

# STATE OF THE ASSOCIATION

Fiscal Year 2022–23



# A LETTER FROM THE VICE PRESIDENT

## ***West Virginia University Alumni and friends,***

As we close the chapter on the 2022–2023 academic year, let me first share how grateful I am to be a part of the West Virginia University alumni family. Our alumni continue to amaze me in the ways they go first in their fields, give back to their communities and show their pride for the gold and blue. Adjusting to life throughout the many phases of a pandemic has continued to challenge all of us, but as Mountaineers, we have proven resilient in the face of adversity.

This year, we celebrated moments, big and small, with Mountaineers around the country and I am excited to share the many ways we came together in person and virtually to share our passion and pride for WVU. In the following annual report, we will share the ways we connected, reconnected and stayed engaged with Mountaineers throughout 2022–23.

This year marked a broad transformation for the future of alumni engagement at WVU. As many of you are aware, in early 2022, I transitioned into the role of Vice President for Alumni Relations to lead the WVU Alumni Association as we navigated a new strategic partnership with the University.

This strengthened partnership allows WVU and the WVU Alumni Association to work more closely together to maximize resources and facilitate stronger internal and external partnerships in alumni relations, engagement, recruiting and fundraising. As we move forward, we do so with three strategic goals in mind:

1. Cultivate a multi-generational alumni experience that provides value and drives purpose within an inclusive, innovative and collaborative culture.
2. Grow and strengthen the base of alumni, friends and students to create connections to WVU and advance its mission.
3. Prioritize University, community and corporate partnerships to increase engagement systemwide.

The work has already begun to broaden alumni engagement across the University. In fall of 2022, with support from our teammates in University Relations Enrollment Management, we launched a new creative strategy to celebrate our alumni in their unique Mountaineer journeys. The Moments, Everlasting campaign reminds us of the moments that make us Mountaineers. Some are shared like the goose bumps we feel as we hear Bill Stewart's halftime speech at the 2008 Fiesta Bowl, or the pride we felt watching the Mountaineers in the 2010 March Madness Tournament run to the Final Four, or the immense sense of accomplishment we collectively felt in WVU receiving status as an R1 institution. And some moments are uniquely ours like the birth of a child, the purchase of a first home, or the day we start our first job after college.

This year we launched an expanded Homecoming experience for students, alumni and fans of WVU. The week-long celebration included Alumni truck pop-ups across campus to hand out posters, postcards, pepperoni rolls and drinks to our students as well as virtual sessions for alums near and far to discuss student life over the years and the transformation of our campuses. The week turned into the weekend with the beloved Homecoming Parade on High Street Friday evening and the WVU vs TCU football game on Saturday, where we recognized a special group of Mountaineers with our annual Homecoming and Alumni Service Awards.

The Erickson Alumni Center, our Mountaineers' home away from home, opened its doors to even more in-person events this year. We hosted our annual Marmaduke Dent benefit with a nod to Country Roads and once again the building was bustling during football season with tailgates and community events. We also saw an increase in-person holiday gatherings and celebrations of graduations and award ceremonies.

The Academy of Distinguished Alumni returned this year after a three year postponement due to the pandemic. We were thrilled to welcome six new inductees in the Academy; these individuals are the true embodiment of what it means to be a Mountaineer.

Our alumni chapters and interest groups continued to spread Mountaineer cheer by hosting meaningful events around the country. Together, they've helped us to reconnect with alumni in their local communities and ignite the possibility of a WVU education in aspiring Mountaineers near and far.

And with those big moments, came a few challenges. As we look to what's ahead for the 2023–24 academic year, it is no secret that West Virginia University, and higher education institutions across the country are facing a declining number of college-aged populations, a lower college-going rate, rising financial costs, and a national narrative that questions the value of higher education.

In the spring of 2023, the University announced a structural budget deficit of around \$45M. In order to position WVU to be strong in the coming years and beyond, we must act quickly. Our colleagues across campus are working diligently to ensure that WVU remains strong. As we move into the next academic year, we will continue to provide our alumni with updates on how the University will address the financial challenges we are currently facing.

And while the budget deficit poses a unique challenge for our University, WVU leadership will continue to transform West Virginia University into a University system that is well-positioned for the future. To thrive in today's higher education landscape, we must continue to evolve. With our strong alumni community in our corner, I am confident that we will face these national challenges with rugged determination and drive, as Mountaineers.

As we close the chapter on the 2022–23 academic year, I would like to once again say how extremely grateful I am for our alumni and friends. Your continued commitment to West Virginia University and the WVU Alumni Association was seen throughout the year with your time, talent and passion for WVU and your fellow Mountaineers. I am excited about the future of alumni engagement and all we will continue to do as an Association to support our University and alumni communities.

Let's Go!

# WVU ALUMNI ASSOCIATION AT A GLANCE



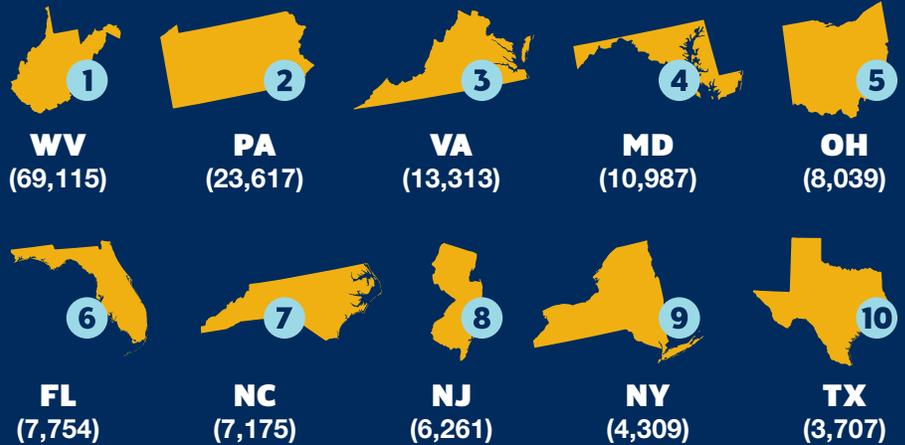
*Kevin B. Berry*

Kevin B. Berry  
Vice President of Alumni Relations  
West Virginia University

CEO  
WVU Alumni Association

# 210,000+

## ALUMNI WORLDWIDE



## WVU ALUMNI ASSOCIATION ENGAGEMENT TEAM

**David Allaway**  
Director of Development

**Meridith A. Balas**  
Executive Director of Alumni Engagement

**Kevin B. Berry**  
Vice President of Alumni Relations,  
Chief Executive Officer

**Justin Clem**  
Multimedia Specialist

**Geoff Coyle**  
Director of Volunteer Engagement

**Louis Hart**  
Chief Financial Officer

**Jessica McGee**  
Director of Marketing and Communications

**Vincent Scalise**  
Digital Marketing Coordinator

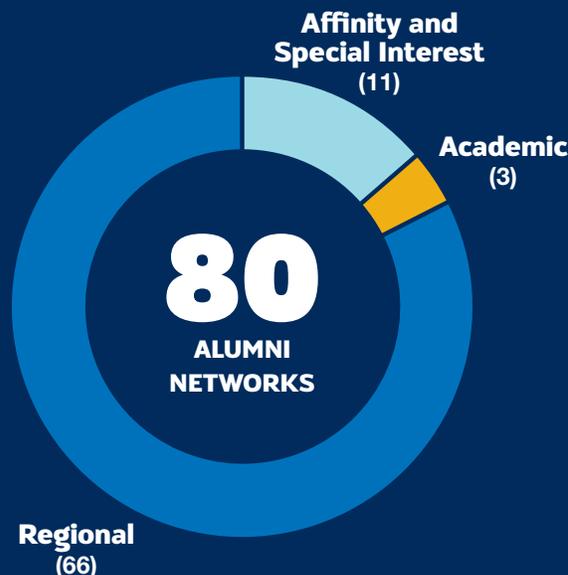
**Frankie Sines**  
Membership Coordinator

# 13,753 MEMBERS

909  
Annual  
Members

8,512 Life Members

4,332 Sustaining  
Members



**OVER  
2M**  
IMPRESSIONS  
ON SOCIAL MEDIA

**ACHIEVED  
107%**  
OF FY 2022-23  
FUNDRAISING GOAL

# EVENTS AND AWARDS

**At the WVU Alumni Association, embracing every moment of our journey is part of our culture of 'going first' and what defines us as Mountaineers. This year, we continued to redefine alumni engagement through a series of events both virtual and in-person that celebrate all Mountaineers as they experience new moments, big and small.**

## Homecoming

The 2022 Homecoming Celebration brought an expanded experience for WVU alumni and students, with both in-person and virtual offerings throughout the week. On social media, alums joined in the celebration with WVU Spirit Days. Dean of Students, Corey Farris gave a virtual chat of WVU Student Life Then and Now and WVU's Campus, Past, Present and Future featured Associate Vice President of Business and Auxiliary Services, Ted Svehlik. To connect with students on campus, the Alumni Association hosted Alumni Truck pop-ups featuring special Homecoming and Alumni Association giveaways. On Friday, the Downtown Campus was bustling with students and alums enjoying photos, food, games, and more in front of the Mountainlair. That evening, alumni joined together for a special photo opportunity in front of Woodburn Hall and to kick off the weekend, the parade saw another outstanding turnout on High Street.



## Homecoming Awards

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

### WVU Homecoming Parade

**Grand Marshal:** Mary Marantz, '02

**Outstanding Alum:** Charles Emanuel, '97

### David W. Jacobs Lifetime

**Service Award:** Greg Darby, '80

### Margaret Buchanan Cole Young

**Alumni Award:** Hilah Zia, '11, '13

### James R. McCartney Community

**Service Award:** Ben Ashley, '15

### Paul B. "Buck" Martin Traditions

**and Values Award:** David Hill, '80

### John F. Nicholas Jr. Chapter

**Service Award:** Jihad Dixon, '17, '19, '20

Also recognized during the Homecoming parade was the first group of trailblazing women to participate in the Mountaineer Marching Band. The WVU Alumni Band and "The Pride of West Virginia" celebrated this inaugural group of women, who refer to themselves fondly as the "Dirty Dozen," as they marked the significant 50-year milestone.



## Athletics Event Engagement

### Pitt Pregame

Although the outcome of the game was not what we expected, the Alumni Association team witnessed a record turnout at the 2022 Backyard Brawl to kick off WVU Football season! The Pitt Pregame event brought an estimated crowd of over 2,000 fans and boasted views of Downtown Pittsburgh as a perfect backdrop with special appearances by the Pride of West Virginia, the WVU cheerleaders, and the Mountaineer Mascot with entertainment provided by singer/songwriter Jackson Monsour.

### Big XII NCAA-M Basketball Meet and Greet

The WVU Alumni Association partnered with the Mountaineer Athletic Club to host a special reception in Kansas City ahead of the Big XII Basketball Tournament in March. This tournament, which has become a tradition for Mountaineer fans around the country, brings together family and friends of all ages. With nearly 150 people in attendance, this spirited gold and blue event was the perfect way to energize the Mountaineer fans ahead of the tournament.

### NCAA Tournament Meet and Greet

Bringing together fans from near and far in Birmingham, AL, the WVU Alumni Association hosted a Mountaineer Meet & Greet ahead of the WVU Men's Basketball game in the first round of this year's NCAA tournament. This was the first event in Alabama in quite some time and while the team did not advance, there were many moments shared as fans fondly recalled basketball memories from past and present.

### Hail WV

Prior to each home football game, the WVU Alumni Association hosted a series of tailgate events. The "Hail West Virginia" Society, continued to grow as a donor driven event surrounding pre-game activities and supporting our greatest needs and building operational costs of The Erickson Alumni Center. Hail West Virginia features selective menu items and reserved parking access for home football games.

### Graduate Emeritus

The Graduate Emeritus Reunion returned on June 24–25, 2022, in Morgantown, WV. The weekend celebration honored graduates of the Class of 1970, 1971, and 1972, and graduates of all classes prior. It was a special celebration as a number of the weekend's participants had not visited campus since graduation.

The Graduates Emeritus governing board met virtually each quarter this year under Fred Dudding's leadership. Membership in this special group, created for graduates of 50 years or more, has grown to more than 3,400 inductees since the founding of the Emeritus Club in 1951 by legendary Alumni Secretary, David W. Jacobs.

### Marmaduke Dent

The Marmaduke H. Dent Society was founded in 1993 to provide sustaining support for alumni programs and operations. The 26th Annual Benefit featured a Country Roads theme and included entertainment by Howl2Go dueling pianos, a themed custom menu, and a photo opportunity with our beloved PRT to celebrate 50 years since its dedication. In addition to serving as a fundraiser, the event provided an opportunity to engage with alumni across multiple generations. Proceeds for the event were utilized to enhance alumni programming and service.



## State of the University Reception (DC)

In Sept. 2022, partnering with the Provost's Office, Corporate Relations, Office of Research, Government Relations, University Events, University Relations Enrollment Management and the WVU Foundation, the WVU Alumni Association hosted a special State of the University Reception in Washington, DC, which brought together members of the state's congressional delegation, congressional and federal agency staff, alumni and friends of the University. President E. Gordon Gee addressed the audience on West Virginia University's perseverance, innovation and life-changing research underpinned by unwavering dedication to service and a focused determination to change the trajectory of West Virginia for the better.



## The Academy of Distinguished Alumni

Following three years of postponement, on May 5, 2023, the WVU Alumni Association inducted six of our most-astounding and incredibly accomplished Mountaineers into the Academy of Distinguished Alumni. These individuals embodied the true spirit of our great University and are leaders in the fields of cybersecurity, media, finance, athletics and military operations. The Class of 2023 Academy of Distinguished Alumni inductees are:

**Ms. Alma Angotti**, Class of '79, Eberly College of Arts and Sciences

**Dr. Carolyn Bailey Lewis**, Classes of '71 and '87, Reed College of Media

**Mrs. Karen S. Evans**, Classes of '82 and '92, Eberly College of Arts and Sciences and the John Chambers College of Business and Economics

**Dr. John C. Spiker**, Class of '69, College of Applied Human Sciences

**Mr. Douglas Van Scoy**, Classes of '66 and '68, John Chambers College of Business and Economics and the College of Applied Human Sciences

**Rear Adm. Glenn E. Whisler**, Class of '62, Davis College of Agriculture, Natural Resources and Design



► Not pictured above, Academy Of Distinguished Alumni inductee Rear Admiral Glenn E. Whisler was unable to attend the induction ceremony.



► Pictured: The 2023 Class of the Academy of Distinguished Alumni.

## Caveney Faculty Excellence Award

In 2014, the Caveney family generously established the James and Karen Caveney Alumni Association Faculty Excellence Award to be given annually to a highly productive faculty member at West Virginia University. The award of \$6,000 is intended to be used for faculty support for research, teaching, and service including but not limited to travel, research, technology enhancements, library resources and staff/student support.

Cerasela Zoica Dinu is the 2023 recipient of the James and Karen Caveney Alumni Association Faculty Excellence Award. Dinu is a professor in the Department of Chemical and Biomedical Engineering and serves as the Associate Dean for Student, Faculty and Staff Engagement in the Benjamin M. Statler College of Engineering and Mineral Resources.

## LPEF Golf Tournament

The 80th Annual Loyalty Permanent Endowment Fund Alumni Golf Tournament was held on July 29, 2022, 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 full field of golfers and corporate sponsors enjoyed a day of Mountaineer comradery on the links as a record \$63,000 was grossed in support of scholarships for West Virginia's best and brightest students.

## Alumni Leaders Institute

For the first time since 2019, the Alumni Leaders Institute is returning as an in-person event on June 8-10, 2023. Nearly 60 alumni leaders representing chapters and interest groups from around the country are expected to participate in the weekend, which will feature opportunities to explore campus, learn more about what's happening at WVU and gain knowledge from both University experts and their own peers. The agenda includes a private tour of the WVU football facilities and Reynolds Hall, conversations with President E. Gordon Gee and Director of Athletics Wren Baker, engaging presentations on various WVU and alumni-specific topics, and much more. We are confident our participants will leave Morgantown with a renewed energy and a sense of purpose to lead their groups going forward.

## WVU Alumni Webinar Series

The WVU Alumni Webinar Series, hosted through the Alumni Learning Consortium partnership, allowed the organization to continue its programming in a virtual capacity through the 2022-23 year. With guests ranging from researchers, prominent alumni, university leaders, and passionate experts of all kinds, the series once again reached more than 1,500 individuals this year and continues to grow.

# 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 currently supports 66 chartered chapters and several recognized interest groups. In 2022–23, the Association launched new chapters in Utah, Greater Fredericksburg (VA), and Northwestern Pennsylvania while continuing to support and enhance existing volunteer efforts. The Director of Volunteer Engagement continued the training and onboarding process for all new leaders and initiated new sources of support for volunteers including a monthly webinar series, comprehensive online resources, and a charter system. The team held regular virtual trainings and social hours with volunteer leaders as well as communication through social channels, WVU Connect, and the monthly alumni leaders newsletter.

Travel to chapters and interest groups returned to in-person visits as our staff joined alumni volunteers around the country to celebrate special moments with Mountaineers near and far:

### Grand Strand Golf Tournament:

The Grand Strand Chapter celebrated 21 years of its annual Mountaineer Day at the Beach Golf Tournament, hitting the links and following it up with a southern style dinner, raffles, silent auction, and more. All proceeds benefit the chapter's scholarship fund for WVU students in the area.

### Austin WVU Football Tailgate:

Nearly 600 WVU fans swarmed to the corner of San Jacinto and 17th for live music and barbecue, beating the heat with fellow Mountaineers before the team faced Texas a few blocks away. Tickets sales from the event grossed \$33,938.

**80** ALUMNI NETWORKS

**\$101K**

AWARDED TO WVU STUDENTS  
IN CHAPTER SCHOLARSHIPS

**650+**

CHAPTER EVENTS HOSTED



**Emerald Coast Shrimp Boil Shindig:**

A shrimp boil, a WVU hoops victory, and some perfect weather combined for a successful event that raised \$1,370 for the Emerald Coast Chapter's scholarship fund.

**Low Country BBQ Bash:** In its 15th year, more than 200 Mountaineers enjoyed good food, live entertainment and games. Along with a competitive pepperoni roll bake-off, the BBQ Bash raised more than \$6,000 for the Charles Drake Memorial Scholarship Fund.

**Boone County Pig Roast:**

The 35th annual event continued a proud tradition that brings together local WVU alumni and friends for a day of fun and fundraising. Last year, the Boone County Pig Roast raised more than \$50,000 in scholarship money to help provide a WVU education to students in the county.

**South Florida Pig Roast:** In addition to its annual golf outing, the South Florida Chapter launched a Pig Roast in 2022 that was back for its second edition in March. The fundraiser and networking opportunity featured, of course, a locally roasted pig as well as WVU-themed games, raffles, a playground for kids, and our state food: the pepperoni roll.

**Black Alumni Weekend:** The WVU Black Alumni Association celebrated a reunion weekend filled with festivities for the whole family, including special fraternity and sorority milestone celebrations, a tailgate ahead of the annual spring football game, and a social event for all generations in at the Erickson Alumni Center.

**Charlotte Pepperoni Roll Contest:**

This annual event, which has become a tradition for many of our alumni chapters, brought out both competition and camaraderie among our Charlotte Mountaineers.

**Rocky Mountain A-Basin Beach**

**Party:** A longstanding tradition for the Mountaineers in Colorado, this event continues to bring alumni together for a day of skiing among WVU fans and friends. All proceeds benefit the chapter's scholarship fund, sending students to WVU from the state of Colorado.

**Potomac Highlands Scholarship Golf**

**Tournament:** The 10th annual tournament was held on Saturday, June 3, 2023 at Valley View Golf Club in Moorefield. A sold out field of 22 teams enjoyed a morning of Mountaineer comradery while helping raise what chapter leadership estimates will be \$5,000 to support their scholarship fund which benefits a WVU student from Grant, Hampshire, Hardy or Pendleton Counties. Mountaineer Mascot Mikel Hager joined in the festivities and ceremonially started the event with rifle start.

**Volunteer Service Initiatives**

Mountaineers are known for helping 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 22, the WVU Alumni Association team joined the University Chapter to support the Mon River Conservancy, volunteering on the rail trail to set up and support their annual springtime event. 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**

Our Alumni Chapters gathered to cheer on the Mountaineers at hundreds of game watch events in the 2022-23 athletic seasons. This year, our chapters organized at least 410 football game watches and over 100 watch parties to cheer on the men's basketball games.

**Traveling Celebrations**

In an effort to bring the celebration of Homecoming to more Mountaineers, we shipped 100 special boxes to alumni volunteers around the country who'd be hosting gold and blue themed events for the WVU vs. TCU football game in October. Included in the box were exclusive giveaway items, homecoming buttons and posters, custom-made prizes from an alumni-owned business, and more.

*Enjoying our Next Chapter*



# STUDENT OUTREACH

Your time on campus includes some of the first moments that make you a Mountaineer. It's where you hone your 'Go First' mentality even when you're ready to give up. And the moment that someone made sure you didn't. You carry these memories with you on the first day of your new job, to retirement, and beyond.



In 2022–23 we connected with students across campus to support them in their academic endeavors and to encourage them to stay connected long after their days in Morgantown.

## Alumni Truck Pop-Ups

You might have seen the WVU Alumni Truck visiting different locations on campus to bring Homecoming goodies to students on their journeys to and from class! Students had the chance to stop by the truck for a photo, a snack, and many special giveaway items to join in the homecoming celebration.

## GradFest

To celebrate a special moment for the Class of 2023, West Virginia University hosted its annual GradFest celebration on the downtown campus. The day-long celebration included food, music, graduation photos in front of Woodburn Hall, the opportunity to sign the Class of 2023 flag, as well as excitement for the upcoming Commencement weekend. To commemorate the moment and welcome a new class of WVU alumni, the WVU Alumni Association handed out 1,000 limited edition WVU Alumni t-shirts to graduates in attendance.

## LPEF Scholarships

Loyalty Permanent Endowment Fund (LPEF) completed its 86th year of service to WVU and students from the State of West Virginia attending WVU.

Total LPEF assets through March 2023 totaled \$14,830,042. The fund reported total contributions of \$86,978 during the year. For this past academic school year, 414 scholarships were awarded to West Virginians attending WVU totaling more than \$463,418.

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.



# \$463,418

IN STUDENT SCHOLARSHIPS AWARDED TO  
414 WEST VIRGINIANS ATTENDING WVU

# MARKETING AND COMMUNICATIONS

**The WVU Alumni Association is a facilitator of Mountaineer moments. The sage. The scribe. And, at times, the spotlight to highlight not just the big shiny moments, but all the ones in-between that make each alum a unique member of our family.**

In 2022–23, the WVU Alumni Association continued to highlight moments big and small for Mountaineer alums around the world.

## Social Media

Across all social networks (Facebook, Twitter, Instagram and LinkedIn) the WVU Alumni Association saw a 6.7% increase in total followers to 27,725 and over 88,000 engagement (100.3% increase). Total impressions also saw an over 100% increase to 2,010,000. An increase in the amount of published posts to 966 (117.1% increase) helped to boost engagements and impressions due to the high quality nature of the content and relevance to the audience. In December, the Alumni Association added LinkedIn to the overall strategy for the first time helping to contribute to the increases across the board. Note that not all Twitter data was included in the report due to the recent changes at the social media company. We estimate the impressions are at least 250,000 higher than what is listed in the report.

## Alumni Association App

While the Association awaits a software upgrade from provider MobileUp, in-app notifications and initiatives are on pause. The app is still promoted through membership for alumni to take advantage of their savings benefits. The app added 898 new users, bringing the total to 11,282 (an 8% increase).

**OVER  
2M  
IMPRESSIONS**

## Moments, Everlasting

With the kick off of the 2023 Homecoming, the WVU Alumni Association launched a new communications and marketing campaign known as “Moments, Everlasting,” focusing on the big and small moments throughout the lifetime of a Mountaineer from their first day as student, through graduation, their first job, to retirement and beyond. The first look at the campaign was through giveaways handed out to students and alums throughout the week.

The Alumni Association has been collecting stories and submissions of user-generated moments using the monthly newsletter’s Question of the Month form. In January, we asked alums to tell us their Mountaineer love stories and then built a social media campaign to tell the stories of how Mountaineer alums found love through their shared passion for WVU.

In April, we asked alums to give us their best advice for graduating seniors. Throughout the week leading into graduation, alumni advice was featured on Twitter and Facebook.

The From Down the Hall blog also features moments shared by alumni. In February we highlighted a few of the love story submissions and in May, the advice was woven into the blog on the upcoming May Commencement.

We are excited to continue sharing the stories of our alums throughout 2023–24 and beyond.



# 1,409,452 MONTHLY NEWSLETTERS SENT TO WVU ALUMNI AND DONORS

## Email and Website

Sending communication electronically has allowed the association to extend its reach to constituents in creative ways. Multiple messages and/or newsletters were sent to Alumni Association members, nonmembers, black alumni, graduates emeritus, graduating seniors, chapters and donors. The WVU Alumni Association delivered 1,409,452 monthly newsletters to alumni and donors. In total, the Alumni Association sent just under 200 unique email campaigns to constituents and delivered 2,247,837 total emails to inboxes since June 2022.

The Alumni Association saw a 3.9% decrease in website page views since June 2023. The most visited pages in the 2022–23 year were: Find Your Chapter, Membership, and Member Benefits.

The WVU Alumni Association website maintains a score of 83.2/100 in Accessibility (Industry Standard - 86.6), 89.5/100 in Quality Assurance (Industry Standard - 74.1), and 84.4/100 in DCI Index (Industry Standard - 80.5). The team is actively enhancing the website features and protocols to improve these scores and overall quality.



## WVU Alumni Stories

The WVU Alumni Association continued its promotion of WVU Alumni Spotlights which highlight the careers and adventures of successful alumni in their day-to-day lives. During the 2023 Homecoming Celebration, a video featuring WVU alumnae, author, photographer and podcaster Mary Marantz was posted prior to the annual Homecoming Parade. Marantz was selected as the 2023 Parade Marshal.

The WVU Alumni Association’s podcast, All ‘Eers, continues to receive consistent listening by alumni and fans.

## WVU Connect

WVU Connect continues to be a resource for professional networking and mentorship; usership on the platform continues to grow.



# GIVING, FACILITY AND AFFINITY PARTNER UPDATES

**Every moment in our Mountaineer journey is an opportunity to make new memories. It's an opportunity to give back, to pay it forward, to make a new connection, and to explore new possibilities. Whether giving back through time, talent or treasure, alums of our great University make sure other Mountaineers have every opportunity to also go first. As Mountaineers we know this is bigger than any one of us.**

## Development

Development strategy for the 2022–23 year was driven by implementation of an alumni reengagement plan that would support fundraising efforts bolstered by sharing excitement of the change in Alumni Association leadership, enhanced relationship between the Association, University Relations and Strategic Initiatives. The ability to engage with alumni, donors, and friends, was met with great excitement. The Association was able to host events at The Erickson Center, as well as travel to or host annual events and check-ins that are critical to relationship building and fundraising efforts. The efforts invested into engaging alumni at events both on campus and off, communication of the Alumni Association's goals and new leadership reaped tremendous benefits by providing the opportunity to make meaningful connections with both an engaged and unengaged audience.

As a result major gifts, corporate sponsorships, donations, pillars, benches and columns all provided sources of income benefitting engagement activities, the building and maintenance funds. An emphasis on selling commemorative bricks and walkway pavers also added resources in support of operations. The Mountaineer Fund annual giving program was a significant source of operating capital and performed as projected at the beginning of the year. A stretch fundraising goal of \$892,500 was set for the Association during FY 2022–23. As of June 1, 2023 the Alumni Association raised \$958,400 or 107% of the goal. \$135,150 directly supports student scholarships (Alumni Chapters, WVU College of Law, Eberly College and College of Applied Human Sciences). The WVU Alumni Association raised an additional \$172,500 for other University units including: WVU Libraries, School of Medicine, College of Applied Human Sciences, College of Law, and College of Creative Arts.



**\$422,338**

DAY OF GIVING 2023

**\$212,649**

DAY OF GIVING 2022

**455** DAY OF GIVING GIFTS

## Day of Giving

The sixth annual WVU Day of Giving took place on March 22, and across the University community, \$18M was raised with over 8,200 in total gifts. The WVU Alumni Association raised a total of \$422,338 from 455 gifts, compared to the 2022 total of \$212,649. Goals of increases in total giving, number of donors and number of first time donors were achieved.

WVU Alumni Association Chapters around the country stepped up to encourage growth in their local scholarships. A record-setting \$45,795 was raised to benefit current and future students. Two challenges helped incentivize giving to scholarship funds: one for the most gifts to a chapter scholarship fund and another for most money raised. Congratulations to the Lonestar and Grand Strand Chapters for earning an additional \$1,000 for their scholarship funds.





## Facility Update

The Erickson Alumni Center completed its fourteenth year operating its current alumni center facility at 1 Alumni Drive in Morgantown, WV. The Erickson, a 48,000 square-foot facility, has become a gateway for the West Virginia University campus and the Morgantown community. The Erickson continues to be an ideal environment for leadership development, team-building exercises, important conferences, and social events. This year, The Erickson has executed a wide range of events and has capitalized on successfully rebooking a diverse slate of business for the next fiscal year.

In collaboration with WVU, The Erickson completed numerous facility and operations upgrades this year. A renovation to the Kennedy Club Room patio was recently completed. A complete dish room renovation will be completed during the summer of 2023. Multiple information technology & audiovisual upgrades have also been completed including a new point of sale for the beverage operations, replacement of all three ballroom podium computers and installation of a new fixed computer at the Board Room podium.

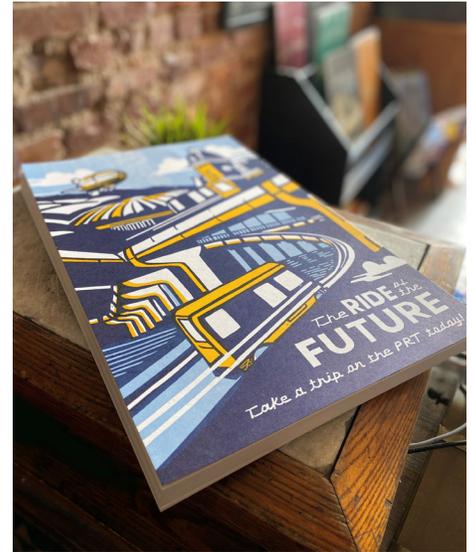
The Erickson staff has maintained its promise to deliver exceptional service and provide a memorable experience while increasing revenues and expanding the number of guests who choose to return for additional business.

## Affinity Partners

Fiscal year 2022–23 marked the continuation of a partnership with Barnes and Noble to produce alumni logo apparel through a virtual and physical store called the Alumni Collection. With partners Go Next and Orbridge, the WVU Alumni Association planned educational enrichment travel opportunities for WVU alumni in 2023 and beyond.

In the 2022–23 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 2,500 motorists in the state. Qualified plate holders must be registered as a dues-paying member of the Alumni Association or contributor to the WVU Scholars Program. Similar programs for WVU alumni and friends also have been established in Maryland, Pennsylvania, Virginia and Delaware.



## THE ERICKSON ALUMNI CENTER TEAM

**Jessie Dellinger**  
Concierge

**Tess Doddy**  
Catering Manager

**Robert Fletcher**  
Facility Manager

**Hailey Hill**  
Sales Coordinator

**Max Koza**  
Facility Staff

**Jason W. McMullen**  
Executive Chef

**Terry Pichard**  
Facility Staff

**Tim Povenski**  
General Manager

**Skyler Rudy**  
Sales Manager

**Matthew Wogan**  
Audio Visual Coordinator

# STATEMENT OF COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Through the WVU Alumni Association's programming, we strive to maintain an organization where every Mountaineer alum feels that they belong within the Alumni Association, and they also feel at home and welcome within the Erickson Alumni Center. We serve as the connection point for alumni of all identities, abilities, backgrounds, socio-economic classes and experiences to participate in programs that connect to a united and respected Mountaineer community. We commit to striving to create a safe, diverse, welcoming community we all deserve.

In the 2022–23 year, the WVU Alumni Association continued to live its commitment to diversity, equity and inclusion through support of ongoing initiatives. The Diversity, Equity and Inclusion (DEI) Committee met regularly throughout the year with a purpose to embed diversity, equity and inclusion into the programs, communications, and initiatives at the WVU Alumni Association. Action items included: participation in diversity training for board members and association staff; development of a pipeline for diverse candidates to be considered for volunteer leadership roles and awards; annual training for the full committee; and nominations for alumni of diverse backgrounds to be considered for WVU awards and honors.

## WVU ALUMNI ASSOCIATION BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### Chair

Darren Feeley

#### Vice Chair

Tracy Schoenadel

#### Secretary

Marilyn McClure-Demers

#### Treasurer

Zach Mendelson

#### Immediate Past Chair

Todd Mount

### DIRECTORS:

Sarah Biller

Kamau Brown

Greg Darby

Tom Flaherty

Sharon Flanery

E. Gordon Gee

Rocky Gianola

Bill Gray

Gabrielle St. Léger

Sharon Martin

Morris Morrison

Meshea Poore

Darin Rogers

Nesha Sanghavi

Veronique Vernot

Monté Williams

Rodney Williams

Taunja Willis-Miller

*The WVU Alumni Association completed its 150th 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, 2022, conducted by CliftonLarsonAllen LLP., Minneapolis, Minnesota. The statement certifies total assets of \$18,866,685.*

ALUMNI

THIS IS  
BIGGER  
THAN  
ANY ONE  
OF US.

HOMECOMING  
2022

