

STATE OF THE ASSOCIATION

Fiscal Year 2023–24



A LETTER FROM THE VICE PRESIDENT

West Virginia University Alumni and friends,

As we reflect on the past year and look forward to the future, it is my pleasure to share with you the accomplishments and milestones of the West Virginia University Alumni Association. This year marks our 150th anniversary, and throughout the year, we celebrated 150 years of Mountaineer moments, a testament to the enduring spirit and steadfast support of our alumni family.

The 150th anniversary celebration kicked off at the annual Marmaduke Dent Benefit, where we gathered to honor our rich history, enjoy music, delicious food and share in Mountaineer camaraderie, all while raising funds for alumni programming and student scholarships. This event was a heartfelt celebration of our alumni community's generosity and commitment, underscoring the spirit of giving that defines our Association.

The 2023 Homecoming was another spectacular celebration, bringing together alumni from near and far to reminisce and make new memories. One of the standout moments of the year was the pregame party in Charlotte, hosted by the Charlotte Alumni Chapter ahead of the Duke's Mayo Bowl. This event at Dilworth Neighborhood Grille, the chapter's official game watch location, brought over 1,000 Mountaineers together to support our team as they took on UNC. We painted Charlotte in gold and blue, creating a vibrant and unforgettable atmosphere that showcased our Mountaineer pride. It was an incredible moment to sing "Country Roads" arm-in-arm with fellow alumni at Bank of America Stadium and then watch Duke's Mayo be poured on Coach Neal Brown in celebration of the win.

Our alumni chapters have also been instrumental in strengthening our community. Throughout the year, they hosted numerous game watches and events, creating spaces for alumni to connect and celebrate our Mountaineer spirit. The WVU Day of Service saw alumni chapters across the nation participating in community service projects, reflecting our commitment to giving back and making a positive impact.

In keeping with traditions such as singing "Country Roads," we also introduced a new yet old tradition this year: enjoying strawberry sundaes. This harks back to the early days of the Alumni

Association when strawberry sundaes were enjoyed following meetings. In honor of that tradition, strawberry sundaes were served during Marmaduke Dent, as well as GradFest, a day-long celebration in honor of the Class of 2024. We also revived the Alumni Charge during Commencement in a fun new way. While graduates were gathering before their ceremony, I had the honor of getting them excited with a "Let's Go" chant and welcoming them to the Alumni Association family. Our Alumni Association team and volunteers could also be seen throughout the weekend as part of the Commencement Crew, welcoming alumni back to campus, helping families take cherished group photos with their graduates and handing out alumni pins to commemorate the moment.

Another milestone this year is the launch of our new Alumni Association website. This fully updated platform not only enhances our ability to connect with you but also provides a wealth of resources and information at your fingertips. Alongside this, we revamped our membership program, offering new perks designed to bring greater value and benefits to our current and new members.

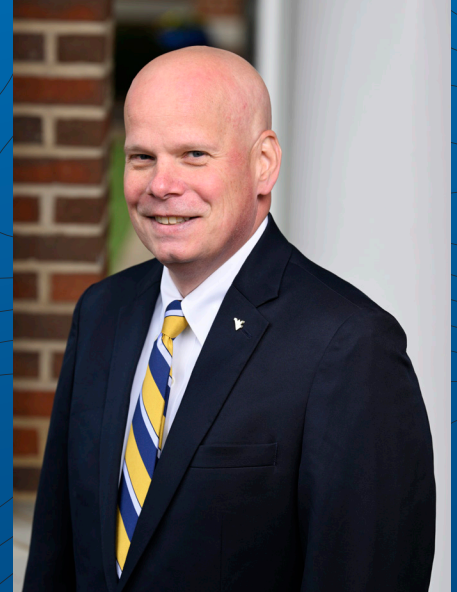
I would be remiss if I didn't acknowledge that all of this is possible in part because of our alumni and friends and the overwhelming support shown throughout the year. Your generosity has been instrumental in supporting WVU Alumni Association programming, funding student scholarships and providing invaluable assistance to both alumni and students alike.

I would like to also acknowledge the support from our increased partnerships with the University, particularly University Engagement. Their collaboration has been instrumental in the growth and enhancement of our alumni events, communications and programming.

Those are just a few of the many highlights, and as we move forward into an exciting new year, we carry with us the solid foundation laid over the past 150 years. The achievements we have celebrated are not just milestones but stepping stones to an even brighter future for the WVU community.

Thank you for your continued support and dedication. Together, we will continue to elevate West Virginia University, ensuring that our legacy of excellence endures for generations to come.

Let's Go!



Kevin B. Berry
Vice President of Alumni Relations
West Virginia University
CEO, WVU Alumni Association

WVU ALUMNI ASSOCIATION AT A GLANCE

WVU ALUMNI ASSOCIATION ENGAGEMENT TEAM

David Allaway

Director of Development

Kevin B. Berry

Vice President of Alumni Relations,
Chief Executive Officer

Tony Dobies

Executive Director of Marketing

Katrina Graham

Manager of Operations & Special Projects

Louis Hart

Chief Financial Officer

Jessica McGee

Director of Marketing
and Communications

Kallie Nealis

Assistant Director of Marketing

Vincent Scalise

Digital Marketing Coordinator

Frankie Sines

Membership Coordinator

THE ERICKSON ALUMNI CENTER TEAM

Jessie Dellinger

Concierge

Tess Doddy

Catering Manager

Robert Fletcher

Facility Manager

Max Koza

Facility Staff

Jason W. McMullen

Executive Chef

Terry Pichard

Facility Staff

Tim Povenski

General Manager

Jessica SchROUT

Sales Coordinator

Austin Weekley

Sales Manager

210,000+

ALUMNI WORLDWIDE

14,403

MEMBERS

1455
SUSTAINING
MEMBERS

8,544 LIFE MEMBERS

4,404 ANNUAL
MEMBERS

OVER
2.9M
IMPRESSIONS
ON SOCIAL MEDIA

ACHIEVED
103%
OF FY 2023-24
FUNDRAISING GOAL

\$108K
AWARDED TO WVU
STUDENTS IN CHAPTER
SCHOLARSHIPS



EVENTS AND AWARDS

At the WVU Alumni Association, embracing every moment of our journey is integral to our culture of 'going first,' which defines us as Mountaineers. This year, we have continued to prioritize alumni engagement with a dynamic series of events, both virtual and in person, celebrating Mountaineers as they experience new moments, big and small.

Homecoming

The 2023 Homecoming Celebration offered an expanded experience for WVU alumni and students featuring many engaging activities throughout the week. To connect with students on campus, the Alumni Association hosted Alumni Truck pop-ups, offering special Homecoming and Alumni Association giveaways. On Friday, the Downtown Campus buzzed with students and alumni enjoying photos, food, games and more in front of the Mountainlair. That evening, alumni gathered for a special photo opportunity in front of Woodburn Hall, and the weekend kicked off with another outstanding turnout for the parade on High Street.

On Saturday, we united several university events into one cohesive celebration at the Erickson Alumni Center. This event featured a celebration and reception with special guests from the President's Office, WVU Foundation and WVU Alumni Association. During the event, we recognized the 2023 Homecoming and Alumni Service Award Winners, sharing emotional moments that highlighted the deep connection to our WVU roots.



Homecoming

During halftime of the WVU vs TCU football game, nine graduates were honored with 2022 Homecoming and Alumni Service awards.

WVU Homecoming Parade

Grand Marshal: Farai Simoyi, '05

Outstanding Alums: Jo Anne and David Shaw, '86

David W. Jacobs Lifetime

Service Award: Gina and Joe Wells, '87

Margaret Buchanan Cole Young

Alumni Award: Steven Saab '15

James R. McCartney Community

Service Award: Dr. Cathy Funk, '94, '98

Paul B. "Buck" Martin Traditions

and Values Award: Dr. Robert Dailey '67

John F. Nicholas Jr. Chapter Service

Award: Loren Lazear, '85



Athletics Event Engagement

Hail WV

The Hail West Virginia Society continued to grow as a donor-driven event centered around pre-game receptions and parking, supporting the operational costs of the WVU Alumni Association and Erickson Alumni Center. Hail West Virginia features exclusive menu items and reserved parking access for home football games, enhancing the game day experience for our dedicated supporters.

Duke's Mayo Bowl

Mountaineer Nation had an unforgettable time in Charlotte, N.C., on December 26-27 for the Duke's Mayo Bowl! Partnering with our Charlotte Chapter, the festivities kicked off with a Welcome to Charlotte Meet and Greet, drawing a crowd of 500+ alumni, fans and friends. The event featured a live broadcast of the Learfield Mountaineer Sports Network Bowl Radio Special, with special guests including Athletic Director Wren Baker and Mountaineer football greats Rich Braham, Mike Collins and Brian Jozwiak.

The excitement continued on game day with a Pre-Game Party tailgate at Dilworth Neighborhood Grille, attended by 900+ Mountaineers and featuring appearances by Mountaineer Mascot Mikel Hager, the WVU Cheerleaders and the Pride of West Virginia. Proceeds from the event supported the Charlotte Chapter's scholarship fund and attendees enjoyed WVU giveaways and Duke's Mayo souvenirs, including a special pepperoni roll treat.

LPEF Golf Tournament

The 81st Annual Loyalty Permanent Endowment Fund Alumni Golf Tournament was held on July 28, 2024, at Parkersburg Country Club in Vienna, WV. It is believed to be the second longest consecutively running golf tournament in the State of West Virginia. A sold-out field of golfers and corporate sponsors enjoyed a day of Mountaineer comradery on the links as \$60,000 was grossed in support of scholarships for West Virginia's best and brightest students.



Marmaduke Dent

The Marmaduke H. Dent Society, founded in 1993, has been a cornerstone in providing sustaining support for alumni programs and operations. This year, the 28th Annual Marmaduke Dent Benefit celebrated the 150th anniversary of the WVU Alumni Association, marking many years of positive impact and strategic support for our alma mater. The event not only served as a vital fundraiser but also

provided a unique opportunity to engage with alumni across multiple generations. The proceeds from this event were dedicated to enhancing alumni programming and services, ensuring continued growth and engagement within our Mountaineer community.

*celebrate
Mountaineer
moments*



Alumni Leaders Institute

Alumni Leaders from around the country made their way to Morgantown to participate in two days of camaraderie and professional development alongside our Board of Directors. The weekend kicked off with a tour of the basketball practice facility and dinner at the newly opened Club Mountaineer. Following dinner, Dr. Ali Rezai of the Rockefeller Neuroscience Institute delivered a presentation, detailing remarkable advancements in research happening right here in Morgantown.

Friday continued with enriching discussions and insights that emphasized the collaborative spirit within our community. Key highlights were the dedication of the new Association-sponsored Little Free Library in Raymond J. Lane Park and the participating in the Decide WVU student recruitment event at the WVU Coliseum.

Alumni Travel Program

The Alumni Travel Program experienced a renewed sense of energy and excitement in 2023, continuing to provide WVU alumni, fans, and friends with unique opportunities to explore the world alongside fellow Mountaineers. This year, alumni groups embarked on spectacular trips to



the National Parks and Lodges of the Old West, the Galapagos Islands and a scenic train adventure across Canada, among others.

The most popular journey featured an unforgettable adventure through the Southwest National Parks, including explorations of Antelope Canyon, Bryce Canyon National Park, Grand Canyon National Park, Horseshoe Bend, Monument Valley and Zion National Park. Guests enjoyed upscale accommodations at each park, savored local cuisine and gained insights from regional natives. Highlights included a float trip through Horseshoe Bend on the Colorado River and leisurely hikes where participants shared WVU memories.

With growing interest, the program will expand to offer 15 trips in 2025 with three tour providers. The WVU Alumni Travel program is an invaluable opportunity that fosters meaningful alumni engagement, strengthens community bonds, and generates revenue.

wherever country roads lead us



CHAPTERS AND INTEREST GROUPS

Every moment of our Mountaineer journey is a chance to look forward toward a brighter future and a new chapter. WVU Alumni Association Chapters are located across the country and connect our alums to their alma mater through fellowship, networking opportunities and a common thread of Mountaineer spirit.

Group Expansion and Outreach

The WVU Alumni Association proudly supports 66 chartered chapters and several recognized interest groups, fostering a vibrant community of Mountaineers across the globe. Our dedicated team has been actively engaged with these groups, organizing regular virtual training sessions and social hours to connect and support our volunteer leaders. In addition to these virtual engagements, we maintain continuous communication through our various social media channels and the monthly alumni leaders newsletter, ensuring that everyone stays informed and connected.

Our commitment to strengthening these bonds extends beyond the digital realm. Our staff has been traveling to

meet with chapters and interest groups, joining alumni volunteers in their local celebrations. Whether near or far, we are there to share in special moments with Mountaineers, celebrating the unique spirit and camaraderie that defines our community. Through these efforts, we continue to build and nurture meaningful relationships that enhance the WVU experience for all alumni.

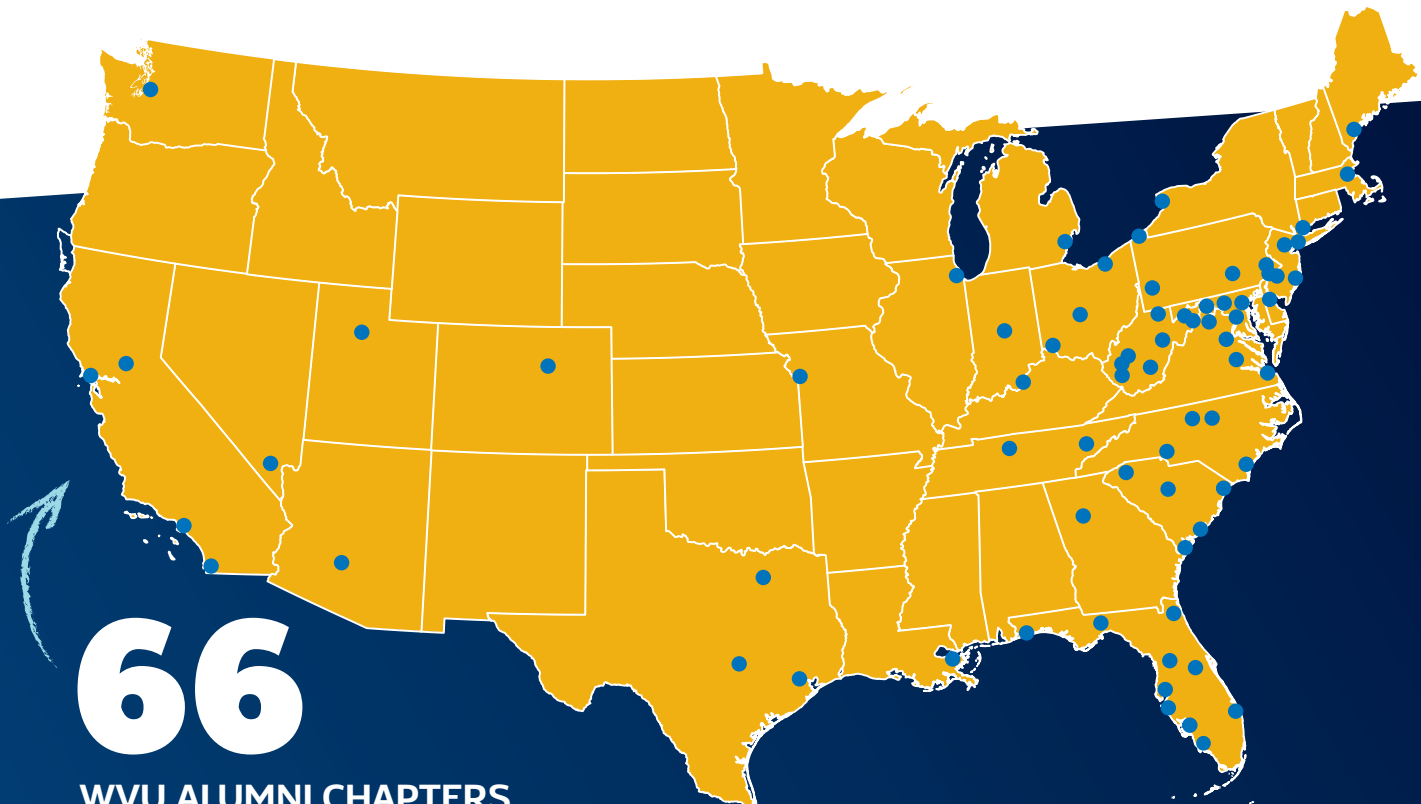
Central Florida Tailgate: Mountaineers of all ages and around the country came together for a spirited tailgate before the WVU V. UCF football game. Many laughs, fellowship and a Mountaineer win made for a day of great memories in the Sunshine State. Truly a way to show Central Florida what Mountaineers are all about!

80 ALUMNI NETWORKS

\$108K

AWARDED TO WVU STUDENTS
IN CHAPTER SCHOLARSHIPS

670+
EVENTS HOSTED



66

WVU ALUMNI CHAPTERS
IN THE UNITED STATES

Emerald Coast Shrimp Boil Shindig:

The third annual Emerald Coast Shrimp Boil Shindig raised money for their chapter's student scholarship fund. The day was spent in the sunshine with plenty of companionship, great food, and a silent auction.

Low Country BBQ Bash: Mountaineers from the Low Country area have gathered to enjoy great company, food, games and live entertainment for 16 years. Special guests in attendance this year included former WVU Football Coach Don Nehlen, WVU Football legend Brian "Joz" Jozwiak, 67th Mountaineer Mascot Colson Glover, 69th Mountaineer Mascot Mikel Hager and CEO of the WVU Alumni Association, Kevin Berry.

Black Alumni Weekend: The WVU Black Alumni Association reunited on campus for a fun-filled weekend of festivities, including social events and an energetic tailgate. This weekend reunited classmates and friends not only to cheer on our Mountaineers during their Spring Game, but to enjoy reconnecting with one another.

Boone County Pig Roast: This well-known event returned for its 36th year of supporting local students heading to Morgantown. WVU alumni and supporters from all across West Virginia joined together for a day of music, great food and fundraising. The Boone County Chapter has raised money for hundreds of student scholarships since its inception.

National Capital Area Chapter Crab Feast:

The NCAC hosted their 43rd annual Crab Fest at Fort Hunt Park in Alexandria, VA. After a several year hiatus, this sought-out event was full of community, networking, a silent auction, savory blue crab and other delicious bites all in the name of raising money for student scholarships.

South Florida Pig Roast: Mountaineers of all ages joined together sporting the old gold and blue for the third annual South Florida Pig Roast. Games, raffles, fundraising and a locally roasted pig were a part of the day's many festivities. And of course, bringing a taste of West Virginia to Florida with pepperoni rolls!

Rocky Mountain A-Basin Beach Party:

Colorado-based WVU Alumni and friends continued their longstanding tradition of spending a day on the slopes together. Along with Mountaineer camaraderie, they enjoyed time on the snow-covered mountains of Colorado and raised money for scholarships that help send Colorado students to WVU.

Potomac Highlands Scholarship Golf Tournament:

Valley View Golf Club in Moorefield, WV hosted the Scholarship Golf Tournament for the 11th year. Teams enjoyed a morning of friendly competition and comradery kicked off by a rifle start from the Mountaineer. A big part of the day was fundraising to help provide scholarships to select students from Grant, Hampshire, Hardy and Pendleton Counties to attend WVU.

Volunteer Service Initiatives

Mountaineers are known for helping fellow Mountaineers and their communities. Each year, alumni volunteers around the country give back to their communities for the WVU Day of Service and through continuous commitments with local organizations throughout the year. On April 20, the WVU Alumni Association joined the University Chapter in Morgantown to collect books for local Little Free Libraries and the Pittsburgh Chapter for an urban farm cleanup. The Lonestar Chapter maintains a commitment to the Houston Food Bank, the Emerald Coast Chapter continues to build and stock Little Free Libraries in Pensacola, and additional chapters regularly give back through service to local schools, parks, beaches, highways and community partnerships.

Game Watches

WVU Alumni Chapters gathered to cheer on the Mountaineers throughout the 2023–24 athletic seasons. This year, our chapters organized over 430 football game watches, bringing together alumni from across the country to support our team. Additionally, more than 100 watch parties were held for the men's basketball games, creating community-driven events that strengthened the bond between alumni and their alma mater.

Our chapters also showed their support for other sports, organizing numerous watch events for women's basketball, soccer, and baseball. These gatherings not only foster school spirit but also provide valuable networking opportunities and a sense of camaraderie among Mountaineer fans everywhere. By rallying together to support a diverse array of sports, our alumni community continues to demonstrate their dedication and pride in West Virginia University.

Enjoying our Next Chapter



STUDENT OUTREACH

Your time on campus marks the beginning of your Mountaineer journey. It's where you cultivate that 'Go First' spirit, pushing forward even when you feel like giving up. These memories stay with you, from the first day of your new job, all the way to retirement and beyond.

Let's Go!

Alumni Truck Pop-Ups

WVU students have begun to engage with the Alumni Association on a greater basis recently thanks to initiatives like our WVU Alumni Truck pop-ups around campus. Throughout Homecoming Week, the truck could be found on each of the three areas of campus, with staff greeting Mountaineers on their way to and from class. Armed with drinks, snacks and a variety of giveaway items, these stops provided a boost of energy to students while getting them in the Homecoming spirit.

GradFest

GradFest returned to the Downtown area of campus on a beautiful spring day as we celebrated the Class of 2024. With University Ave. closed to traffic outside of the Mountainlair, grads were able to roam freely, enjoying free food, games, music, professional photos and more. The WVU Alumni Association handed out nearly

900 t-shirts with an exclusive design to indicate the transition from student to alum. Each grad also claimed their free first year of membership to the WVU Alumni Association, securing access to our new benefits program.

Commencement

We celebrated the accomplishments of 4,000 graduates during Commencement Weekend in Morgantown. Nine ceremonies, distributed over three days, took place at the Coliseum, where families and friends gathered to cheer on their graduates as they crossed the stage, marking a significant milestone in their Mountaineer journey. The WVU Alumni Association participated throughout the weekend in several intention ways to welcome new graduates to the WVU alumni family and to highlight the benefits of membership and staying connected to their alma mater.



Alumni Charge: Taking place in the basketball practice facility, this new tradition involved delivering remarks and a welcome to the Mountaineer alumni family, culminating in a final "Let's go" chant as students prepared to enter the Coliseum for their ceremony.

Commencement Crew: Volunteers were present throughout the weekend to greet graduates and assist families in capturing memorable moments with photographs.

Welcome Video: A video featuring Kevin Berry, welcomed families to the commencement festivities and highlighted the free membership in the WVU Alumni Association available to all graduates.

We were excited to support and celebrate the Class of 2024 as they embarked on the next chapter of their Mountaineer journey.

LPEF Scholarships

The Loyalty Permanent Endowment Fund (LPEF) completed its 87th year of service to WVU and students from the State of West Virginia attending WVU. LPEF assets through March 2024 totaled \$16,573,296. The fund reported total contributions of \$50,153 during the year.

Trustees of the LPEF are Chair Jim Gardill, '73, of Glen Dale, WV; David Hendrickson, '79, '82, of Charleston, WV; and The Honorable Irene Berger, '76, '79, of Charleston, WV.



MARKETING AND COMMUNICATIONS

The WVU Alumni Association proudly facilitates memorable Mountaineer moments. We're the storytellers, the memory keepers, and sometimes the spotlight, celebrating not just the big achievements but all the moments that make each alum a unique and cherished member of our family.



150th Anniversary

This year marked the 150th anniversary of the West Virginia University Alumni Association, a milestone that celebrates a century and a half of Mountaineer pride, dedication and community. Since its founding, the Alumni Association has been a cornerstone of support and engagement for WVU alumni, fostering lifelong connections and enhancing the university experience for generations. As we commemorated this historic occasion, we honored the rich legacy of our alumni and look forward to building an even brighter future together.

To celebrate this momentous 150th anniversary, we adorned Alumni Drive with commemorative banners that proudly displayed our rich history. This milestone was woven with a commemorative logo into every aspect of our events and marketing materials throughout the year. From the annual Marmaduke Dent Benefit to Homecoming and GradFest, the anniversary theme was a central element, creating a cohesive and celebratory atmosphere. Special highlights included the pregame party at the Duke's Mayo Bowl in Charlotte, where we handed out 150th anniversary pins and koozies and the revival of cherished traditions like enjoying strawberry sundaes. These efforts not only honored our past but also brought

our alumni community closer together, reinforcing the enduring spirit of the Mountaineer family.

Social Media

Across all social networks [Facebook, X (formerly Twitter), Instagram and LinkedIn] the WVU Alumni Association saw a 12.49% increase in total followers to 31,184 and over 146,466 engagements (96.8% increase). Total impressions also saw an over 32.2% increase to 2,894,498. Following the first full year of LinkedIn strategy, the Alumni Association page saw an increase of over 700 followers. In 2024-25 the WVU Alumni Association LinkedIn page will merge with the West Virginia University page to create one centralized location for University, alumni and Alumni Association news and updates for the over 207,000 followers on LinkedIn.

**Note that not all X data was included in the report due to the changes at the social media company. We estimate the impressions are at least 500,000 higher than what is listed in the report.*

**OVER
2.9M
IMPRESSIONS**

Website

The Alumni Association saw a 7.40 percent increase in website page views in 2023-24. The number of users also increased by 21.55 percent from the previous year. To address the needs of our growing and diverse website

audience, we launched a new WVU Alumni Association website designed to be more user-friendly and to better meet the needs of our diverse alumni audience.

The new website features an intuitive navigation system, making it easier for alumni to find important information and resources. It includes improved search functionality, mobile optimization for on-the-go access and enhanced content tailored to different alumni groups, such as a searchable chapter map, membership and member benefits which are some of the most viewed pages. By addressing the varied needs of our alumni community, the new website aims to foster stronger connections and engagement, ensuring that every Mountaineer feels supported and informed.

WVU Alumni Stories

The WVU Alumni Association made significant strides in promoting WVU Alumni Spotlights, collaborating with WVU's colleges and schools and the WVU Magazine to showcase the remarkable careers and adventures of alumni. During the 2024 Homecoming Celebration, a captivating video featuring WVU alumna, fashion designer, professor and entrepreneur Farai Simoyi was presented before the annual Homecoming Parade. Simoyi, honored as the 2024 Parade Marshal, exemplifies the exceptional achievements of our alumni community. Additionally, the WVU Alumni Association podcast, All 'Eers, celebrated a notable milestone by reaching 1,000 downloads, drawing enthusiastic support from alumni and fans of WVU alike.

WVU Connect

After thorough consideration and driven by the need to optimize resources while effectively engaging with alumni, the WVU Connect platform closed on June 14 and users were transitioned to the West Virginia University LinkedIn page. Followers of the WVU LinkedIn page will experience more robust and engaging content as part of the transition.

MEMBERSHIP



Membership is at the heart of our mission, fostering a lifelong connection to the university. Through exclusive events, resources and opportunities, we ensure that the Mountaineer spirit continues to thrive within each member, enriching their lives and strengthening our vibrant alumni community.

We have developed a new Alumni Association membership campaign, which launched in May, and have included a number of different membership perks in an attempt to gain new members over the next year. The campaign aligns with our “Moments” marketing campaign, which looks at the many life moments that Mountaineers have post-graduation. So far, we’ve already seen increases in several of our membership options.

New Perks and Benefits

We continue to offer the same membership options as in past years at the same price while adding benefits for members – old and new. These new member benefits include:

- Three exclusive WVU Magazine print editions.
- Discounts on and around campus will be available for members, including: early access to a number of Arts & Entertainment shows each year, discounted tickets offers on select single game tickets from WVU Athletics.



- Discounted first rental from Morgantown Adventure Outfitters, discounts at the Erickson Alumni Center, access to join Friends of Ascend, special access to the Student Rec Center during certain times of the year, and access to the campus Passport Acceptance Facility.
- Discounted rates for Alumni Association events, including Hail WV, Marmaduke Dent benefit and more.
- Exclusive monthly speaker series, with guests focused on University updates, WVU sports and careers.
- Admissions-related perks, including direct contact with a Office of Admissions staff member and opportunities to give students interested in applying to the University an application fee waiver.
- A new, exclusive football newsletter, which will come out after home WVU football victories.
- Opportunities to gain swag by simply letting us know what’s happening in your life.



The Alumni Association will also continue to have many of the same benefits members have held for a number of years, including:

- Priority Points for WVU Athletics season ticket holders.
- Exclusive getaways and trips, like Southwest National Parks, the Galapagos and more.
- Discounts at more than 150,000 merchants around the world, including savings for travel, amusement parks, food, vehicles and much more.
- Twenty-five percent off named bricks at the Erickson Alumni Center.
- Access to the WVU Alumni Library Gateway, which includes a number of research search engines and databases.

New Grad Membership

Recognizing our newest graduates as a key audience for our membership campaign, we have implemented a targeted marketing and engagement plan for the first time. This comprehensive strategy included a series of engagement activities leading up to and during Commencement weekend as well as a series of follow-up emails extending throughout the summer.

Graduates are encouraged to “claim” their membership, which not only enhances their awareness of the benefits available to them but also provides us with valuable insights into their interest in future involvement with the WVU Alumni Association. This initiative aims to foster stronger connections with our newest alumni, ensuring they feel welcomed and valued within our community.



GIVING, FACILITY AND AFFINITY PARTNER UPDATES

Every moment in our journey is an opportunity to create lasting memories. It's a chance to give back, pay it forward, forge new paths and explore new connections. Whether contributing time, talent, or treasure, alumni of West Virginia University ensure that future Mountaineers have every opportunity to lead the way. We understand that this mission is greater than any one of us, and together, we make it possible for others to Go First.

Development

The development strategy for the 2023-2024 year was centered on alumni engagement activities at the Erickson Alumni Center, as well as at chapter and tailgating events. The team is also working on strategies to leverage university-hosted events across the country to further engage alumni.

While corporate sponsorships have been consistent in supporting smaller events, the goal is to develop offerings that will encourage corporations to make larger financial investments in the activities.

Donations, Pillars and support of the President's Fund continue to provide essential income, benefiting the Alumni Association's engagement efforts. Selling commemorative bricks and walkway pavers has also added valuable resources in support of the facility, with heavy marketing during the Day of Giving.

Several major gift proposal strategies are in the initial stages, with anticipated contributions expected to come to fruition in fiscal year 24-25. Enhancements to the development program include an integrated stewardship initiative focusing on the top 25,000 suspects and prospects, refined messaging related to giving and improvements to the electronic user experience for donors.

\$274,444

DAY OF GIVING 2023

831

DAY OF GIVING GIFTS

The Foundation's \$1.6 billion campaign is still in its quiet phase, but to date, the Alumni Association has raised \$2,866,764, or 40.95% of the \$7,000,000 goal.

Day of Giving

The Alumni Association achieved success during the seventh annual Day of Giving, securing a total bonus of \$20,750 through impressive participation in several challenges. This included \$2,750 from the Amount Raised Leaderboard, where we ranked 17th, and a significant \$15,000 from the Participation Leaderboard, placing third with 831 gifts. Additionally, our outstanding performance in a Most Dollars Raised Challenge, placing first brought in an extra \$3,000, contributing to our overall financial support for the year.





Facility Update

The Erickson Alumni Center completed its 15th year operating its current facility at 1 Alumni Drive in Morgantown, WV. This 48,000 square-foot facility has become a gateway for the West Virginia University campus and the Morgantown community, serving as a home away from home for alumni and a welcoming place for the community to gather. The Erickson continues to be an ideal environment for leadership development, team-building exercises, conferences and social events. This year, the Erickson has executed a wide range of events and successfully rebooked a diverse slate of business for the next fiscal year.

The Erickson staff has maintained its promise to deliver exceptional service and provide a memorable experience while increasing revenues and expanding the number of guests who choose to return for additional business.



Affinity Partners

Fiscal year 2023–24 marked the continuation of a partnership with Barnes and Noble to produce alumni logo apparel through a virtual and physical store. With partner Orbridge, the WVU Alumni Association also planned educational enrichment travel opportunities for WVU alumni. In the 2023–24 year, the WVU Alumni Association continued affinity partnerships with Base Camp Printing, Wendell August and the Alumni Learning Consortium. The West Virginia Department of Motor Vehicles alumni license plate has been issued to approximately 3,300 motorists in the state. Qualified plate holders must be registered as dues-paying members of the Alumni Association or contributors to the WVU Scholars Program. Similar programs for WVU alumni and friends also have been established in Maryland, Pennsylvania, Virginia and Delaware.



STATEMENT OF COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Through our programming, the WVU Alumni Association strives to ensure every Mountaineer alum feels they belong within the Association and feel at home within the Erickson Alumni Center. We connect alumni of all identities, abilities, backgrounds, socioeconomic classes and experiences, fostering a united and respected Mountaineer community. We are dedicated to creating a safe, diverse and welcoming environment for all.

In the 2023-24 year, the WVU Alumni Association continued its commitment to diversity, equity, and inclusion, supporting ongoing initiatives. The Diversity, Equity and Inclusion (DEI) Committee met regularly to embed DEI principles into our programs, communications and initiatives. Key actions included participation in diversity training for board members and association staff, developing a pipeline for diverse candidates for volunteer leadership roles and awards, providing annual training for the full committee and nominating alumni of diverse backgrounds for WVU awards and honors.

We are proud that through our efforts, the WVU Alumni Association was recently awarded the Insight into Diversity Magazine Inclusive Excellence Award, recognizing our commitment to fostering an inclusive community.

WVU ALUMNI ASSOCIATION BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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Tracy Schoenadel

Vice Chair

Marilyn McClure-Demers

Secretary

Zach Mendelson

Treasurer

Sharon Flanery

Immediate Past Chair

Darren Feeley

At-large

Kamau Brown

MEMBERS:

Michael Bell

Sarah Biller

Paula Congelio

Brogan Dozier

E. Gordon Gee

Rocky Gianola

Bill Gray

Sharon Martin

Todd Mount

Rick Pill

Meshea Poore

Darin Rogers

Nesha Sanghavi

Gabrielle St. Léger

Veronique Vernot

Monté Williams

Rodney Williams

The WVU Alumni Association completed its 151th consecutive year of operation in service to West Virginia University. The organization has provided continued support to the University and service to its alumni spanning three centuries since its chartering in 1873.

Financial Statements

Submitted herewith are the audited financial statements for the year ending on June 30, 2023, conducted by CliftonLarsonAllen LLP., Minneapolis, Minnesota. The statement certifies total assets of \$18,585,460 .

