

Pamplin Engagement Summit 2019

Executive Summary

Pamplin Alumni Lifecycle: Building the Pamplin Community

(pre-reads include the Pamplin Engagement Report and the Pamplin Alumni Lifecycle 15-minute introduction video presented by Kevin Lane.)

This Summit provides an unprecedented opportunity to bring all senior volunteer leaders and Pamplin internal academic and program leaders; i.e. chairs, co-chairs, presidents of advisory boards and Pamplin Society together for a shared session with each other.

The session was led by Kevin Lane, PAC Cabinet member and Chair of the Alumni Engagement Committee to discuss ideas for how to elaborate on the Pamplin Alumni Lifecycle (PAL) framework, in preparing for operationalization, and to solicit alumni volunteers for the time ahead.

Discussion topics for table breakouts:

1. Breakout topics by table
 - a. Affinity: How do you feel about VT? How do we measure the level of engagement & strength of relationship with VT?
 - b. Alumni chemistry: What makes you tick, being involved with students, rankings, etc.
 - c. Vehicles: What structures exist? Social media, forums.
 - d. Activities: Projects for alums? What do we have alums work on when we put them together?
 - e. Pathways
2. Tables discuss topic, formulate ideas
 - a. How do we articulate the details of the topic?
 - b. What have we figured out fairly well?
 - c. What are the known-unknowns...stuff we need to solve, that we know about?
 - d. What are our blind spots? The unknown-unknowns?
3. Document thoughts – forms TBD

Key themes that were introduced in the session included:

1. **Engagement**
 - a. Need method for engaging young alumni 0 to 3 years out.
 - b. Provide engagement “on-ramp” and communicate ways for people to get involved.
 - c. Provide menu of options for how to get engaged.
 - d. Offer fun events.
 - e. Offer opportunities for networking.
 - f. Find ways to work together with Athletics, Hokie Club, Alumni Association.

2. Giving

- a. Money is the end game - Education and engagement come first.
- b. Don't ask for money on every contact.
- c. Make giving easy, i.e. text-to-give.

3. Methods / Strategies

- a. Create framework for bringing alumni into the fold.
- b. Create higher level of affinity for all alumni – more fun, more networking.
- c. Segment alumni when contacting – approach methods may vary based on the target market.
 1. Phone
 2. Skype
 3. Text
 4. Chat
- d. Assign an identity to prospects (i.e. Hokie, Pamplin, Pamplin/Hokie, Young Pamplin, etc...)
- e. Use Call Center to deliver information, especially with young alumni.
- f. Need better connectivity between boards – consider All Board Portal.

4. Defining Success

- a. Metrics – align with Alumni Relations.
- b. Data consolidation and improved availability of data across different colleges/departments.
- c. Consider Alumni Engagement Scorecard.

Participants

Attending the mentoring session: Adam Childers, Gary Cole, Joe Donnelly, Kenneth Cooke, Collins Ege, Jonathan Everett, Greg Fansler, Karen Fitzsimmons, Janice Hall, Stephen Hood, Jason Kies, Kevin Lane, Brian Maloney, Rob Martin, Evelyn McGill, Mary McVay, Doug Mears, Steve Parker, Frank Puleo, Anna Shaffer, Kimberly Shanahan, Sunil Vaswani, Chris Vidler, Nicole Wagner, Rachelle Walker, Steve Williamson, Eddy Yager.

(List may not be complete - any omissions are inadvertent.)