



CORNERSTONE ALUMNI WELCOME



WELCOME

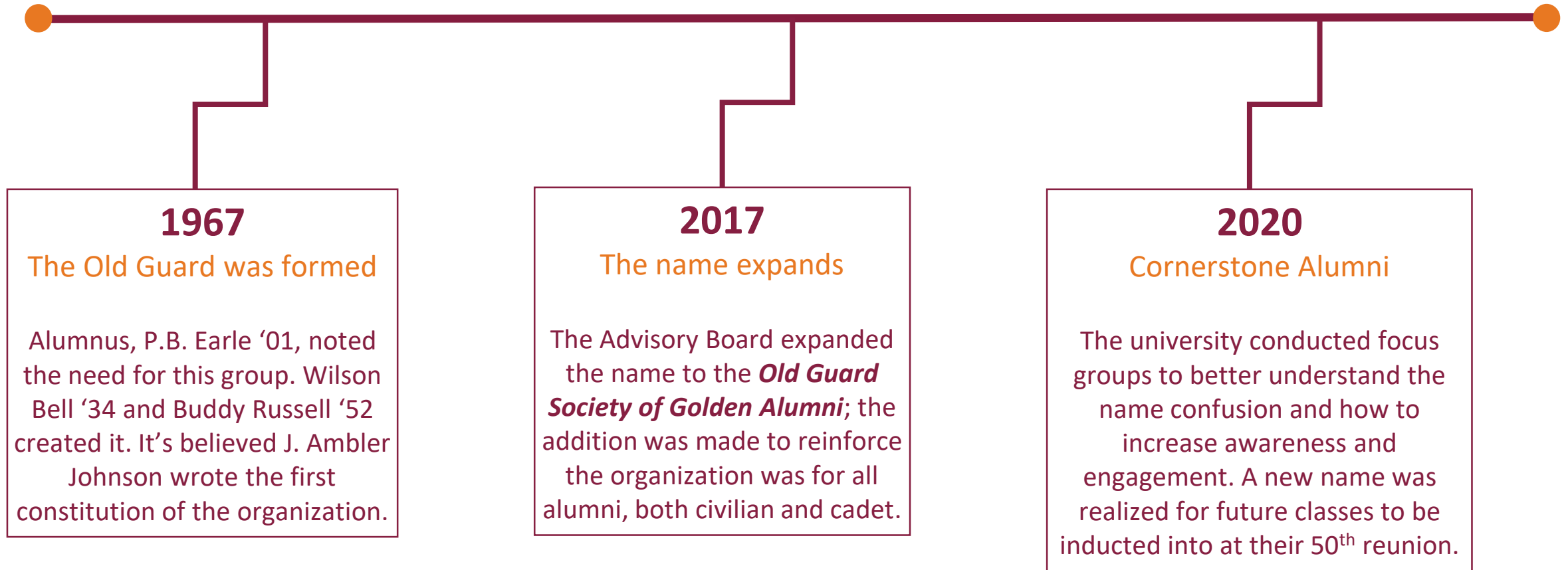
John Torget
Associate Vice President for
Engagement



David Lowe '63

- > Class President
- > Regimental Commander
- > Former chairman of Pete Dye River Course
- > Honorary Virginia Tech Alumni Association board member
- > Pamplin College of Business Advisory Council
- > Virginia Tech Corps of Cadets Alumni Inc.
- > German Club Alumni Foundation
- > Alumni Distinguished Service award recipient in 2013
- > Class of '13 class-ring namesake
- > Old Guard Society of Golden Alumni Advisory Board President

TIMELINE OF THE ORGANIZATION

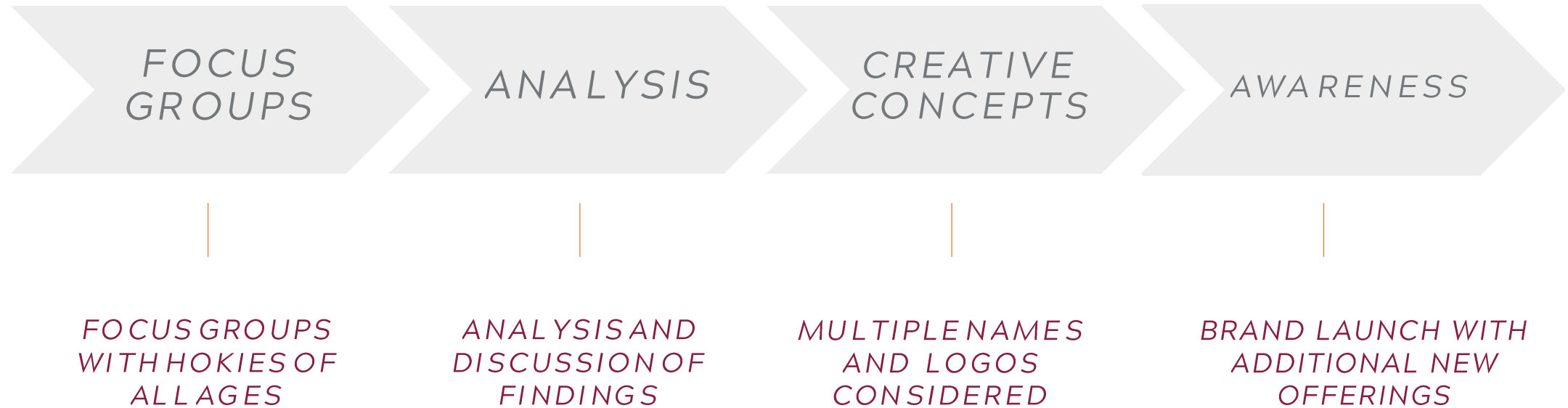


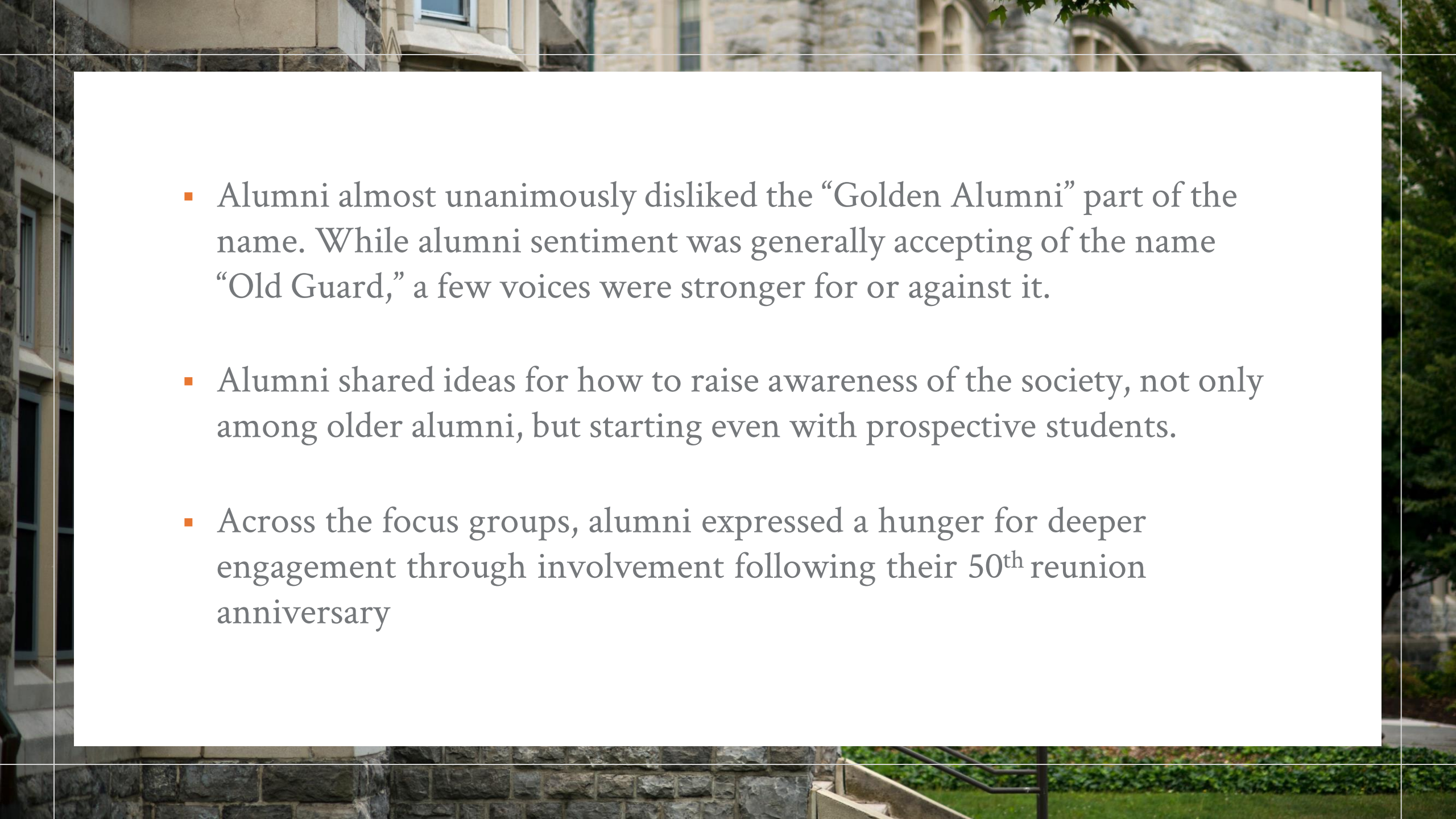
WHY THE CHANGE?



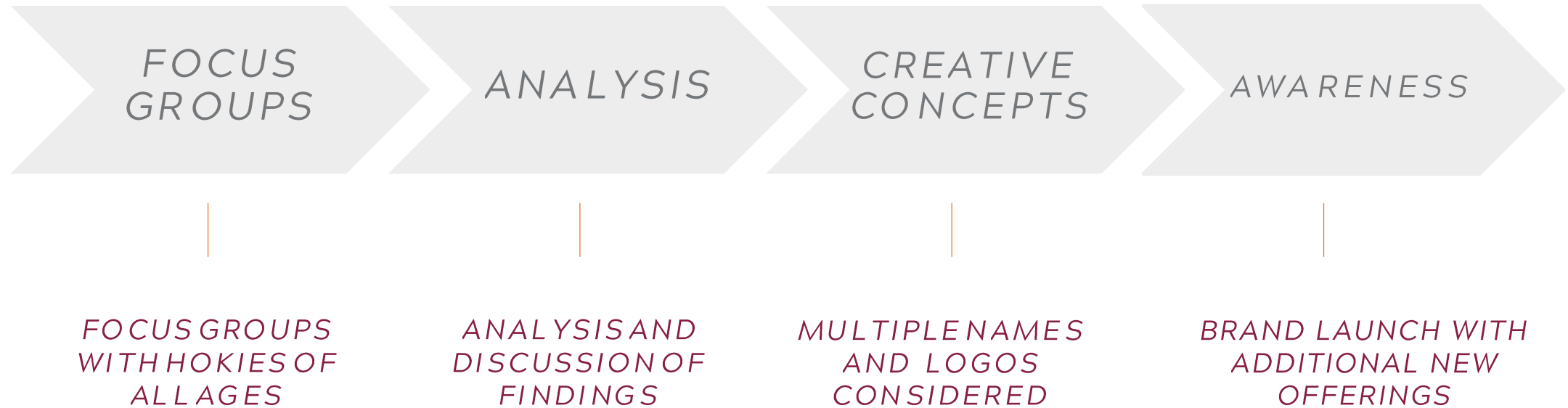
- Expanded purpose and significance
- It is more than an annual reunion
- The future growth of the organization

THE PROCESS



- 
- Alumni almost unanimously disliked the “Golden Alumni” part of the name. While alumni sentiment was generally accepting of the name “Old Guard,” a few voices were stronger for or against it.
 - Alumni shared ideas for how to raise awareness of the society, not only among older alumni, but starting even with prospective students.
 - Across the focus groups, alumni expressed a hunger for deeper engagement through involvement following their 50th reunion anniversary

THE PROCESS



OLD GUARD SOCIETY OF GOLDEN ALUMNI



THE NAME

Excessive length, implies
Corps of Cadets, lacks
inclusivity



LOW AWARENESS

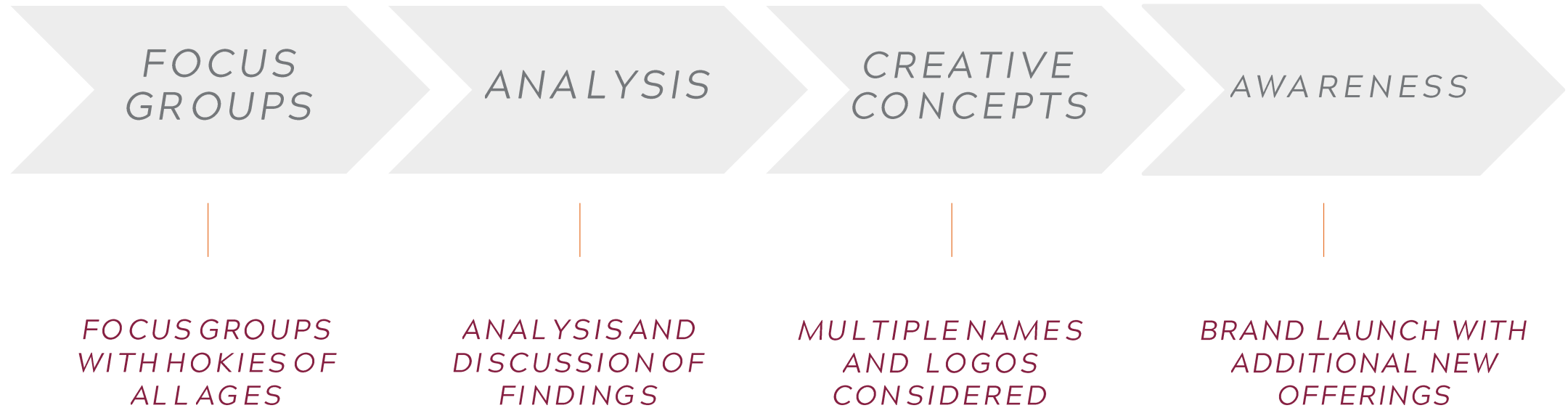
Unaided recall low by
current alumni audience
members



UNCERTAIN PURPOSE

Beyond annual reunion,
engagement must be more
meaningful

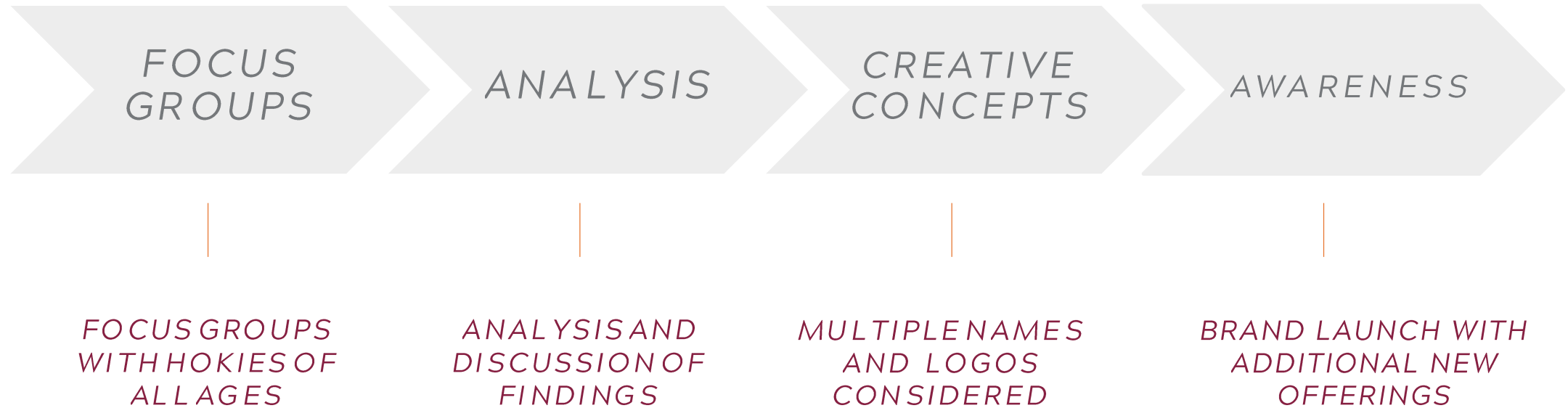
THE PROCESS



CORNERSTONE ALUMNI



THE PROCESS





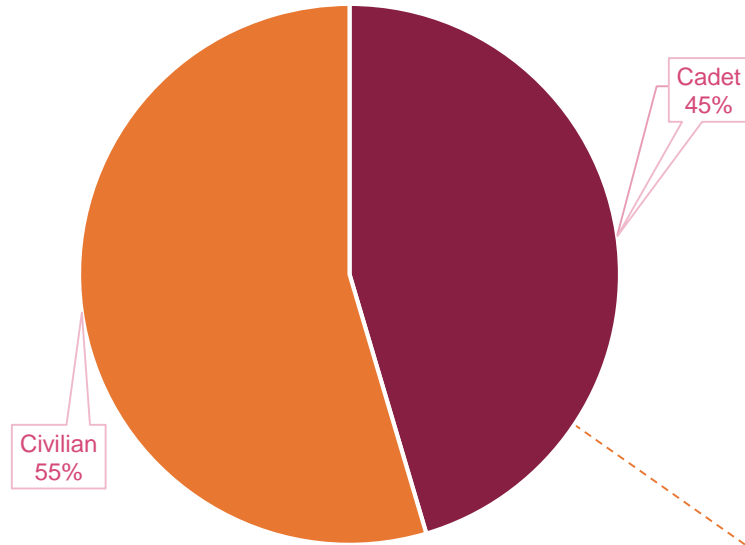
NEW WAYS TO ENGAGE

- New events to attend (Blacksburg and regionally)
- Increase awareness and recognition across university channels
- Exclusive Facebook group
- Merchandise at Bookstore

What happens to the name Old Guard?

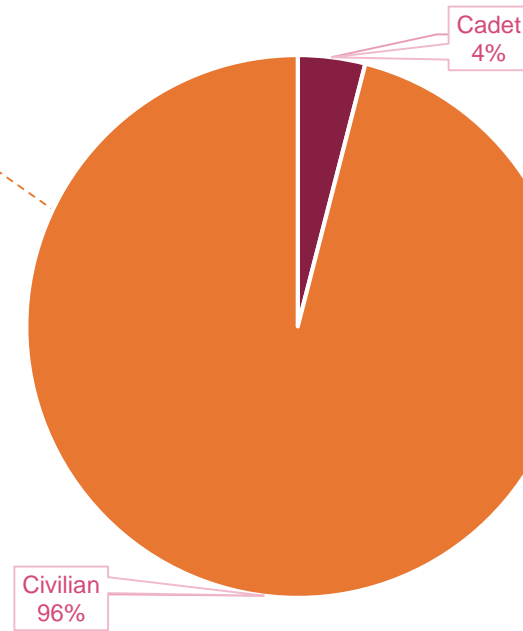
- Honor the history and tradition
- Corps alumni to continue to be called Old Guard
- Recognition at Pass In Review

1936-1969

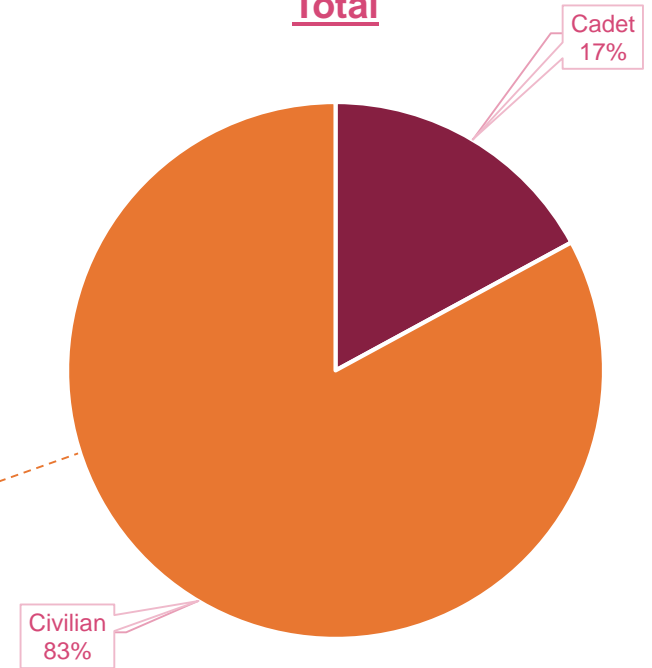


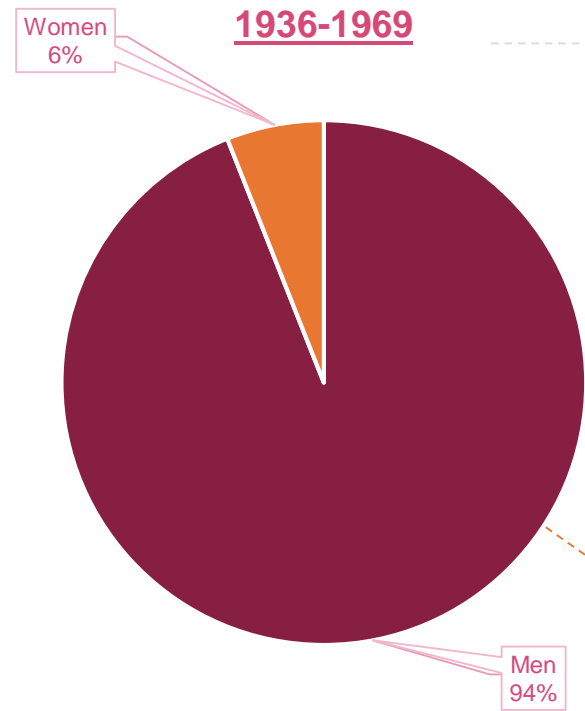
*A shift in
experiences for
class years*

1970-1979

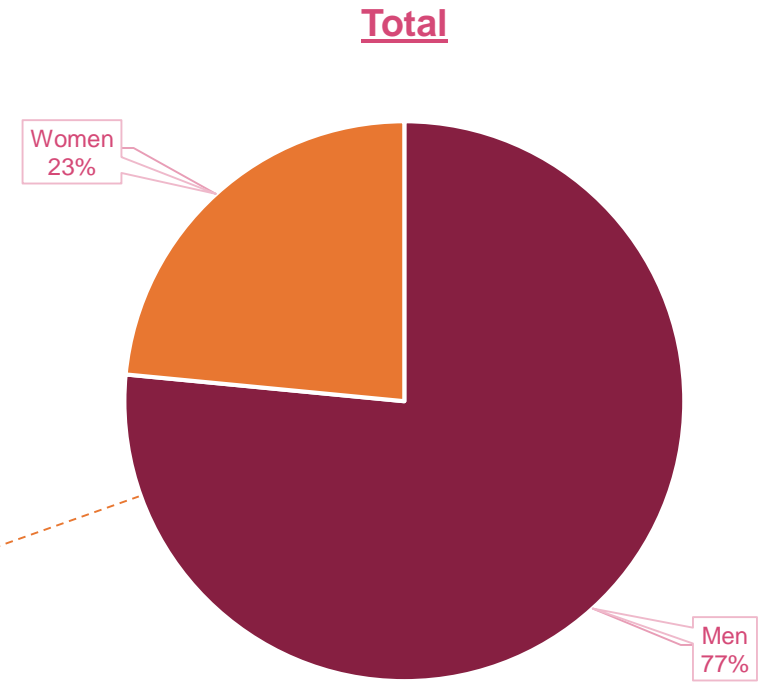
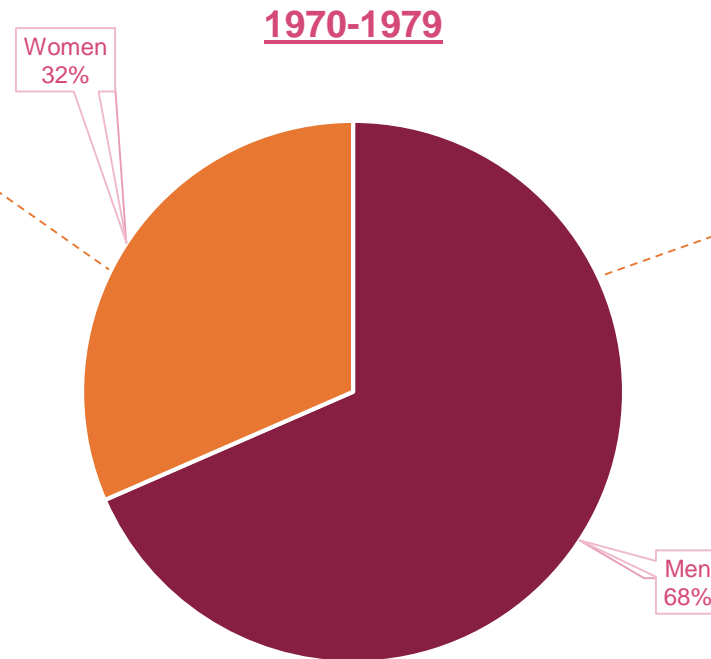


Total





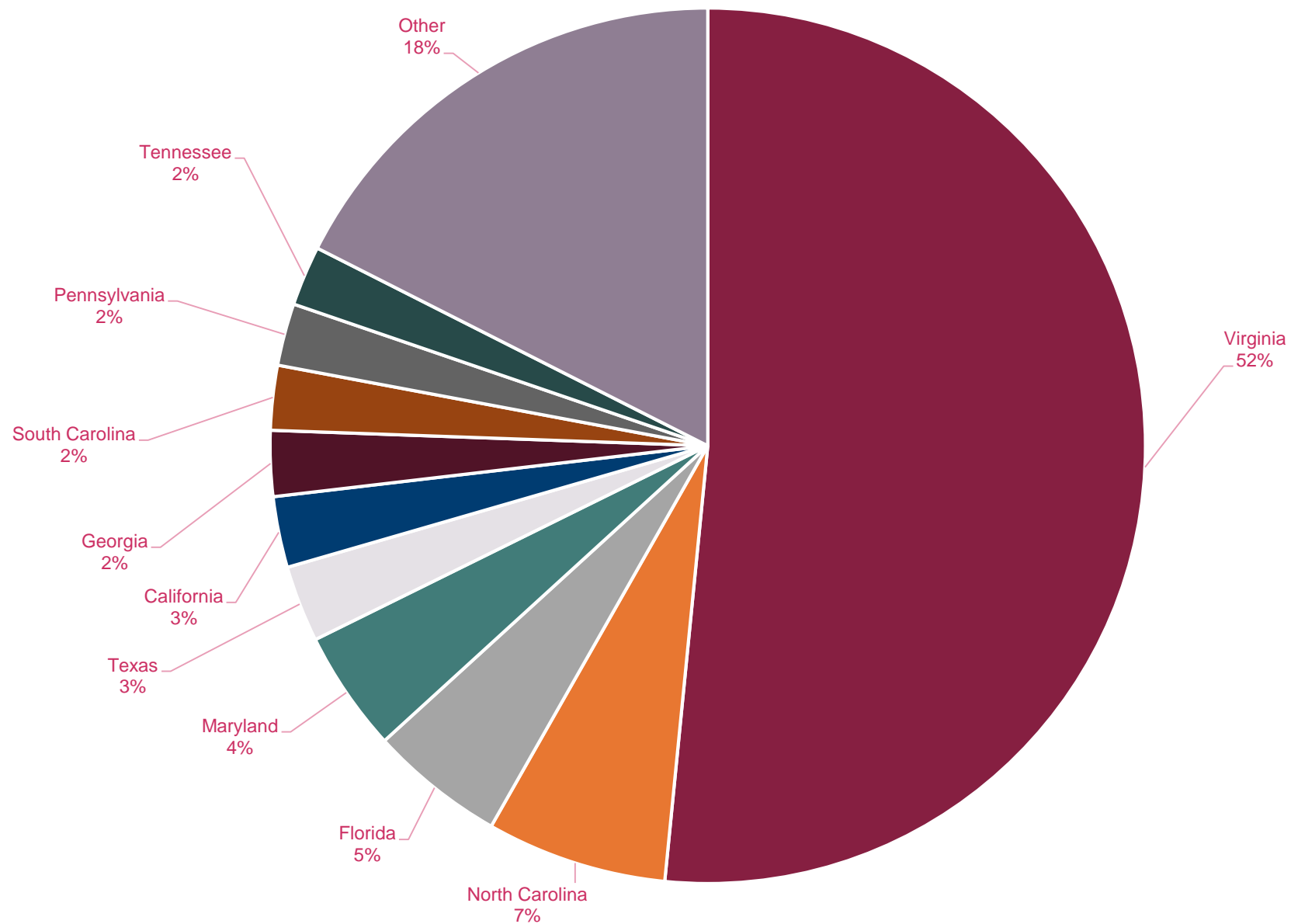
*A shift in
experiences for
class years*





GEOGRAPHY OF MEMBERS

Current and Incoming Cornerstone Members



UPCOMING EVENTS



Upcoming Events & Involvement

February 5th | Estate Planning Webinar

March 15th | Inside Athletics with Mike Burnop '73 & coaches

March 15th | Cornerstone Alumni Virtual Reunion Registration Opens

May 20th | Cornerstone Alumni Virtual Happy Hour

May 21st | Cornerstone Alumni Reunion – a virtual experience

Alumni Chapters | Get involved & help plan Cornerstone Alumni gatherings in your area; Upcoming focus groups

Homecoming Tailgate | Date TBD

THANK YOU!

Questions?



VIRGINIA TECH.
CORNERSTONE
ALUMNI