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

Laura Wedin, Associate Director
lwdin@vt.edu
Class Programs
Ring Program
Reunion Steering Committee

Andrew Foiles, Assistant Director
afoiles@vt.edu
Student Philanthropy Education
Student Alumni Associates
Senior Class Gift Campaign
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

- **Ut Prosim**

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