

# Chapter Chat: April 2017

Student Send-Offs and VTAA Updates

# Your Host:

## Katie Marquis

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# Topic Speaker:

## Andy Foiles

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# Student Send-Offs



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Southeast Michigan Chapter, 2015



New England Chapter, 2015

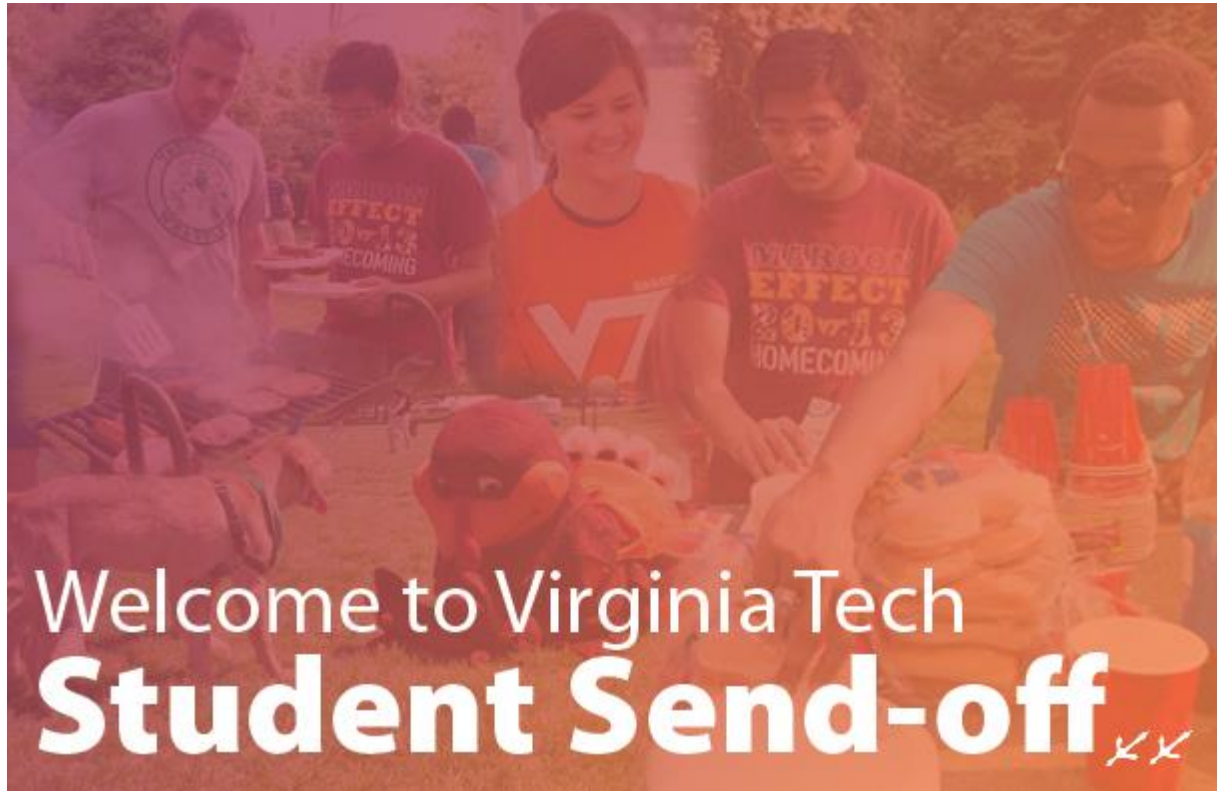
# Student Send-Offs Presentation Overview

- ▶ Purpose: To welcome incoming students and their families to the Hokie Nation and to engage current students and alumni.
- ▶ Event Details
- ▶ Communications/Marketing
- ▶ Hokie Hospitality & Talking Points

# Event Details

- ▶ Send Andy Foiles ([Afoiles@vt.edu](mailto:Afoiles@vt.edu)) the date, location, time, and host information by end of May, 2017.
  - ▶ Date to fall between mid-July - August 15
  - ▶ If there is a cost, consider hosting incoming and current students
    - ▶ This will be placed on the central Student Sendoff Website (to be created) and on the mass mailers sent to all incoming students.
- ▶ Work with the resources you have and what fits best for your chapter!

# Communications & Marketing



Welcome to Virginia Tech  
**Student Send-off** XX

# Communications & Marketing

- ▶ The Chapter Team will handle the following for the student sendoff events:
  - ▶ Email Request
  - ▶ VTAA Website
  - ▶ Postcard mailer
  - ▶ Sending the chapters a list of accepted freshmen in their area
  
- ▶ Chapters will handle:
  - ▶ Social Media & Chapter Webpage
  - ▶ Personal Invitations
  - ▶ Incoming Students
  - ▶ Current Students
  - ▶ Specific Alumni Identified by VTAA



# 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 Class of 2021
  - ▶ Talk about how parents and students can get involved with the chapter
  - ▶ Congratulate the students on their achievements and thank their parents/families for supporting them
  - ▶ Share a favorite memory from Virginia Tech and/or recommendations for when they get to Blacksburg
  - ▶ Ending the event with a “Let’s Go!” cheer!

# Other things Andy needs from your student sendoff

- ▶ Quotes from those in attendance
  - ▶ Why was this an event they went to?
  - ▶ What did they learn?
  - ▶ What made it awesome?
- ▶ Pictures!
  - ▶ I want to brag to my colleagues about how successful the sendoffs are, and post these to the website!

# Unknowns

- ▶ Staffing
  - ▶ At this time, it is unclear whether the Chapter Team or other VTAA staff will be in attendance at the events.
- ▶ Next year's details
  - ▶ It is entirely possible that to make this a more uniform experience across all chapters, there may be more structures in place for student sendoffs.

# Questions?

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# 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](mailto:kmarquis@vr.edu)
- ▶ Join our Chapter Officers Facebook group!
  - ▶ <https://www.facebook.com/groups/VirginiaTechChapterOfficers>

# Upcoming Dates To Be Aware Of

- ▶ Virginia Tech Day at Kings Dominion on April 29
- ▶ Beer Festival at Virginia Tech on Saturday, June 24  
Contact us if interested in volunteering.
- ▶ Chapter Officers Forum: Sept. 7-9 (Delaware game)
- ▶ Scholarships: Every chapter should have received list of students who received offers to VT. Chapters will receive full accept lists in early May. Scholarship recipients & money due to our office by June 15
- ▶ Next Chapter Chat: Tuesday, May 30 at noon -  
Everything You Ever Wanted to Know About Year-end Reporting

# 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!