link
 - **Instagram**
 - Post once a week on feed and story
 - Tag #VT2023

New Jersey Chapter

- **Event Management**
 - BBQ picnic
 - Charge \$5/student, \$15/person in advance, \$20 at the door. Children under 10 are free.
 - Utilize Eventbrite for registration/RSVPs and payments
 - Easy for busy people to manage
 - Creates a sign-in sheet for the event
 - Collects the funds
 - You can pass along the “fees” Eventbrite charges in ticket cost
- **Attendance**
 - 200+ attendees year over year



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Atlanta Chapter

CHRIS CASSELL, PRESIDENT

Atlanta Chapter - Areas of Focus

- **Timing**
- **Location**
- **Communication**
- **Food and Drink**
- **Atmosphere**
- **Staying connected**

Timing

Things to consider

- When do classes start?
- When do the Corps of Cadets and athletes move-in?
- Can your chapter scholarship award winners attend?
- Other potential commitments that could impact attendance:
 - Vacations
 - Church
 - Friday/Saturday events, work, sports, etc

What's worked for our chapter

- Late July or early August
- Sunday mid to late afternoon
 - E.g. 2pm to 4pm, 3pm to 5pm, 4pm to 6pm

Location

Things to consider

- Where do your students live?
- Weather
 - Heat or rain contingency
- Access to power, restrooms, grill, etc.
- Games/activities available?

What's worked for our chapter

- Location that's central to most
 - Traffic is often lighter at the time of our event
- Indoor/outdoor options
- Someone's home works great; park/picnic shelter too
- Cornhole, frisbee, badminton

Communication

- **Emails to students**
- **Postcards**
 - **Want the parents to see this!**
- **Social Media**
- **Chapter Emails**

Food and drink

- **Potluck style**
- **We provide main proteins and beverages**
- **Chapter also provides a cake**
 - ***Congrats Class of 2023!***

Atmosphere

- **“New Family”**
- **Mix and mingle**
 - Chapter volunteers and parents/students
- **Icebreakers**
- **Trivia**
- **Yard games**

Staying Connected

- **Invite parents and students to follow on social media**
- **Parents - email distribution list**
- **Invite parents to upcoming events**
 - **Welcome Party, Game Watching, Holiday Party**
- **Freshmen care packages for spring finals**



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
 - Assistant Director of Chapter Programs
 - cbragg@vt.edu

