



University Advancement Office of Engagement

Alumni and Parent Travel
Digital Engagement

Fostering lifelong relationships with **alumni, parents** and **friends** strengthening their connection with the University by helping them stay **informed, involved** and **invested** in their UVA passions.

Cindy Fredrick | Associate Vice President
University Advancement

The Office Engagement fosters lifelong relationships with alumni, parents, students, and friends, strengthening their connections with the University by helping them keep informed, stay involved, and invest in their UVA passions. Our team creates and supports over 1,400 events each year in cities and communities around the globe. These include in-person and digital engagement opportunities. We create annual giving fundraising strategies, in partnership with schools and programs across Grounds, that help increase donor participation and philanthropic support of the University. Over the last three years, the Office of Engagement and University Annual Giving has coordinated solicitations that have raised more than \$7 million for schools, programs and initiatives.

Our team is comprised of 28 University staff members, 55 student employees and over 1,200 alumni, parent and student volunteers. We work together to create world class networks, engagement, learning and giving opportunities through five programs: UVA Clubs/Cavalier Admission Volunteers, Lifetime Learning, Alumni & Parent Travel, Digital Engagement, and University Annual Giving.

UVA Clubs and Cavalier Admission Volunteers (CAV)

Produces 1,300 events worldwide

UVA Clubs - volunteer organizations in 100 regions

Admission, Prospective & New Student Outreach (CAVs)

- Jefferson Book Awards for exceptional high school students
- College fairs & admission programs for prospective students
- Congratulatory calls, accepted student events
- Summer Student send-off events
- UVA Express and Welcome Dinner for international students & parents
- Student Ambassadors

Athletic Activities

- UVA game watching, tailgates & pre-game socials
- Recreational leagues & professional sport outings

Intellectual and Cultural Activities

- Lectures with faculty, administrators, coaches & alumni
- Personal enrichment classes & book clubs
- Museum, art gallery and performing arts tours

Social Events & Professional Networking

- Welcome to the City events & happy hours
- Industry networking events
- Roasts, galas, holiday parties & BBQs
- Community specific programming for parents and young alumni

Volunteer Service

- Cavaliers Care Community Service
- UVA Clubs and CAV Leadership

Cavalier Admission Volunteers - Alumni, parent and UVA student volunteers assisting with admission & new student outreach within UVA Clubs and 40 other regions

Elizabeth Muse, Director

elizabethmuse@virginia.edu | 434-924-4123

Lifetime Learning

Produces 125 intellectual opportunities

UVA Faculty Lectures

- Engaging the Mind community lectures in Virginia
- More than the Score pre-football game lectures
- Reunions Academic Seminars with Alumni Association
- Partner with UVaClubs, schools, centers & community agencies to offer faculty lectures

Extended Learning Programs

- Summer Jefferson Symposium – Program reflecting on Jeffersonian ideals and life stories
- One-Day UVA – day-long deep learning experiences
- UVA at Oxford Seminar – week-long educational adventure at Oxford University
- *HooReads!* Promoting books by faculty authors through interviews, lectures, blogs and book clubs

Online Resources

- Online research library of academic, business & health databases including journals, magazines & business book summaries
- Faculty lecture podcasts - Learn on the Run short talks
- Thoughts From the Lawn blog - intellectual thoughts posted by faculty
- Learning Loop email newsletter showcasing programs, events and resources

Recognition Events

- Annual Outstanding Faculty Speaker awards and appreciation events throughout the year

Althea Brooks, Director

althea@virginia.edu | 434-243-2379

Alumni and Parent Travel

Produces worldwide travel experiences

UVA Faculty-Led Trips

- High quality travel experiences around the world
- Professional local guides with insider access
- Receptions with local alumni & parents
- Pre-trip readings and literature

2016 Trips

- Park City Ski Outing, UVA Clubs
- Cuba, Profs. Louis Nelson & Maurie McInnis
- Portrait of Italy, Prof. John Miller
- Celtic Lands, Prof. Will Hitchcock
- Flavors of Italy, Prof. Larry Goedde
- Alaska's Glaciers, Prof. Ernie Ern
- Passage of Lewis & Clark, Prof. Steve Cushman
- Burma Service Trip
- Dalmatia, Prof. Steve Cushman
- Cuba and South America by Private Jet
- Mystical India, Prof. Lisa Reilly
- Insider's Japan, Prof. John Portmann
- Danube River, Prof. Julian W. Connolly

Kevin Conley, Director

kevinconley@virginia.edu | 434-924-7054

University Annual Giving

Develops strategy, raises funds and provides annual giving analysis and reporting

- Develops and executes the annual giving strategy for the Office of the President
- Coordinates and executes the annual giving strategy for Jeffersonian Grounds Initiative, Faculty, Scholarships, Parent's Fund, UVA Clubs and special Engagement and Advancement projects
- Conducts phone based solicitations for University schools and programs through the Phonathon
- Plans and implements the University Giving Day (#GivingToHoosDay)
- Produces University-wide reporting on annual giving and engagement metrics;
- Produces annual Alumni Portrait, providing detailed statistics on demographics, giving and event participation
- Produces annual alumni impact reports for schools on University Annual Giving and Engagement activity
- Convenes the Annual Giving Community of Practice

Ann Lawrence Grasty, Director

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Digital Engagement

Develops digital strategy, content, and online events

- Plans and implements the University Giving Day (GivingToHoosDay) in partnership with University Annual Giving and schools and units throughout the University
- Coordinates digital communication strategies with staff from UVA Clubs, Alumni & Parent Travel, Lifetime Learning, and Annual Giving
- Manages HoosNetwork, Online hub for original articles, photos, and videos from UVA alumni bloggers
- Promotes digital marketing initiatives and engagement tools
- Manages Volunteer Digital Ambassador program who source and share content
- Manages Volunteer Clearinghouse database

Patrick Stanley, Manager

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University of Virginia - University Advancement
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Advancement
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Associate Vice President
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Cindy Fredrick

Sr. Assistant to the
Associate VP
Westley du Pont

Work Study
Student

Director
UVA Clubs & Cavalier Admission
Volunteer Networks
Elizabeth Muse

Director
Lifetime Learning
Althea Brooks

Director
Alumni & Parent Travel
Kevin Conley

Director
University Annual Giving
Ann Lawrence Grasty

Manager
Digital Strategy & HoosNetwork
Patrick Stanley

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TN, VA (Richmond)
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Special Events

Senior Associate Director
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Turkey, UAE

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AZ, CO, ID, IN, IO, KS, KY, MI, MN,
MO, NE, NM, NV, OH, OK, PA, VA (SW
VA & E TN, Tidewater, Shenandoah
Valley, Peninsula, Eastern Shore), WI

Work Study
Students (2)

170 Volunteer Student
Ambassadors

750 Club Volunteer Leaders
250 Admission Volunteers

Communications
Coordinator
Dana Mays

Project Manager
Cecelia Magargee

Associate
Jennifer Giannini

Work Study
Students

70 Faculty & Staff
Speakers

Assistant Director
Alumni & Parent Travel
Bill Collins

Work Study
Students (2)

Assistant Director,
Cavalier Connect
Danica Rose

4 Student
Supervisors
4 Lead Callers
39 Student Callers

Associate
Kathy Cooper

Work Study
Student

Senior Associate
Director
Amy Spence

Associate Director
Mark Ruffa

Assistant Director
Jane Pietro

Data Analyst
Chris Zysk

Data Specialist
Doran Tremblay

Coordinator
Lora Flynn

Work Study
Student

100 Volunteer
Digital
Ambassadors

Office of Engagement Leadership Team



Cindy Fredrick - Associate Vice President for Engagement

Cindy joined the team in 2006 as one of the founding staff members. She has over 30 years' experience in constituent engagement, volunteer management, fundraising, educational outreach and elder care. She previously served as Executive Director and President for Madison House, UVA's volunteer service center. She has held leadership positions with Virginians Aligned Against Sexual Assault, Theatre for Children and Hillhaven Long Term Care facilities. Cindy is active with the Council for Advancement and Support of education and has served as a board member, faculty chair and presenter. Cindy holds a B.S.W. from Luther College and a M.Ed. from California State University.



Althea Brooks - Director, Lifetime Learning

Althea joined the team in the fall of 2007 as one of the founding staff members. Althea has over 30 years' experience in the areas of constituent engagement, program design, curriculum development, faculty stewardship, outreach services, procurement and fundraising. She previously served as UVA's Assistant Director of Outreach Services in the Provost's Office, Assistant Director for Annual Funds and Corporate Relations for the Virginia Foundation for the Humanities and Senior Procurement Officer. She is a graduate of the University of South Carolina and has received a Graduate Certificate in Leadership from the University of Virginia.



Kevin Conley - Director, Alumni and Parent Travel

Kevin joined the team in the fall of 2006 as one of the founding staff members. Kevin has over 20 years' experience in program development, educational travel, product and software development and constituent engagement. Kevin was one of the creators of the Internet's first emailed newspaper, "The Daily Brief." He previously served as a Military Intelligence Analyst and Russian Linguist with the U.S. Army and Program Manager for Travel and Learn at UVA's School of Continuing and Professional Studies. Kevin earned his Bachelor's at Harvard and has done graduate coursework at the Curry School of Education at UVA.



Westley du Pont - Senior Assistant to the AVP

Westley joined the team in the fall of 2008. Westley has over 20 years' experience in financial management, organizational development, community outreach, project management, customer service and counseling. She previously served as a public school Guidance Counselor, Customer Service Manager for a national trade association, Counselor for Turning Point and Customer Service Representative for HoosOnline Alumni Directory. Westley holds a B.A. from the University of Virginia and a M.Ed. from George Mason University.



Ann Lawrence Grasty - Director, University Annual Giving

Ann Lawrence joined the team in the spring of 2014. Ann Lawrence has over 20 years' experience in sales, marketing, business development, strategic planning, constituent engagement, fundraising, direct mail and tele-fund management. She previously served in a variety of management positions at Anheuser-Busch, as General Manager for Virginia Tractor and Director of Development for Montpelier. Ann Lawrence is a graduate of the McIntire School of Commerce at the University of Virginia.



Elizabeth Muse - Director, UVA Clubs and Cavalier Admission Volunteer Networks

Elizabeth joined the team in the winter of 2011. Elizabeth has over 20 years' experience in constituent engagement, fundraising, public relations, event planning and volunteer management for non-profit organizations. She previously served as Managing Director of Ignite Public Relations and as Development Director for Haight Ashbury Free Clinics. In addition, she co-founded an online company, adaysouting.com, focused on local travel. Elizabeth is a graduate of University of Colorado Boulder.



Patrick Stanley - Manager, Digital Strategy

Patrick joined the team in the fall of 2015. Patrick has over 9 years' experience in digital strategy, communications, fundraising, volunteer engagement and website development. He previously served as the Youth Communications Specialist and Online Communications Coordinator at the Union for Reform Judaism. Patrick holds a B.A. in Political Science from Emmanuel College.

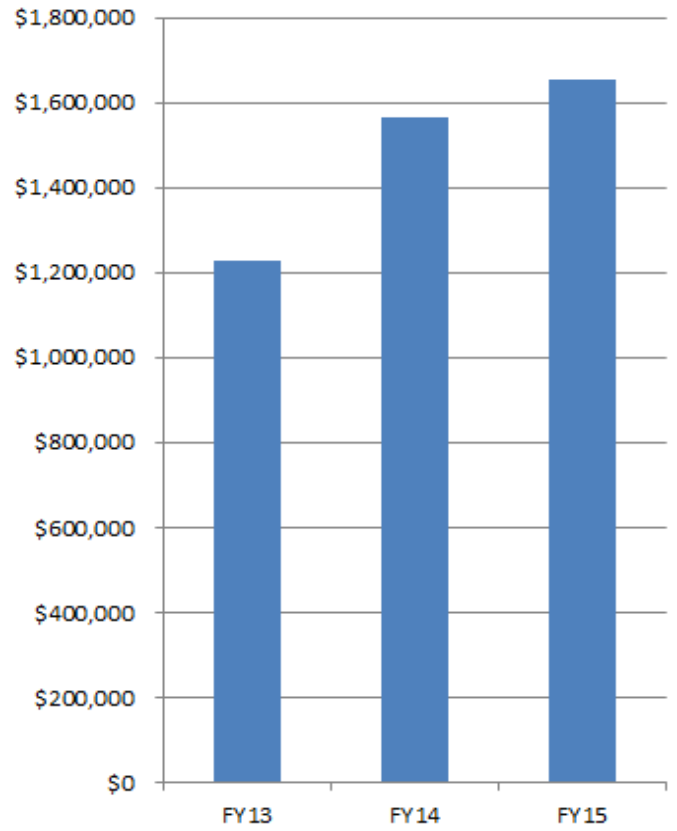
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At-a-Glance: Engagement & University Annual Giving FY15

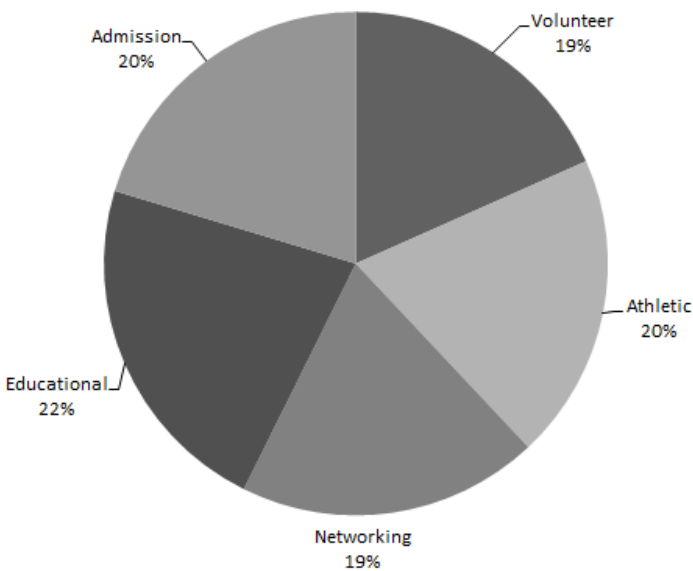
Phonathon Results



President's Letter Results



Engagement Event Types FY13-15



Engagement Events & Registrations FY11 - FY15

