



June/July 2016

Chapter Team

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Don't Forget

You are REQUIRED to have a Virginia Tech PID (vt.edu email address) to access the Chapter Forms database.

The Chapter Newsletter is a communications tool between the Virginia Tech Alumni Association and its chapters.

If you have any comments or suggestions, please send them to your chapter liaison. If you have problems viewing the newsletter, please contact [Ginny Ritenour](#), Chapter Program Coordinator.

Dear Chapter Volunteers,

Thanks to all of you who have hosted or are preparing to host your student send-off events this summer. We look forward to welcoming another record-setting class of new students into the Hokie Nation, as our colleagues in Student Affairs are preparing to host another round of Summer Orientations and Hokie Camps.

We look forward to welcoming you back to campus for our Chapter Officers Forum on September 3-4 and to be a part of history as we all experience Coach Fuente's inaugural game. We also look forward to officially introducing you to Matt Winston, the university's CAO (Chief Alumni Officer), if you have yet to meet him. We are thrilled to have Matt on board to provide leadership and vision to our team and over 250,000 alumni. I have yet to meet a prouder and more engaged alum. At a recent alumni event, one of your fellow chapter volunteers said, "He's just a really cool guy."

Many exciting changes are on the horizon for our alumni organization. It gives me great pleasure to share with you one of the changes that will immediately and greatly impact our chapter program and you, our key volunteers. Matt has named Ginny Ritenour as the Director of Chapter Programs. We have all been fortunate to work with Ginny as our Chapter Program Coordinator. As you know, she knows our program inside and out and has provided incredible leadership to the program for years. We will all continue to benefit greatly from her professionalism, competence, and integrity, not to mention her incredibly pleasant disposition. Please join me in congratulating Ginny!

We will continue to work closely together during this transition and Ginny will be sharing many more exciting initiatives and updates throughout the coming months. The chapter program will remain near and dear to my heart, having been involved with chapters for 29 years. I am very excited that my role will shift to focus on outreach and communications as we begin to work more collaboratively and strategically with our colleagues within the advancement division.

There is so much excitement in the air at Virginia Tech. I can't thank you enough for your contributions to your university, your chapter and the entire Hokie Nation. I look forward to seeing you at the Chapter Officers Forum in September.

Debbie

Chapter Event Highlight: Scholarship Student Pizza Party

Each spring, the Alumni Association hosts a pizza party for our current students who received chapter scholarships as freshmen. This year's event was held on Wednesday, May 4 on the terrace at the Holtzman Alumni Center.

With about 50 students in attendance, our Chapter Team staff had the opportunity to mingle with the best and the brightest from our chapter areas across the country. Ginny Ritenour, Chapter Programs Coordinator, and Jordan McCauley, Assistant Director of Alumni Relations addressed the group, welcoming them to their "home" at the Alumni Center and encouraging them to keep in touch with their local chapter throughout the year.

After enjoying pizza and snacks, our staff hosted a Virginia Tech trivia game that included lots of enthusiastic participation, laughter, and favorite Hokie gear as giveaways.

Students also had the opportunity to recognize their local chapters by writing thank you letters and creating a "word cloud" about what their scholarship meant to them.

This year's chapter scholarship process is complete. If you haven't done so already, please submit your selected recipient information to [Ginny Ritenour](#) as soon as possible.



**Join us for the Battle at Bristol
Virginia Tech Tailgate on
Saturday, September 10 at 4 PM**

Enjoy tailgate-style food and drinks, beer, music, and more. Visit [our website](#) for more information and to register.



Community Service Highlight: April 16 Remembrance Events

In support of the April 16 Day of Remembrance events held on the Virginia Tech campus each year, many of our chapters participate in community service projects throughout the month of April to show support for those affected by the 2007 tragedy and to exemplify *Ut Prosim*, That I May Serve, our university motto.

From VirginiaTechforLife blood drives and Habitat for Humanity builds, to food pantry and Adopt-a-Highway cleanup projects, our alumni are engaged in helping to meet the needs of their local communities, carrying on our Virginia Tech tradition of service.

Many chapters host 3.2 for 32 Walk/Run events in conjunction with the race on campus, but others choose unique events that are meaningful to their local community. The First State Chapter participated in a local Habitat for Humanity build, the San Antonio Chapter collected 160 pounds of food benefiting the San Antonio Food Bank, the Shenandoah Chapter hosted their 9th annual memorial blood drive, the Fauquier Chapter participated in an Adopt-a-High cleanup project, and the Fredericksburg Chapter helped with meal preparation at a local homeless shelter. More can be found on the [We Remember website](#).

If your chapter would like to begin planning a remembrance event for 2017, please contact your chapter liaison for more information.



Central Florida Hokies gather in Orlando for their 3.2 for 32 Run in Remembrance



The Middle Tennessee Chapter hosted a "VT Walk to Remember 32" in Nashville



The Denver Chapter had more than 90 Hokies and friends join in for their annual 3.2 for 32 event



New Jersey alumni put on their hard hats and got to work at a local Habitat for Humanity build



The Philadelphia Chapter hosted a 3.2 for 32 Walk in Remembrance in a local park



The San Antonio Chapter collected food items to be donated to the San Antonio Food Bank



The Shenandoah Hokies hosted their 9th Annual Memorial Blood Drive



Fredericksburg Chapter volunteers participated in a food bank service event on April 16



Atlanta area alumni turned out for a run/walk to remember the 32 Hokies lost



The Seattle Chapter hosted a 3.2 for 32 Walk/Run Remembrance Event



Atlanta Hokies Send Students Support for Final Exams

In an effort to help with the stress of final exams this spring, alumni volunteers from the Atlanta Chapter prepared care packages for students from the area. The packages included lots of good things to snack on while studying and preparing for finals.

They were delivered to the Holtzman Alumni Center and distributed to the dorms of students from Atlanta the following week. Not only is this a great way to practice *Ut Prosim* and fulfill the community service requirement, but it also introduces the students to their chapter long before they graduate. It also reinforces the philosophy that you are a student for four years, but a Hokie for life.

This is a good way to promote your social media channels by asking them to like your page so they can see all of the Chapter activities they have to look forward to as an alum.

If your Chapter is interested in doing this for your students on campus this fall or next spring, contact Katie Marquis at kmarquis@vt.edu.



Summer Holiday Schedule for Chapter Emails

The Alumni Association has scheduled a holiday blackout week for chapter emails during the week of July 4-8.

Submissions received beginning on Wednesday, June 29 will not be processed and sent until the week of July 11. If you have any questions, please contact your staff liaison.

Dates to Remember:

- June 30: Deadline to submit all chapter annual reports and award nominations (contact your liaison for more information)
- July 8-9: [Alumni and Legacy Weekend: A Day in the Life of College Admissions](#)
- August 25: [New Alumni Welcome Parties](#)
- September 1-3: 2016 [Chapter Officers Forum](#)
- September 10: [Battle at Bristol Virginia Tech Tailgate](#), Tennessee vs. Virginia Tech
- September 24: University Homecoming, [Class of 1966 50th Reunion](#)
- October 20: [Class of 1976 40th Reunion](#), [Class of 1971 45th Reunion](#)
- November 12: [Class of 1991 25th Reunion](#)
- November 26: [Class of 1986 30th Reunion](#), [Class of 1981 35th Reunion](#)
- December 16: Fall 2016 [Commencement](#)
- December 23- January 1: University closed

Recap: Virtual Speaker Event with Donna Wertalik

On April 26, Associate Professor Donna Wertalik gave a virtual presentation entitled "Social Media and Digital Domination – The Time is NOW".

Donna talked about the various social media channels and how volunteers can leverage them for their chapter. She covered Facebook, Twitter, LinkedIn, YouTube and Instagram.

Following the presentation, Donna sent the following additional recommendations for chapters and social media:

- [General advice for when to post](#)
- Analytic tools we discussed (most are free):

[Commun.it](#)

[Simply Measured](#)

[TweetReach](#)

[RazorSocial](#)

[Post Planner](#)

- [Great Tips for Facebook Feed](#) (Check settings if friends or fan pages are not showing up regularly)
- [How to change your group to a page](#)

If you were unable to participate in the virtual presentation, you can view it [here](#).

Additionally, we plan to offer virtual speakers at least once a semester. Please consider using these sessions as your speaker event by making plans to watch it as a group.

HOKIES on FACEBOOK



The Los Angeles Hokies joined together to root on their teams at a Washington Nationals vs. LA Dodgers game



The Baltimore Chapter hosted popular speaker Scott Geller at their annual Scholars Dinner



Alumni from the Atlanta Chapter area attended a Gwinnett Braves game, where they got to meet DeAngelo Hall



More than 40 students, families, and alumni turned out for the Shenandoah Chapter's Student Sendoff Social



Volunteers from the NC Triad Chapter prepared dinner for 40 guests at Family House in Winston-Salem



Jacksonville Hokies donned their hard hats for a volunteer opportunity with their local Habitat for Humanity group