Designing Excellence

Trailblazers

A year ago, in the inaugural Advance-
ment Annual Report, we said we looked
forward to a historic and exciting
year. And it was all of these things
against the backdrop of a startup en-
vironment. We are building and de-
signing the prototype for a best-in-
class-business college advancement
operation.

We achieved historic highs in phi-
lanthropy in FY 18. We also had more
transitions, with departures and new
arrivals of team members. The right
people in positions is an integral part
of a startup’s success. There were a
lot of “firsts.” Some very basic of-
fice systems were built, including a
fully integrated budget model, new
meeting structures, imagining new
“prototypes” for alumni engagement
models, and new ideas about out-
reach to prospects. Best practices will
only work if they are customized to the
working environment and scaled
appropriately. The right design can
mean everything.

I want to thank our wonderful volun-
teer leaders who partner with us and
the many colleagues in Pamplin who
have supported our efforts. Your part-
nership is a critical success factor.

In our planning retreat this past Au-
gust, our team did an exercise called
“Marshmallow Challenge.” Based
on a TED Talk focusing on design
thinking, and we discussed our profes-
sional and personal “marshmallows”
that we have to achieve. The unify-
ing marshmallow for the Pamplin Ad-
vancement team is fundraising for the
Global Business and Analytics Com-
plex, and its intersection with alumni
engagement and communications and
marketing. We reached consensus to
call ourselves the “trailblazers.” De-
termination and staying focused on
how to build a program the right way,
in a truly integrated advancement
model, will make it possible for us to
make history for the Pamplin College
of Business and its aspirations.

We are in the silent phase for the
university’s forthcoming campaign
that will launch in October 2019. We
are designing systems that focus on
both philanthropic dollars raised and
measure alumni engagement, and
designing ways to enhance alumni
engagement. With more than 525 ad-
visory board members on 18 advisor-
sory boards, including college level
advisory boards, program and degree
specific advisory boards, center ad-
visory boards, and department advi-
sory boards, we have the potential to
lead the university in engagement of
our alumni, parents, companies and
friends in the forthcoming campaign.

Fundraising

The Pamplin College of Business
raised $13.9 million in new gifts and
commitments during FY 18. This was
more than double FY 17 and an all-
time record for Pamplin. Total cash
received was $10.1 million compared
to $11.7 million, a 12 percent decrease
over FY 17. There was one significant
realized bequest in FY 17 that was a
significant component of the cash to-
tal. The overall number of donors to
Pamplin in FY 18 increased by 29 per-
cent. Pledge payments are not includ-
ed in the new gifts and commitments
numbers.

The university’s grand total for new
gifts and commitments during fis-
cal year 2018 was $153 million and ex-
ceeded the goal of $135 million. Pam-
plin continues to lead the colleges in
participation, achieving 16 percent, an
increase over the previous year’s 15.4
percent. The university held its first
“Giving Day,” another marshmallow.
It resulted in more than 500 new do-
nors to Pamplin and over 3,000 new
donors to the university. During Giv-
ing Day, a special challenge by Shirley
Edwards and Jim Hatch helped se-
cure more than 500 donors and raise
$113,000 for Pamplin.

The Global Business and Analyt-
ics Complex moved forward with the
Marriott Family Foundation commit-
ting $2.1 million to name the Feiertag
Hospitality and Tourism Department.
Hokie Lab. Individuals came forward
with $1 million-plus GBAC commit-
ments: Chris Shean, Mary McVay, and
Floyd Merrynan. As the design for the
complex expanded to include a special
focus on entrepreneurship in one of
the living and learning communities,
Butch and Ludi Webber came forward
with a $500,000 commitment to sup-
port this enhanced vision for GBAC.

Staffing

We have excellent talent joining our
team. New team members include
Crystal Jefferson ‘03, who was hired
midyear as the director of engage-
ment. In her role, Crystal serves as the
new PAC liaison and oversees all
alumni engagement and events pro-
gramming for Pamplin. Chris Bartlett
joined our team in April from the Vir-
ginia Tech Moss Fine Arts Center as
an assistant director of develop-
ment. Kelly Ratcliffe joined as the new
PAC liaison and oversees all
communications and marketing with
this search.

We conducted a search for a new di-
rector of development, and are near-
ly completion with this search. We
have hired two new major gift officers,
Gene Bourne and Gretchen Tucker, in
first quarter of FY 19. We are initiating
a search for a new communications
and marketing position and remain
committed to finding the right indi-
viduals to join our team.

Goals for FY 19

The college’s total goal for new gifts
and commitments in FY 19 is $12.5
million. Our annual giving goal is $1.5
million, with 100 percent participation
by the Pamplin Advisory Council, and
17 percent participation by all under-
graduate alumni. We continue to work
on transformational philanthropy for
the Global Business and Analytics
Complex.

The university’s total goal for new
gifts and commitments in fiscal year
2019 is $150 million.

In programming and engagement,
Pamplin Advancement will focus on:

- Preparations for FY 20 and the pub-
lic launch of the university campaign,
which are embedded in all of our ac-
A year ago, in the inaugural Advance-
manship team is fundraising for the
Global Business and Analytics Com-
plex, and its intersection with alumni
engagement and communications and
marketing. We reached consensus to
call ourselves the “trailblazers.” De-
termination and staying focused on
how to build a program the right way,
in a truly integrated advancement
model, will make it possible for us to
make history for the Pamplin College
of Business and its aspirations.

We are in the silent phase for the
university’s forthcoming campaign
that will launch in October 2019. We
are designing systems that focus on
both philanthropic dollars raised and
measure alumni engagement, and
designing ways to enhance alumni
engagement. With more than 525 ad-
visory board members on 18 advisor-
sory boards, including college level
advisory boards, program and degree
specific advisory boards, center ad-
visory boards, and department advi-
sory boards, we have the potential to
lead the university in engagement of
our alumni, parents, companies and
friends in the forthcoming campaign.

Fundraising

The Pamplin College of Business
raised $13.9 million in new gifts and
commitments during FY 18. This was
more than double FY 17 and an all-
time record for Pamplin. Total cash
received was $10.1 million compared
to $11.7 million, a 12 percent decrease
over FY 17. There was one significant
realized bequest in FY 17 that was a
significant component of the cash to-
tal. The overall number of donors to
Pamplin in FY 18 increased by 29 per-
cent. Pledge payments are not includ-
ed in the new gifts and commitments
numbers.

The university’s grand total for new
gifts and commitments during fis-
cal year 2018 was $153 million and ex-
ceeded the goal of $135 million. Pam-
plin continues to lead the colleges in
participation, achieving 16 percent, an
increase over the previous year’s 15.4
percent. The university held its first
“Giving Day,” another marshmallow.
It resulted in more than 500 new do-
nors to Pamplin and over 3,000 new
donors to the university. During Giv-
ing Day, a special challenge by Shirley
Edwards and Jim Hatch helped se-
cure more than 500 donors and raise
$113,000 for Pamplin.

The Global Business and Analyt-
ics Complex moved forward with the
Marriott Family Foundation commit-
ting $2.1 million to name the Feiertag
Hospitality and Tourism Department.
Hokie Lab. Individuals came forward
with $1 million-plus GBAC commit-
ments: Chris Shean, Mary McVay, and
Floyd Merrynan. As the design for the
complex expanded to include a special
focus on entrepreneurship in one of
the living and learning communities,
Butch and Ludi Webber came forward
with a $500,000 commitment to sup-
port this enhanced vision for GBAC.

Staffing

We have excellent talent joining our
team. New team members include
Crystal Jefferson ‘03, who was hired
midyear as the director of engage-
ment. In her role, Crystal serves as the
new PAC liaison and oversees all
alumni engagement and events pro-
gramming for Pamplin. Chris Bartlett
joined our team in April from the Vir-
ginia Tech Moss Fine Arts Center as
an assistant director of develop-
ment. Kelly Ratcliffe joined as the new
PAC liaison and oversees all
communications and marketing with
this search.

We conducted a search for a new di-
rector of development, and are near-
ly completion with this search. We
have hired two new major gift officers,
Gene Bourne and Gretchen Tucker, in
first quarter of FY 19. We are initiating
a search for a new communications
and marketing position and remain
committed to finding the right indi-
viduals to join our team.

Goals for FY 19

The college’s total goal for new gifts
and commitments in FY 19 is $12.5
million. Our annual giving goal is $1.5
million, with 100 percent participation
by the Pamplin Advisory Council, and
17 percent participation by all under-
graduate alumni. We continue to work
on transformational philanthropy for
the Global Business and Analytics
Complex.

The university’s total goal for new
gifts and commitments in fiscal year
2019 is $150 million.

In programming and engagement,
Pamplin Advancement will focus on:

- Preparations for FY 20 and the pub-
lic launch of the university campaign,
which are embedded in all of our ac-
"The generosity of our alumni, corporate
partners, and friends is integral to the college’s success. We deeply appreciate all those who give. They help make it possible for us to provide students with a quality education and the necessary tools to thrive in the business world.”

Robert Sumichrast, Dean, Pamplin College

Global Business and Analytics Complex cultivation/awareness events by region, industry, centers, and/or program areas
- Global Business and Analytics solicitation with key stakeholders, both individual and industry
- Recent alumni engagement to increase participation in both giving and in volunteer involvement
- Building a strategy to promote Giving Day to achieve both increased dollars and increased number of donors
- Apex Center for Entrepreneurs partnership with the GBAC initiative and elevating brand and philanthropy for Apex
- National Capital Region to highlight Pamplin’s enrollment, expertise, and overall presence, and GBAC awareness
- Student talent pipeline
We have the vision and the passion and the dedication of donors and volunteers to manifest the vision for GBAC. We will achieve this together.
### FY 18 Monthly Comparison of New Gifts and Commitments

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bequest Intentions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>28,000</td>
<td>664,002</td>
<td>352,000</td>
<td></td>
<td></td>
<td></td>
<td>442,500</td>
</tr>
<tr>
<td>Pledges</td>
<td>126,100</td>
<td>108,450</td>
<td>25,350</td>
<td>206,400</td>
<td>54,685</td>
<td>101,020</td>
<td>1,725</td>
<td>156,980</td>
<td>300,200</td>
<td>500,440</td>
<td>2,100,225</td>
<td>3,200</td>
<td>3,676,775</td>
</tr>
<tr>
<td>Realized Bequests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20,000</td>
</tr>
<tr>
<td>Deferred Gifts</td>
<td>5,195</td>
<td>250,000</td>
<td>20,000</td>
<td>310,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20,000</td>
</tr>
<tr>
<td>Gifts-in-Kind</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outright Gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,317</td>
</tr>
<tr>
<td>FY 18 Total</td>
<td>132,149</td>
<td>444,444</td>
<td>135,210</td>
<td>2,790,701</td>
<td>802,395</td>
<td>2,799,671</td>
<td>397,379</td>
<td>341,106</td>
<td>676,411</td>
<td>676,482</td>
<td>2,284,419</td>
<td>1,815,836</td>
<td>3,869,202</td>
</tr>
<tr>
<td>Needed to Reach Goal</td>
<td>189,509</td>
<td>187,622</td>
<td>501,698</td>
<td>728,409</td>
<td>837,265</td>
<td>3,598,785</td>
<td>549,966</td>
<td>307,966</td>
<td>663,089</td>
<td>448,668</td>
<td>373,266</td>
<td>1,563,836</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Difference</td>
<td>2,641</td>
<td>256,791</td>
<td>34,969</td>
<td>799,114</td>
<td>347,413</td>
<td>33,209</td>
<td>1,911,153</td>
<td>291,990</td>
<td>3,869,202</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 17 Total</td>
<td>167,506</td>
<td>106,806</td>
<td>274,666</td>
<td>483,569</td>
<td>670,206</td>
<td>1,681,413</td>
<td>407,798</td>
<td>219,347</td>
<td>545,697</td>
<td>423,823</td>
<td>286,802</td>
<td>1,333,716</td>
<td>2,697,369</td>
</tr>
<tr>
<td>Difference</td>
<td>23,642</td>
<td>337,669</td>
<td>133,555</td>
<td>303,097</td>
<td>302,390</td>
<td>2,074,063</td>
<td>717,572</td>
<td>544,376</td>
<td>1,141,199</td>
<td>937,573</td>
<td>309,377</td>
<td>1,373,053</td>
<td>5,635,558</td>
</tr>
<tr>
<td>Outright Gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,347,537</td>
</tr>
</tbody>
</table>

### FY 18 Monthly Comparison of Cash

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pledge Payments</td>
<td>21,737</td>
<td>33,305</td>
<td>66,437</td>
<td>154,639</td>
<td>177,207</td>
<td>600,712</td>
<td>6,767</td>
<td>39,799</td>
<td>43,449</td>
<td></td>
<td></td>
<td></td>
<td>11,484</td>
</tr>
<tr>
<td>Realized Bequests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20,000</td>
</tr>
<tr>
<td>Deferred Gifts</td>
<td>5,195</td>
<td>250,000</td>
<td>20,000</td>
<td>310,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20,000</td>
</tr>
<tr>
<td>Gifts-in-Kind</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outright Gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,317</td>
</tr>
<tr>
<td>FY 18 Total</td>
<td>88,036</td>
<td>377,219</td>
<td>175,835</td>
<td>2,709,040</td>
<td>869,178</td>
<td>2,643,611</td>
<td>560,675</td>
<td>224,345</td>
<td>419,680</td>
<td></td>
<td></td>
<td></td>
<td>1,508,506</td>
</tr>
<tr>
<td>Difference</td>
<td>82,122</td>
<td>211,324</td>
<td>107,461</td>
<td>2,061,139</td>
<td>346,217</td>
<td>590,699</td>
<td>132,042</td>
<td>123,059</td>
<td>101,070</td>
<td>5,445,371</td>
<td>201,578</td>
<td>518,733</td>
<td>1,601,334</td>
</tr>
<tr>
<td>3 Year Average</td>
<td>204,638</td>
<td>633,037</td>
<td>213,334</td>
<td>387,948</td>
<td>364,809</td>
<td>2,621,003</td>
<td>319,319</td>
<td>122,270</td>
<td>322,433</td>
<td>2,202,356</td>
<td>154,115</td>
<td>755,240</td>
<td>7,810,500</td>
</tr>
<tr>
<td>Pledge Payments</td>
<td>116,602</td>
<td>214,482</td>
<td>37,499</td>
<td>2,321,092</td>
<td>532,369</td>
<td>22,608</td>
<td>231,352</td>
<td>102,075</td>
<td>97,227</td>
<td>2,012,579</td>
<td>166,271</td>
<td>724,266</td>
<td>2,245,961</td>
</tr>
</tbody>
</table>

#### THE YEAR IN REVIEW

**Funding**

**FY 18 Monthly Comparison of New Gifts and Commitments**

- **Gift Type**
  - Bequest Intentions
  - Pledges
  - Realized Bequests
  - Deferred Gifts
  - Gifts-in-Kind
  - Outright Gifts

- **Grand Total**
  - Bequest Intentions: $442,500
  - Pledges: $3,869,202
  - Realized Bequests: $20,000
  - Deferred Gifts: $8,317
  - Gifts-in-Kind: $1,347,537
  - Outright Gifts: $1,347,537

**FY 18 Monthly Comparison of Cash**

- **Gift Type**
  - Pledge Payments
  - Realized Bequests
  - Deferred Gifts
  - Gifts-in-Kind
  - Outright Gifts

- **Grand Total**
  - Pledge Payments: $1,347,537
  - Realized Bequests: $20,000
  - Deferred Gifts: $8,317
  - Gifts-in-Kind: $1,347,537
  - Outright Gifts: $1,347,537

---

**Source:** Office of University Development, Virginia Tech. Prepared: July 15, 2018
## Total Donors/Total Dollars

<table>
<thead>
<tr>
<th>Academic Colleges</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Agriculture and Life Science</td>
<td>10.08%</td>
<td>10.36%</td>
<td>10.82%</td>
</tr>
<tr>
<td>College of Architecture and Urban Studies</td>
<td>9.18%</td>
<td>10.27%</td>
<td>11.59%</td>
</tr>
<tr>
<td>Pamplin College of Business</td>
<td><strong>14.13%</strong></td>
<td><strong>15.42%</strong></td>
<td><strong>16.03%</strong></td>
</tr>
<tr>
<td>College of Engineering</td>
<td>13.10%</td>
<td>14.26%</td>
<td>14.54%</td>
</tr>
<tr>
<td>College of Liberal Arts and Human Sciences</td>
<td>8.51%</td>
<td>9.75%</td>
<td>10.38%</td>
</tr>
<tr>
<td>College of Natural Resources and Environment</td>
<td>8.70%</td>
<td>9.68%</td>
<td>10.20%</td>
</tr>
<tr>
<td>College of Science</td>
<td>8.51%</td>
<td>8.51%</td>
<td>8.51%</td>
</tr>
</tbody>
</table>

Source: Office of Annual Giving. Participation rates are determined by ANY gift made to the university for any purpose by a Pamplin alumnus. Thus Pamplin’s participation rate represents giving by Pamplin alumni to Pamplin as well as other university units and initiatives such as Athletics, and Inclusion and Diversity. For cash reports and donor counts, University Advancement only reports actual unrestricted gifts to the Pamplin Annual Fund.

---

### Participation

**Undergraduate Alumni Participation Rates**

- **College of Agriculture and Life Science**: 10.08% (FY 16), 10.36% (FY 17), 10.82% (FY 18)
- **College of Architecture and Urban Studies**: 9.18% (FY 16), 10.27% (FY 17), 11.59% (FY 18)
- **Pamplin College of Business**: 14.13% (FY 16), 15.42% (FY 17), 16.03% (FY 18)
- **College of Engineering**: 13.10% (FY 16), 14.26% (FY 17), 14.54% (FY 18)
- **College of Liberal Arts and Human Sciences**: 8.51% (FY 16), 9.75% (FY 17), 10.38% (FY 18)
- **College of Natural Resources and Environment**: 8.70% (FY 16), 9.68% (FY 17), 10.20% (FY 18)
- **College of Science**: 8.51% (FY 16), 8.51% (FY 17), 8.51% (FY 18)
### Advancement Boards and Committees

<table>
<thead>
<tr>
<th>College/Unit</th>
<th>Board</th>
<th>Members</th>
<th>Members with Gift History</th>
<th>% of Gifts from Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Association</td>
<td>Alumni Assoc Bd &amp; Officers</td>
<td>37</td>
<td>37</td>
<td>100.00%</td>
</tr>
<tr>
<td>Alumni Association</td>
<td>Multicultural Alumni Advisory Board</td>
<td>10</td>
<td>10</td>
<td>100.00%</td>
</tr>
<tr>
<td>Athletics</td>
<td>VTAF Board Of Directors</td>
<td>38</td>
<td>38</td>
<td>100.00%</td>
</tr>
<tr>
<td>Central Advancement</td>
<td>1872 Society Board</td>
<td>7</td>
<td>7</td>
<td>100.00%</td>
</tr>
<tr>
<td>Central Advancement</td>
<td>Board Of Visitors</td>
<td>14</td>
<td>14</td>
<td>100.00%</td>
</tr>
<tr>
<td>Central Advancement</td>
<td>VT Foundation Board</td>
<td>31</td>
<td>31</td>
<td>100.00%</td>
</tr>
<tr>
<td>College of Agriculture &amp; Life Sciences</td>
<td>CALSAO Board of Directors</td>
<td>37</td>
<td>30</td>
<td>81.08%</td>
</tr>
<tr>
<td>College of Architecture &amp; Urban Studies</td>
<td>Myers Lawson Sch Constr Ind Bd</td>
<td>78</td>
<td>41</td>
<td>52.56%</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>College of Engineering Advisory Board</td>
<td>18</td>
<td>15</td>
<td>83.33%</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>Engineering Committee of 100</td>
<td>328</td>
<td>203</td>
<td>61.89%</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Human Sciences</td>
<td>CLAHS Alumni Advisory Board</td>
<td>23</td>
<td>18</td>
<td>78.26%</td>
</tr>
<tr>
<td>College of Liberal Arts &amp; Human Sciences</td>
<td>CLAHS Dean's Roundtable</td>
<td>19</td>
<td>17</td>
<td>89.47%</td>
</tr>
<tr>
<td>College of Natural Resources and Environment</td>
<td>ChRE Dean's Adv Council</td>
<td>11</td>
<td>8</td>
<td>72.73%</td>
</tr>
<tr>
<td>College of Science</td>
<td>College Of Science Dean's Roundtable</td>
<td>54</td>
<td>46</td>
<td>85.19%</td>
</tr>
<tr>
<td>Corps of Cadets</td>
<td>VTCC Alumni Board</td>
<td>64</td>
<td>60</td>
<td>93.75%</td>
</tr>
<tr>
<td>Corps of Cadets</td>
<td>Highty Tightly Alumni Bd of Dir</td>
<td>26</td>
<td>18</td>
<td>69.23%</td>
</tr>
<tr>
<td>Honors</td>
<td>Univ Honors Advisory Committee</td>
<td>8</td>
<td>6</td>
<td>75.00%</td>
</tr>
<tr>
<td>Moss Arts Center</td>
<td>Moss Arts Partners</td>
<td>20</td>
<td>20</td>
<td>100.00%</td>
</tr>
<tr>
<td>Pamplin College of Business</td>
<td>Pamplin Advisory Council</td>
<td>54</td>
<td>54</td>
<td>100.00%</td>
</tr>
<tr>
<td>Student Affairs &amp; Parent Support</td>
<td>Division Of Student Affairs Alumni Ad-</td>
<td>47</td>
<td>35</td>
<td>74.47%</td>
</tr>
<tr>
<td>Student Affairs &amp; Parent Support</td>
<td>visory Board</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Affairs &amp; Parent Support</td>
<td>Division Of Student Affairs Parent</td>
<td>54</td>
<td>48</td>
<td>88.89%</td>
</tr>
<tr>
<td>Student Affairs &amp; Parent Support</td>
<td>Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University Libraries</td>
<td>Library Dean’s Adv. Board</td>
<td>7</td>
<td>7</td>
<td>100.00%</td>
</tr>
<tr>
<td>Virginia-Maryland College of Veterinary Medicine</td>
<td>EMC Advisory Council</td>
<td>29</td>
<td>16</td>
<td>55.17%</td>
</tr>
<tr>
<td>VTC Research Institute</td>
<td>VTC Research Institute Advisory Board</td>
<td>18</td>
<td>16</td>
<td>88.89%</td>
</tr>
<tr>
<td>VTC School of Medicine</td>
<td>VTC Dean’s Council</td>
<td>20</td>
<td>17</td>
<td>85.00%</td>
</tr>
<tr>
<td>W.E. Skelton 4-H Educational and Conference Center at Smith Mountain Lake</td>
<td>4-H Smith Mt Lake Ct Bd of Dir</td>
<td>24</td>
<td>21</td>
<td>87.50%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>1,115</td>
<td>848</td>
<td>76.05%</td>
</tr>
</tbody>
</table>

### Alumni Events

**Dean’s Receptions:** Alumni and Student Engagement

- Hokies on Wall Street
- National Capital Region

**Dean’s Special Gatherings:** Alumni Engagement

- Pamplin Advisory Council Dinner, Blacksburg
- Pamplin Advisory Cabinet dinners, NCR (X2)
- PAC Cabinet welcome reception, Richmond
- Ut Prosim Pamplin reception
- Pamplin Society reception, NCR
- Pre-social for Hokies on Wall Street

**GBAC Special Events Supported by PAC and Pamplin Advancement**

- West Virginia vs VT Suite at FedEx Field
- President Sands’ Grove Salon event
- President Sands Suite - Football season
- Big Data Summit, Northern VA Technology Council
- Deloitte Reception, NCR

**University Donor Recognition events**

Dean Robert Sumichrast and Advancement Attended

- Tri-Society event, Washington, DC
- 1872 Society event, Richmond
- 1872 Society event, Roanoke

**Alumni Events**

**ABOVE:** Mary McVay announces $1M GBAC gift.
**BELOW:** Lynne Doughtie and Jim Hatch pose for a picture during a Commencement visit in May. Doughtie received the University Distinguished Achievement Award and Hatch received an Alumni Distinguished Service Award.
Special Constituent Alumni Events

› Black Alumni Reunion Pamplin Panel and Reception  ATTENDANCE 65
› Old Guard Breakfast  ATTENDANCE 32
› Virginia Tech Reunion Weekend: Pamplin Luncheon  ATTENDANCE 35

Women in Business Networking Receptions:

› New York, sponsored by Tracy Castle Newman  ATTENDANCE 81
› Richmond, sponsored by Union Bank  ATTENDANCE 77
› National Capital Region  ATTENDANCE 85
› Recent Young Alumni Panel  ATTENDANCE 130

Special Alumni Events Hosted with the Virginia Tech Alumni Association

› Pamplin Scholarship dinner  ATTENDANCE 191

Industry Focused

› Freddie Mac: Alumni Corporate Chapter  ATTENDANCE 120
› SouthbySouthwest Austin, Texas  ATTENDANCE 75
› Wells Fargo, Charlotte  ATTENDANCE 75
› Bank of America, Charlotte  ATTENDANCE 35
› NCR Graduate Programs Alumni Reception 120  ATTENDANCE 120

Tailgates

› ACIS Sponsored Tailgate  ATTENDANCE 104
› Pamplin Homecoming Tailgate  ATTENDANCE 102
› Florida University Tailgate  ATTENDANCE 235
› West Virginia Fed Ex Field, Tailgate  ATTENDANCE 350

Dean’s Pamplin community engagement events

› Pamplin Picnic, including faculty, staff and students  ATTENDANCE 533
› New Faculty Reception  ATTENDANCE 79
› Fall Commencement Breakfast  ATTENDANCE 225
› Holiday Party  ATTENDANCE 118
› Holiday Luncheon  ATTENDANCE 63

Dean’s student engagement events

› Honors Banquet  ATTENDANCE 191
› Students of Distinction Reception  ATTENDANCE 221
› International student welcome reception  ATTENDANCE 39

Goals

Fundraising Overview

FY 18 Dollar Goal 12.5M
FY 18 AF Dollar Goal 1,500,000
FY 18 Undergraduate Alumni Participation Goal 17%
Volunteer Engagement

Volunteer Leadership

- Shirley Edwards, PAC Cabinet Chair
- Mark Krivoruchka, PAC President
- Jake Lutz, PAC Vice President, Incoming PAC President
- Christina Todd, Recent Alumni Board President
- Marvin Boyd, Pamplin Society President
- Tracy Castle-Newman, Women In Business Initiative

Communications Strategy

STRATEGIC MARKETING to build awareness of the Global Business and Analytics Complex to elevate philanthropy and external and internal stakeholders’ buy-in.

BUILDING A COORDINATED COMMUNICATIONS STRATEGY to elevate awareness of Pamplin’s NCR campus to also encourage greater visibility in the Washington, DC metropolitan area, national markets and throughout the Commonwealth of Virginia.

FRAMING THE STRUCTURE OF COMMUNICATIONS and marketing functions to align with the advancement model to support best practices. This will help enhance social media use to elevate the Pamplin culture of philanthropy, e.g. Giving Day.

Volunteer Engagement

In recent alumni engagement to increase participation in both giving and volunteer involvement, (RAB, Emerging Leaders Boards).

Focus on NCR to highlight Pamplin presence, expertise with Falls Church campus and student talent pipeline from Blacksburg to NCR corridor and key Virginia markets.

Focus on Apex Center for Entrepreneurs to promote engagement, philanthropy and brand.

FY 18 Strategic Programming and Engagement Goals

- Ask board members to serve as connectors and/or provide introductions to priority individuals and/or companies.
- Continue work on creating corporate alumni chapters.
- Create and implement the Pamplin Alumni Lifecycle (PAL).
- Involve alumni as hosts and/or speakers at events with special focus on Pamplin society.
- Involve RAB in student life as mentors, and in philanthropic participation engagement strategies.

FY 18 Pamplin and/or Alumni Advisory Board meetings

- 7/26/18 PAC Leadership Retreat, Falls Church
- 8/14/18 PAC Fall Meeting, Blacksburg
- 9/20/18 APEX CIE Industry Advisory Board Meeting, NCR
- 10/5/18 Finance Advisory Board Meeting, Blacksburg
- 10/5/18 BIT Advisory Board Meeting, Blacksburg
- 10/11/18 HTM Advisory Board Meeting, Blacksburg
- 10/18/18 Marketing Advisory Board Meeting, Blacksburg
- 10/20/18 Real Estate Industry Advisory Board Meeting, NCR
- 12/7/18 PAC Cabinet Meeting, TBA
Pamplin’s Moonshot

Reflections by Jim Hatch  FY 18 PAC Chair

In the early 1960s, the United States adopted a goal of landing astronauts on the surface of the moon by the end of the decade. The dream was realized in July 1969 when the Apollo 11 mission landed on the moon’s surface and led to the infamous phrase: “One small step for man, one giant leap for mankind.”

There are several significant takeaways from this phenomenal accomplishment.

» Amazing things can come from setting lofty ambitions.
» The power of teams exceed the power of one, exponentially.
» When people work furiously to accomplish the seemingly unachievable, individual performance can exceed levels never seen before.

GBAC is Pamplin’s moonshot because as volunteers and donors, we are enacting these observations from landing a man on the moon. With our teamwork and determination - together - we are creating Pamplin’s future.