

# *Chapter Chat: June 2018*

2018-19 TIERED CHAPTERS PROGRAM UPDATES & OPEN FORUM



# Your Host:



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*Guest:*



**Ginny Ritenour**

**Director of Chapter  
Programs**

# Agenda

- Review of Advancement Division
- Advancement: Tiered Chapters Program
- Focus Areas
- Orange and Maroon Chapters
- Defined minimum *goals*
- Question and Answer Session

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graph TD; VP[Vice President for Advancement] --- AR[Alumni Relations]; VP --- Dev[Development]; VP --- UR[University Relations];
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Vice President for Advancement

Alumni Relations

Development

University Relations

# *Mission Statement*

The Division of University Advancement is committed to informing, engaging, partnering with, and securing financial support from a diverse spectrum of audiences through integrated, strategically aligned communications, engagement programs, and philanthropic opportunities.

We build lifelong relationships that engage the time, loyalty, and intellectual and financial resources of individuals in support of Virginia Tech's aspirations, goals, and broader land-grant mission to serve society.

# Values Statement

The Division of University Advancement endorses and is guided by the Principles of Community.

- We are committed to transparency, collaboration, and consistency in operations between the central offices and those in the colleges and units
- We are firmly committed to an audience-centered approach in our communications, engagement, and philanthropic activities
- We are committed to a performance-based culture of excellence and accountability as a means of reaching our organizational goals and the personal and professional development goals of our staff
- We will strive for continuous program innovation that will support the university's goals and leadership position in higher education

# *Tiered Chapters Program*

- *Strategically align resources*
  - *Staff*
  - *Budget*
  - *Communications*



# *Tiered Chapters Program*

- Focus Areas
- Orange and Maroon Chapters
- Defined minimum *GOALS*

# *Chapters 2.0*

- ALL chapters eligible for Outstanding Chapter Awards and superlative awards
- Liaison support based on level of activity no matter which tier a chapter falls within
- Tiers will be reviewed annually or adjusted during the year as needed

# *Updated Resources*

- Chapter Officer Position Descriptions
- Chapter Best Practices
- Chapter Management Toolkit
- Chapter Officer Newsletter Reboot

Questions???

# *Upcoming Dates to be aware of*

- Virginia Tech Beer Fest – June 23
- Student Send-Offs, last two weeks of June or the first two weeks of August (more info to come!)
- 2018 Chapter Officers Forum Save-the-Date, September 6-8, 2018

*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

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