



2017-2018

OFFICE OF ADVANCEMENT **REPORT**



PAMPLIN COLLEGE OF
BUSINESS
VIRGINIA TECH.

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“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

Designing Excellence

Trailblazers

A year ago, in the inaugural Advancement 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 environment. We are building and designing the prototype for a best-in-class-business college advancement operation.

We achieved historic highs in philanthropy 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 office systems were built, including a fully integrated budget model, new meeting structures, imagining new “prototypes” for alumni engagement models, and new ideas about outreach 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 volunteer leaders who partner with us and the many colleagues in Pamplin who have supported our efforts. Your partnership is a critical success factor.

In our planning retreat this past August, our team did an exercise called “The Marshmallow Challenge,” based on a TED Talk focusing on design thinking, and we discussed our professional and personal “marshmallows” that we have to achieve. The unifying marshmallow for the Pamplin Advancement team is fundraising for the Global Business and Analytics Complex, and its intersection with alumni engagement and communications and marketing. We reached consensus to call ourselves the “trailblazers.” Determination 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 advisory board members on 18+ advisory boards, including college level advisory boards, program and degree specific advisory boards, center advisory boards, and department advisory 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 total. The overall number of donors to Pamplin in FY 18 increased by 29 percent. Pledge payments are not included in the new gifts and commitment numbers.

The university’s grand total for new gifts and commitments during fiscal year 2018 was \$153 million and exceeded the goal of \$135 million. Pamplin 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 donors to Pamplin and over 3,000 new

donors to the university. During Giving Day, a special challenge by Shirley Edwards and Jim Hatch helped secure more than 500 donors and raise \$113,000 for Pamplin.

The Global Business and Analytics Complex moved forward with the Marriott Family Foundation committing \$2.1 million to name the Feiertag Hospitality and Tourism Department Hokie Lab. Individuals came forward with \$1 million-plus GBAC commitments: Chris Shean, Mary McVay, and Floyd Merryman. 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 support 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 engagement. In her role, Crystal serves as the new PAC liaison and oversees all alumni engagement and events programming for Pamplin. Chris Bartlett joined our team in April from the Virginia Tech Moss Fine Arts Center as a new associate director of development. Kelly Ratcliffe joined as the new

development associate at the start of our fiscal year 2019. With transitions, we conducted a search for a new director of development, and are nearing 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 individuals 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 undergraduate 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 public launch of the university campaign, which are embedded in all of our activities in the year ahead

- Global Business and Analytics Complex cultivation/awareness events by region, industry, centers, and/or program areas

- Global Business and Analytics solicitations 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.

ELIZABETH MITCHELL: Assistant Dean of Advancement, Pamplin College of Business.



THE YEAR IN REVIEW

Funding

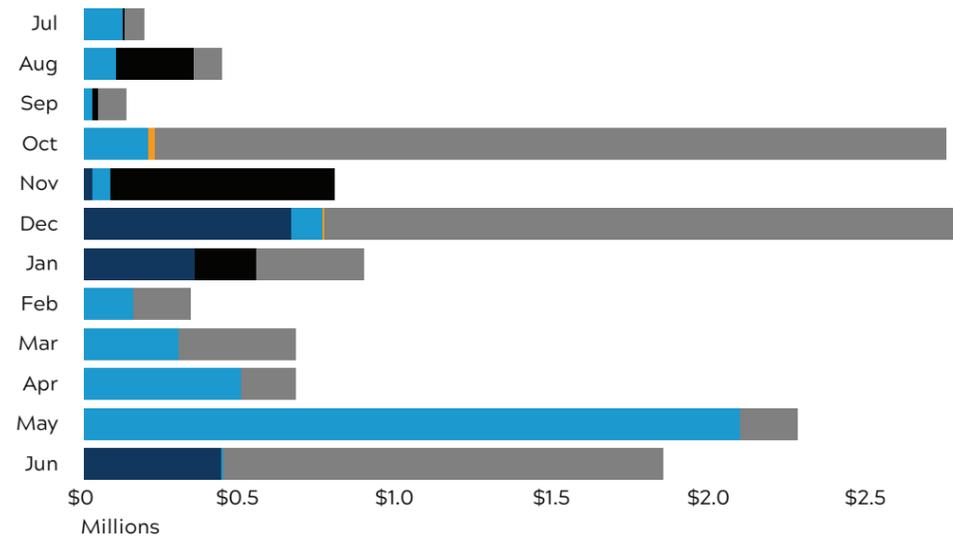
FY 18 Monthly Comparison of New Gifts and Commitments

FY 18 Monthly Comparison of Cash

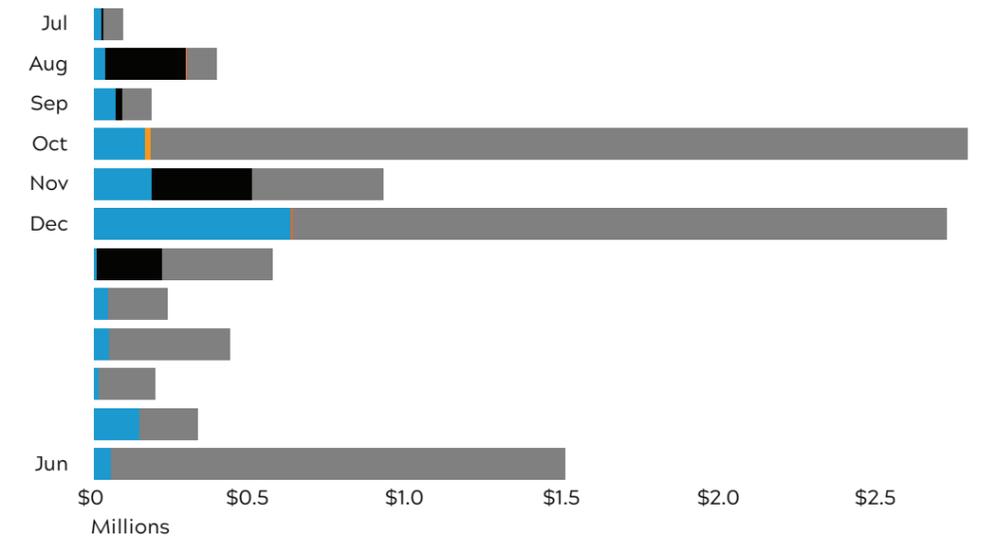
Gift Type	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
Bequest Intentions	-	-	1	-	28,000	664,002	352,000	-	-	-	-	442,500	1,486,503
Pledges	126,100	100,450	25,350	206,400	54,685	101,020	1,725	156,980	300,200	500,440	2,100,225	3,200	3,676,775
Realized Bequests	-	-	-	20,000	-	-	-	-	-	-	-	-	20,000
Deferred Gifts	5,195	250,000	20,000	-	310,000	-	200,000	-	-	-	-	-	785,195
Gifts-in-Kind	-	2,090	-	-	-	6,227	-	-	-	-	-	-	8,317
Outright Gifts	60,854	91,874	89,899	2,535,301	409,710	2,028,422	343,654	184,125	376,211	178,042	184,194	1,410,126	7,892,411
FY 18 Total	192,149	444,414	135,250	2,761,701	802,395	2,799,671	897,379	341,106	676,411	678,482	2,284,419	1,855,826	13,869,202
Needed to Reach Goal	189,509	187,622	551,689	728,409	837,265	3,598,785	549,966	307,896	663,089	448,668	373,266	1,563,836	10,000,000
Difference	2,641	256,791	416,439	2,033,291	34,869	799,114	347,413	33,209	13,321	229,815	1,911,153	291,990	3,869,202
FY 17 Total	67,506	106,806	274,686	483,569	670,206	1,681,413	407,798	213,347	545,697	243,823	268,802	1,333,716	6,297,369
Difference	124,644	337,608	139,436	2,278,131	132,189	1,118,258	489,581	127,758	130,714	434,659	2,015,617	522,110	7,571,833
2 Year Average	106,799	105,736	310,908	410,499	471,845	2,028,116	309,936	173,517	373,688	252,849	210,356	881,309	5,635,558
Difference	85,351	338,678	175,658	2,351,201	330,550	771,555	587,442	167,589	302,723	425,633	2,074,063	974,517	8,233,644

Gift Type	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
Pledge Payments	21,737	33,305	65,437	154,639	177,217	608,712	6,767	39,719	43,449	11,484	135,942	49,129	1,347,537
Realized Bequests	250	250	500	20,000	250	250	250	500	-	250	250	250	23,000
Deferred Gifts	5,195	250,000	20,000	-	310,000	-	200,000	-	-	-	-	-	785,195
Gifts in Kind	-	2,090	-	-	-	6,227	-	-	-	-	-	-	8,317
Outright Gifts	60,854	91,874	89,899	2,535,301	409,710	2,028,422	343,654	184,125	376,211	178,042	184,194	1,410,126	7,892,411
FY 18 Total	88,036	377,519	175,835	2,709,940	897,178	2,643,611	550,671	224,345	419,660	189,777	320,386	1,459,506	10,056,462
FY 17 Total	170,158	166,194	283,296	648,801	550,961	2,052,912	418,629	101,285	570,730	5,635,148	118,808	940,772	11,657,695
Difference	82,122	211,324	107,461	2,061,139	346,217	590,699	132,042	123,059	151,070	5,445,371	201,578	518,733	1,601,234
3 Year Average	204,638	163,037	213,334	387,948	364,809	2,621,003	319,319	122,270	322,433	2,202,356	154,115	735,240	7,810,500
Difference	116,602	214,482	37,499	2,321,992	532,369	22,608	231,352	102,075	97,227	2,012,579	166,271	724,266	2,245,961

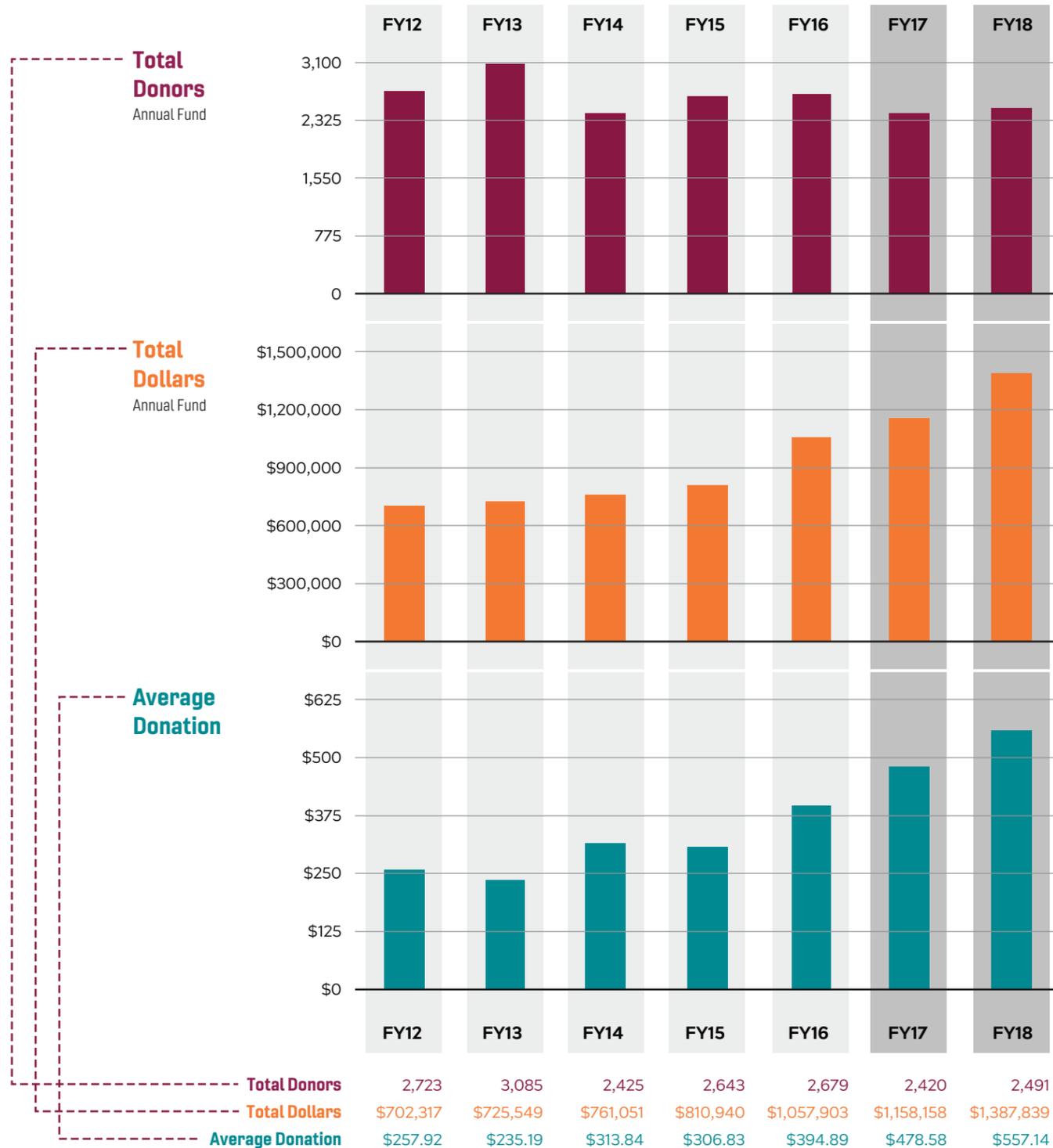
- Bequest Intentions
- Pledges
- Realized Bequests
- Deferred Gifts
- Gifts-in-Kind
- Outright Gifts



- Pledge Payments
- Realized Bequests
- Deferred Gifts
- Gifts-in-Kind
- Outright Gifts



Total Donors/Total Dollars



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.



Bridget Ryan Berman laughs during a PAC presentation.

Participation

Undergraduate Alumni Participation Rates

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

Advancement Boards and Committees

College/Unit	Board	Members	Members with Gift History	% of Gifts from Board
Alumni Association	Alumni Assoc Bd & Officers	37	37	100.00%
Alumni Association	Multicultural Alumni Advisory Board	20	10	50.00%
Athletics	VTAF Board Of Directors	38	38	100.00%
Central Advancement	1872 Society Board	7	7	100.00%
Central Advancement	Board Of Visitors	14	14	100.00%
Central Advancement	VT Foundation Board	31	31	100.00%
College of Agriculture & Life Sciences	CALSAO Board of Directors	37	30	81.08%
College of Agriculture & Life Sciences	CALS Dean's Advisory Council	16	8	50.00%
College of Architecture & Urban Studies	Myers Lawson Sch Constr Ind Bd	78	41	52.56%
College of Engineering	College of Engineering Advisory Board	18	15	83.33%
College of Engineering	Engineering Committee of 100	328	203	61.89%
College of Liberal Arts & Human Sciences	CLAHS Alumni Advisory Board	23	18	78.26%
College of Liberal Arts & Human Sciences	CLAHS Dean's Roundtable	19	17	89.47%
College of Natural Resources and Environment	CNRE Dean's Adv Council	11	8	72.73%
College of Science	College Of Science Dean's Roundtable	54	46	85.19%
Corps of Cadets	VTCC Alumni Board	64	60	93.75%
Corps of Cadets	Highty Tightly Alumni Bd of Dir	26	18	69.23%
Honors	Univ Honors Advisory Committee	8	6	75.00%
Moss Arts Center	Moss Arts Partners	20	20	100.00%
Pamplin College of Business	Pamplin Advisory Council	54	54	100.00%
Student Affairs & Parent Support	Division Of Student Affairs Alumni Advisory Board	47	35	74.47%
Student Affairs & Parent Support	Division Of Student Affairs Parent Committee	54	48	88.89%
Student Affairs & Parent Support	Division Of Student Affairs Young Alumni Board	13	7	53.85%
University Libraries	Library Dean's Adv. Board	7	7	100.00%
Virginia-Maryland College of Veterinary Medicine	EMC Advisory Council	29	16	55.17%
VTC Research Institute	VTC Research Institute Advisory Board	18	16	88.89%
VTC School of Medicine	VTC Dean's Council	20	17	85.00%
W.E. Skelton 4-H Educational and Conference Center at Smith Mountain Lake	4-H Smith Mt Lake Ct Bd of Dir	24	21	87.50%
TOTAL		1,115	848	76.05%

Alumni Events

Dean's Receptions: Alumni and Student Engagement

- > Hokies on Wall Street ----- ATTENDANCE 218
- > National Capital Region ----- ATTENDANCE 148

Dean's Special Gatherings: Alumni Engagement

- > Pamplin Advisory Council Dinner, Blacksburg ----- ATTENDANCE 140
- > Pamplin Advisory Cabinet dinners, NCR (X2) ----- ATTENDANCE 21
- > PAC Cabinet welcome reception, Richmond ----- ATTENDANCE 24
- > Ut Prosim Pamplin reception ----- ATTENDANCE 58
- > Pamplin Society reception, NCR ----- ATTENDANCE 7
- > Pre-social for Hokies on Wall Street

GBAC Special Events Supported by PAC and Pamplin Advancement

- > West Virginia vs VT Suite at FedEx Field ----- ATTENDANCE 54
- > President Sands' Grove Salon event ----- ATTENDANCE 20
- > President Sands Suite- Football season ----- ATTENDANCE 35
- > Big Data Summit, Northern VA Technology Council ----- ATTENDANCE 250+
- > Deloitte Reception, NCR ----- ATTENDANCE 34

University Donor Recognition events

Dean Robert Sumichrast and Advancement Attended

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



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
- › Atlanta Game Watch ----- 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



ABOVE: Guests enjoy the Accounting and Information Systems Tailgate.



WHAT'S AHEAD

ABOVE: Dean Robert Sumichrast shares visions for the future.

BELOW: Participants gather in the Pamplin atrium during the PAC meeting poster session.



Goals

Fundraising Overview

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

Programming Priorities & Plans

- › Focus on GBAC-themed events by industry, centers, and/or program areas tied to building the alumni corporate chapters model, both university and Pamplin-centric with strategic corporate partners among Pamplin's top employers. (not direct solicitations for GBAC but "business community cultural buy in" as employers and influencers.)
- › Focus on PAC committee structure/engagement/next stage implementation of volunteer management protocols with all Pamplin advisory boards.
- › Focus on 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.



KEVIN LANE makes a point at the 2017 PAC annual meeting.

PAMPLIN COLLEGE OF BUSINESS
VIRGINIA TECH.

■ PAMPLIN ADVISORY COUNCIL CABINET MEMBER
CHRIS SHEAN
PERSONALLY INVITES YOU FOR

COCKTAILS AND HORS D'OEUVRES
to discuss "the future of business education"
&
the global business analytics complex

BRIAN'S STEAKHOUSE
625 E ATLANTIC STREET
SOUTH HILL VA

Tuesday, September 18th
6:30 p.m. - 8:30 p.m.

Please RSVP: <http://pampl.in/global18> by
Friday, September 14th

Questions? bgilbert@vt.edu

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



ABOVE: Pamplin students attend BIT Showcase.
BELOW: Shirley Edwards speaks at the Fall PAC meeting.

FY 19 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 19 Pamplin and/or Alumni Advisory Board meetings

- › 7/26/18 PAC Leadership Retreat, Falls Church
- › 9/14/18 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

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.

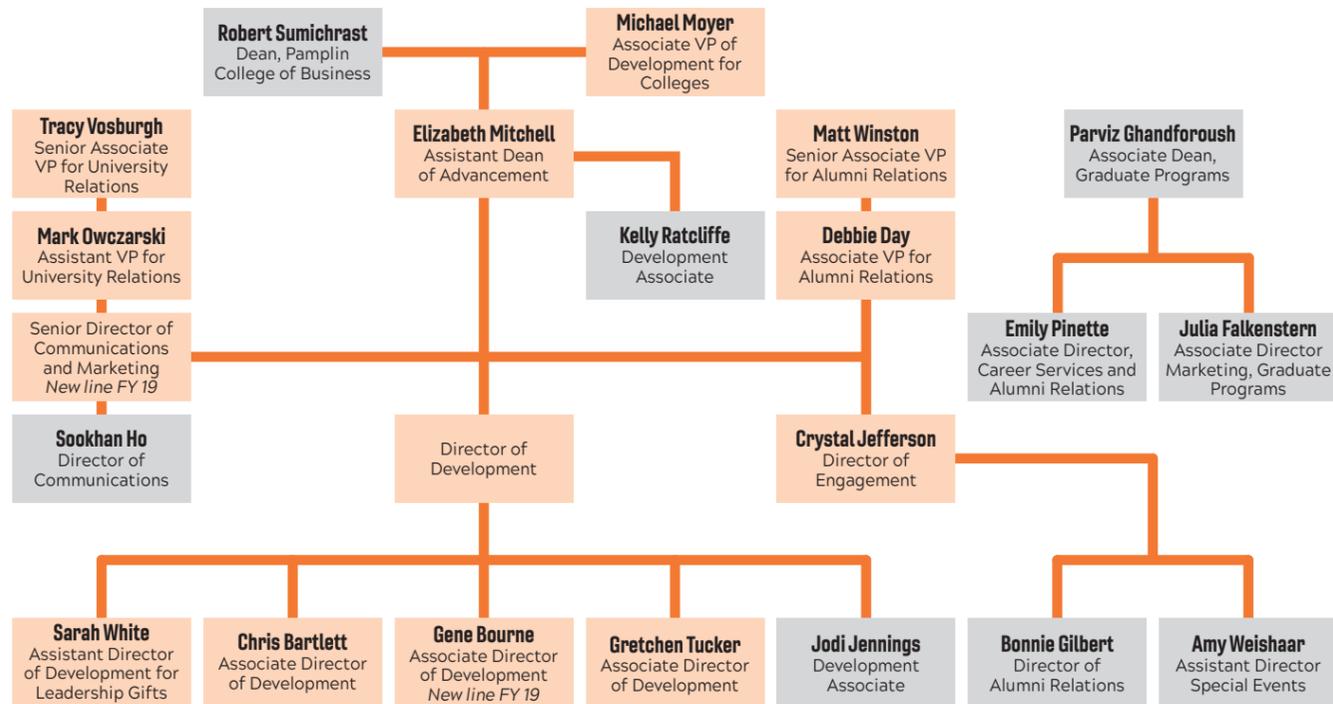
FRAMING THE STRUCTURE OF COMMUNICATIONS and marketing functions to align with the advancement model to support best practices. This will help enhance social media use to elevate the Pamplin culture of philanthropy, e.g. Giving Day.





ORGANIZATION

DEVI GNYAWALI'S interest is captured at the Fall PAC meeting.



LISA ELLISON shares her opinion at the Fall PAC meeting.



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.



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