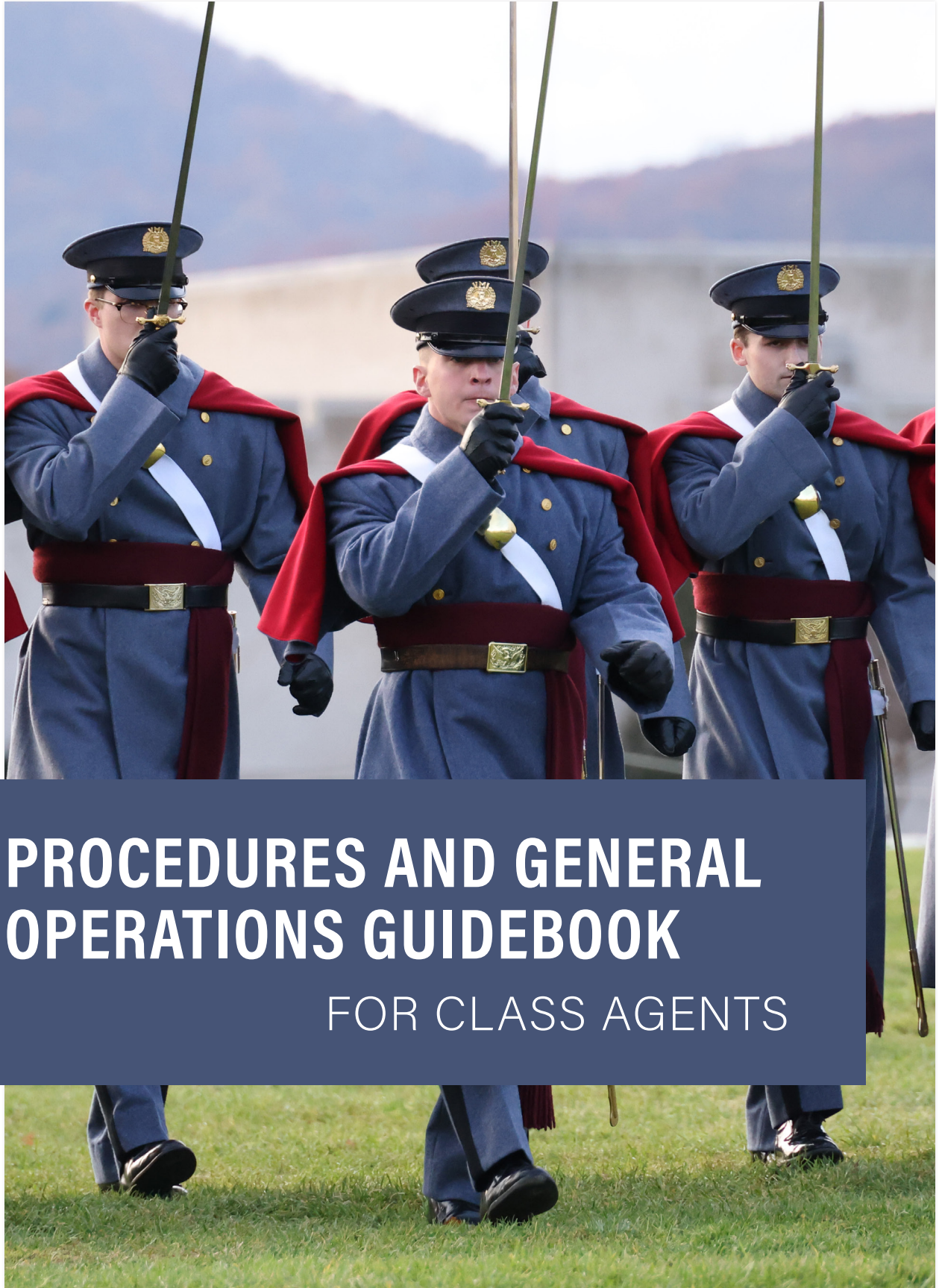




THE VMI ALUMNI ASSOCIATION
SUPPORT FOR EACH OTHER, SUPPORT FOR THE INSTITUTE



PROCEDURES AND GENERAL OPERATIONS GUIDEBOOK

FOR CLASS AGENTS



Class Agents,

On behalf of the VMI Alumni Agencies, thank you for volunteering to serve as a class agent. My staff and I look forward to working closely with you and supporting you in every way possible. We want your tenure as class agent to be enjoyable and rewarding.

This reference guide is meant to give you some general guidelines about the position, what you can expect of us, and what resources are available to support your important work as a VMI class agent. Specifically:

- Representing the Alumni Agencies and VMI to your class
- Communicating frequently with your brother rats
- Writing quarterly class notes for the VMI Alumni Review
- Assisting with the maintaining of alumni records
- Facilitating fundraising appeals for Annual Giving

Your enthusiasm and commitment to ensuring that yours is a job done well will serve you and your class. If you ever have any questions—and almost certainly you will—please contact us. We are here to support you.

Together, we will strengthen the individual classes and our beloved VMI.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Johnson'.

Edward Johnson '79
Chief Operating Officer
VMI Alumni Association



THE VMI ALUMNI ASSOCIATION
SUPPORT FOR EACH OTHER, SUPPORT FOR THE INSTITUTE

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THE VMI ALUMNI AGENCIES

The VMI Alumni Agencies is focused on the work of three organizations the VMI Foundation, the VMI Alumni Association, and the VMI Keydet Club. In addition, there are four divisions that support the joint goals and objectives of the three organizations: Advancement services, financial services, human resources, and communications.

There are nine core objectives of the VMI Alumni Agencies: Alumni engagement, fundraising, events and activities, marketing and communications, expense management, endowment management, admissions support, stewardship, and recruiting and retention.

The class agent network is managed by the Alumni Association and supported by the strategic operations officer, a position that falls under the VMI Foundation. Class agents will interact with all four organizations during their terms of service.

There are four governing boards that cast the vision and set the direction for the VMI Alumni Agencies. In each, volunteer leaders of the highest caliber serve VMI alumni and the Institute by providing opportunities to connect and celebrate while securing the path for future graduates of VMI.



The **Alumni Association** is governed by the Board of Directors. Its mission is to organize the Alumni of VMI in one general body, to better keep alive the memories of Institute life, and by their united efforts to aid in the promotion of the welfare of the Institute more efficiently and the successful prosecution of its education purposes in the future. It oversees:

- Alumni chapter operations
- New Cadet Recruiting initiatives
- Class agent efforts
- Career networking and placement of alumni
- The management of Moody Hall
- Reunions



The **VMI Foundation** supports VMI and the Corps of Cadets. Its mission is to raise, steward, and invest the funds entrusted to it for the sole purpose of advancing VMI. With this private money, the VMI Foundation supports constant improvement of academic and co-curricular programs. Its governing body is the Board of Trustees, and it oversees:

- The management of the endowment
- Fundraising for all non-athletic needs
- Planned giving management and assistance
- Fundraising for 10th, 25th, and 50th Reunions



The **Keydet Club** supports NCAA athletics. Due to the steadfast and generous support of the Keydet Club's donors, it has enabled VMI to attract, develop, and retain the best young people who accept the challenges of being a VMI cadet-athlete and compete at the highest level of intercollegiate athletics. Its governing body is the Board of Governors, and it oversees:

- Fundraising for scholarships for the Keydet Club Scholarship Fund
- Cultivating and developing the Athletic Operations Fund
- Support to athletic events

DUTIES OF THE VMI CLASS AGENT

Through frequent communication within the class, the VMI class agent stokes the VMI spirit among brother rats and provides crucial assistance to the VMI Alumni Agencies as they execute their varied missions. The responsibilities of the class agent include:

- Acting as the class' representative to the Alumni Agencies
- Communicating often with your class
- Submitting class notes for inclusion in the Alumni Review
- Assisting with the maintaining of alumni records
- Facilitating annual giving participation

Please review the Class Agent Job Description found in Enclosure 1.

SUPPORT FROM ALUMNI ASSOCIATION

The role of the class agent is very important, and we want you to know that the Alumni Association is here to help. If you are ever curious as to whether the Alumni Association can assist your class with something, simply contact us. We appreciate your dedication to your class and the Institute. Therefore, we are committed to:

- Providing information and easy instructions to ensure class agents are equipped to represent VMI
- Prompt responses to your needs, questions, or concerns
- Ongoing staff support and resources as needed

Volunteer Leaders Conferences:

The Alumni Association conducts a conference each year for all volunteers. The purpose of the conference is to bring volunteers up to date on what is occurring at the Institute as well as to review and discuss activities and goals for the upcoming year. It also serves as a platform for receiving feedback from volunteers to let us know how we can serve them and their brother rats better.

The conference includes both plenary and breakout sessions designed to generate discussion and ideas from across the alumni volunteer force on matters pertaining to support to the Alumni Agencies and the Institute. This conference spans two days and invitations are extended to class agents, chapter presidents, and regional directors.

If you have an issue that demands an immediate response, please do not wait until this conference to bring it up. We are ready to help at any time of the year.

CLASS INTERACTION AND COMMUNICATION

Correspondence: Class Agents are expected to interact often with their brother rats. They can do this by making telephone calls, writing personal notes, and sending greeting cards. The best way to do this is to establish a weekly plan of action which is discussed in more detail on page 8. By developing a plan, your job won't seem so onerous to you and your family.

Mailings: The Alumni Association office is ready to work with and support you in your communications efforts. Based on a study of which classes have opted to use traditional mailings for correspondence, as well as a cost analysis, the following options are available for mailings based on class year:

- Senior alumnus/a (defined as being 40+ years removed from VMI) have the option of sending correspondence via traditional or digital mailing. If a class chooses a traditional mailing, it will receive the cards (e.g., birthday, holiday, or note), stamps, and address labels from the VMIAA.
- All others will send these greetings digitally. Digital mailings can be personalized with class-specific messages and images.

Norma Robinson, Moody Hall office manager, will work with you to help with your mailings and/ or emails. If necessary, we can prepare, reproduce, and mail or email your correspondence for you.



Class Notes: Class notes are published quarterly in the VMI Alumni Review. They are one of the most effective means to foster the brother rat spirit. Good class notes should be informative to all readers, fun, and tasteful. Remember, these notes are read by a wide audience, including parents of current cadets. They share news and information about the class, encourage involvement with VMI, and tell stories of your brother rats' triumphs and woes. Remember, everyone likes to see their name and those of their friends in print! See Enclosure 5, "Class Agent Responsibilities: VMI Alumni Review," for guidelines, procedures, and a list of submission requirements. *To ensure there is no duplication, only one set of class notes needs to be submitted.*



Alumni Records: As your class' representative to the Alumni Association, it is important to stress the need for individuals to update contact information, employment status, and other relevant profile data as changes occur through VMI Ranks. VMI Ranks is an alumni database maintained by the Alumni Agencies. Alumni require individual login credentials to access it. This can be acquired by submitting a request by email to Brandy Hulvey (brandy@vmiaa.org). If brother rats are unable to self-report through VMI Ranks, the class agent may need to share with the Alumni Association the changes to that individual's status, data, or information.

Occasions do arise when the timely notification of the Alumni Association is critical. One such situation is the unfortunate passing of a brother rat. Please see the information flow chart in Enclosure 3 for this specific scenario. This notification process, however, can be used for other circumstances to ensure appropriate and timely support or action is taken by the Alumni Agencies.

Fundraising Facilitation: The success of VMI's Annual Giving is driven in large part through your personal solicitations. As a class agent, you will connect with your brother rats to inspire financial contributions through Annual Giving that will make a lasting impact on the Institute. Details concerning your fundraising responsibilities are outlined in the subsequent sections.

We understand your class agent responsibilities in totality can be overwhelming. An option is to seek assistance from a brother rat who can focus his/her efforts squarely on Annual Giving for the class. This position is referred to as the class treasurer. This position is not mandatory to fill, but it has been found to lessen the burden of class agent responsibilities.

The class treasurer would be aligned to an Alumni Agencies Annual Giving staff member and would receive:

- Regular training, support, updates, and direction from the Annual Giving office, including review of class goals and strategies.
- Updated reports on class activity at designated times throughout the year.
- Assistance with the production and mailing of class letters and emails concerning giving.

CLASS SOLICITATION/CULTIVATION COORDINATION

Background:

Fundraising is an important role for a class agent because of the special relationship each class agent has with their class – he or she is uniquely suited to encourage broad-based participation in Annual Giving.

It is imperative that each class agent understands Annual Giving and the role of private financial support at VMI.

Annual Giving is the broad-based appeal made to all alumni, parents, and friends for funds that can be used immediately to meet the Institute's most important needs. [The two primary funds that constitute Annual Giving are the Foundation Fund and the Keydet Club Scholarship Fund.]



The **VMI Foundation** provides holistic support to VMI. Gifts to the Foundation Fund and VMI Foundation managed endowments supply VMI with unrestricted and restricted dollars that support programs such as cadet activities, Preston Library, merit- and need-based financial aid, faculty enrichment, admissions support, career development, VMI Museum, technological enhancements, club/intramural sports, and more.



The **Keydet Club** provides scholarships for cadet-athletes and supports the operational needs of VMI's 18 Division I athletic programs. Contributions to the Keydet Club can be designated to team-specific scholarship funds associated with any one of VMI's programs, the Keydet Club Scholarship Fund (unrestricted annual scholarship support), team-specific operations funds, or any Keydet Club endowment. Each of these funds provides cadet-athletes the opportunity to obtain a VMI degree while participating at the NCAA's highest level.

Guidelines:

The importance of private financial support is evident, given that neither state allocations nor tuition revenues provide sufficient funding for VMI's extraordinary education. Only in partnership with alumni and friends can VMI continue to sustain the needs of current and future cadets.

Giving Status:

The Annual Giving team will send you a status of your class' donations to VMI on a quarterly basis; however, status reports on a more frequent basis are available. This status provides a point of reference for how your class is doing.

Individual Contact and Involvement

Effective fundraising requires personal attention to donors and potential donors. We also recommend that, in addition to any correspondence, class agents call their brother rats to urge them to give to any or all the funds associated with Annual Giving. Asking for help from brother rats is not only acceptable but also recommended. It is recommended that agents invite other brother rats to participate in this worthy cause.

Letters and phone calls will yield results. Perhaps the greatest predictor of fundraising success is the extent to which the class agent is involved with the class. Newsy class notes, prompt birthday and holiday wishes, and active engagement with many classmates will increase participation in Annual Giving.

Recognition through Leadership Contributions

Both the Foundation and the Keydet Club acknowledge those brother rats who participate at a leadership level with various courtesies throughout the year. See Enclosure 4 for the respective leadership platforms.

Planning to Succeed: Establishing Goals

The class agent program is fully supported by the Annual Giving department. Each year at the Class Agent Conference, class agents are introduced to new initiatives on part of the Institute and the VMI Alumni Agencies, share ideas with other agents, meet members of the Corps, and set their class goals for the current fiscal year in terms of class participation and dollars raised.

While class agents may set individual goals, two goals are recorded by the Annual Giving department: Alumni (class) participation and alumni dollars.

VMI alumni have a well-deserved reputation for passionate loyalty to their alma mater and their brother rats. As a class agent, you will have an important role in encouraging your brother rats to participate in Annual Giving, coordinating the efforts of those brother rats who want to help you raise money for VMI, and convincing those brother rats who have not given in some time—or never given—that they should make a gift to those academic, co-curricular, and intercollegiate athletic programs that make up the extraordinary four years known as a VMI cadetship.



Insofar as setting an annual dollar goal for your class is concerned, since the Institute’s expenses continually increase, the goal you set for your class should increase every year. That said, please keep in mind the amount of money your class has raised in previous years, and don’t set a goal that is out of line with its record. Whatever goal you set, pursue it vigorously. The Annual Giving team is ready to help you achieve any goal your class strives to achieve!

Planning to Succeed: Applying the Plan

Considering all that the VMI Alumni Agencies are asking you to do, you now might be wondering if you made the right decision about becoming or remaining a class agent. Even if you aren’t thinking that, you probably are pondering how you’ll do all this work.

The most successful class agents tell us they were able to excel because they developed a plan for executing their duties and stuck to it. Their plans differ in many details, but they seem to have three things in common:

Small bites: Establish a weekly plan of action for getting in touch with your class and keeping up with your other duties. For example, don’t address all your birthday cards for a month in one hectic evening. Instead, do a few each week. Update your class notes whenever you hear from a BR, instead of trying to write them the day before they are due. By doing these things and others, your job won’t seem so onerous to you and your family.

Shared responsibility: If you’re fortunate to live in an area in which there are several brother rats, ask

them to help you in some of your duties. In November, for instance, have them over to your house to help address Christmas cards. If they support VMI financially, ask them to make calls or write notes urging other BRs to join them. See if your more computer-savvy brother rats are willing to create and maintain a class website. You'll soon discover that getting others involved isn't as hard as you might think it is. You'll also see that it strengthens your class—and makes your job a lot more enjoyable.

Set priorities: Whenever you are acting as a fundraiser, the bulk of your fundraising effort should be on your BRs who don't already support the Institute. Those who already give probably will need only a quick reminder—and a thank you note—from you to continue their philanthropy.

Methods in Which to Give to VMI

Gift by mail: Send your gift or pledge by check with specific instruction of where the gift is to be directed or how it is to be split, to: Director of Annual Giving, VMI Foundation Inc., P.O. Box 932, Lexington, VA 24450

Credit card gift: VMI Annual Giving accepts VISA, MasterCard, Discover, and American Express. Simply call us toll free at 800-444-1839 and ask to speak to Annual Giving.

Establish a pledge: If any of your brother rats want to make their gifts in installments, VMI Annual Giving can oblige them. Donors can either write or call Annual Giving with the total amount they want to give, how they want the money directed, the number of years in which they'll fulfill the pledge (no more than five years, please), and how often they want to receive a gift reminder—annually, semi-annually, quarterly, or monthly.

Electronic Funds Transfer: By using EFTs, your brother rats can make supporting VMI even more convenient for themselves. Every month, funds are sent automatically from a bank account to VMI Annual Giving. There's no need to write a check! Setting up an EFT is easy, too. Your brother rats just send a voided check to VMI Annual Giving along with instructions related to the amount they want to give every month (\$10 minimum), how they want the money directed, and how long they want the EFT to last (again, no more than five years). In about a month, wherever they are, whatever they are doing, they'll be supporting the Institute. Their donations will show up on their monthly bank statements as well as be acknowledged through the VMI Alumni Agencies' normal receipt process.

Matching gifts: Annually, matching gift programs by corporations or foundations generate hundreds of thousands of dollars for VMI. Urge your brother rats to check to see if their employers or their spouses' employers have such programs. Some companies go so far as to match their retirees' gifts. So, make sure your retired brother rats check with their former employers.

Planned gifts: There are many ways that alumni can help VMI through planned giving—e.g., a bequest, charitable remainder trusts, and charitable gift annuities. If any of your brother rats are interested in any planned giving vehicle, please have them contact Terrie Conrad, planned giving & estate administration vice president, at 1-800-444-1839, ext. 238 or tconrad@vmiaa.org.

Gifts of stock: Many alumni support VMI through the gift of appreciated stock. Gifts of stocks or bonds are coordinated by VMI Alumni Agencies finance department. VMI Alumni Agencies will direct proceeds from the sale of these assets to any designation the individual requests. The Ways to Give page on the VMI Alumni Agencies website outlines procedures for how stock may be given depending on whether the stock is being held for transfer at a brokerage firm or if stock is in certificate form.

Enclosure 1:

Class Agent Job Description

VMI Alumni Association Class Agent – Overview:

The VMIAA strives to organize VMI alumni to keep alive the memories of Institute life through frequent communication with classes. Classes are advised under the leadership of a class agent, the individual who shall initiate and oversee all class operations, activities, and events. The VMI class agent stokes the VMI spirit among brother rats and provides crucial assistance to the VMIAA and their class as they execute their varied missions. As needed, the class agent will establish positions and/or committees to assist in class operations and events.

Responsibilities/Duties:

- Represent the Alumni Agencies and VMI to your class.
- Communicate frequently with your brother rats.
- Write quarterly class notes for the VMI Alumni Review. Administrative requirements and standards are found in Enclosure 5.
- Assist with the maintaining of alumni records.
- Facilitate fundraising appeals for Annual Giving. Class agents can elect to have a brother rat fulfill this role in supporting the class.
- Attend volunteer leadership conferences hosted by the Alumni Association (if able). The Alumni Association hosts a conference each year that serves as a venue to update all alumni volunteers. These events are voluntary, and travel costs are incurred by the individual.
- Maintain a privacy statement on file with VMIAA, available from VMIAA.
- Assist VMIAA in updating the contact information for all brother rats and reporting for deceased brother rats. An updated class roster and deceased lists are available upon request.

In their official capacity as a class agent, individuals should not condone or communicate material that could be offensive to others, such as off-color remarks or jokes, political opinions, or religious biases.



Enclosure 2:

VMI Alumni Agencies Privacy Policy and Statement

VMI Privacy Policy

VMI Alumni Agencies
VMI Alumni Association
VMI Foundation
VMI Keydet Club

Preamble

VMI representatives are essential to the furtherance of the bonds among their Brother Rats and the Institute. As privacy concerns are raised more frequently, the following sets forth general guidelines for the protection of the privacy rights of the VMI Alumni. It cannot address all situations and great trust is placed on the good judgement of each representative to protect their Brother Rats' privacy.

Access to and use of Confidential Information

The undersigned acknowledges that as a VMI representative, I serve as an Agent of the VMI Alumni Agencies in communicating with my Brother Rats and assisting the Alumni Agencies in their fundraising efforts.

In that capacity I am granted access to confidential information, specifically so identified by the Alumni Agencies solely for the purpose of fulfilling my duties as Class representative. I agree to maintain the confidentiality of any information to which I am permitted access and not to discuss or provide such information to any other party not permitted such access. I further agree to use such information only for the purposes of my work for the Alumni Agencies.

I will not provide information about my Brother Rats for use in political or commercial purposes. This recognizes that neither my Brother Rats nor the VMI Alumni Agencies have authorized broad dissemination of the addresses and personal information I may be furnished in connection with the discharge of my duties. Thus, I will not make available to any third parties any such class wide information including any listings, electronic or otherwise, which I may have to facilitate such parties' communications with my Brother Rats. To be clear, this will not prohibit my use and sharing of this information to and among my Brother Rats for the furtherance of maintaining the ties and bonds of my class.

All such information derived from the VMI Agencies, regardless of the form in which it is maintained, shall be the sole property of the VMI Alumni Agencies and shall be destroyed or deleted from my computers or other electronic devices upon my ceasing to be a representative.

Class representative for the Class of _____.

Date: _____

Name: _____

Signature

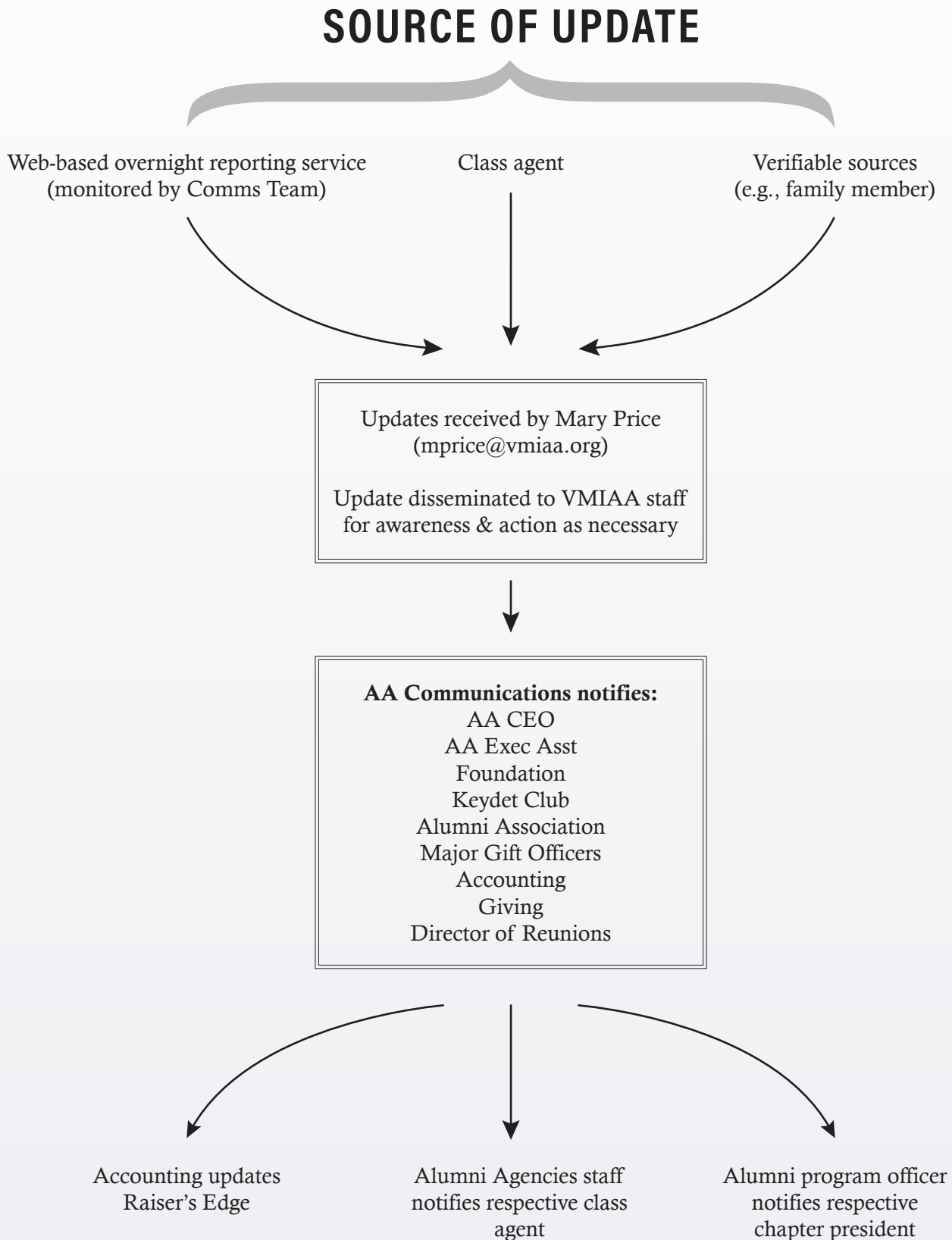
Email address

Address (home or work)

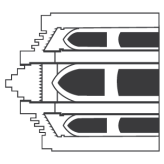
Phone number (home or work)

Enclosure 3:

Notification Process - Example Process for Updating Alumni Status (Taps Scenario)



Enclosure 4:

 ANNUAL LEADERSHIP LEVELS		NICHOLS <i>\$1,200 (10-15 yrs) \$600 (1st 9 yrs)</i>	SCOTT SHIPP	CROZET	PRESTON	SMITH
LEVELS		\$2k-\$4.9k	\$5k-\$9.9k	\$10k-\$19.9k	\$20k-\$39.9k	\$40k+
Exclusive Communications		✓	✓	✓	✓	✓
Monthly Video		✓	✓	✓	✓	✓
Football Parking (Parade Ground)		✓	✓	✓	✓	✓
Events within Events		✓	✓	✓	✓	✓
Travel Gatherings		✓	✓	✓	✓	✓
The Institute Society Dinner		✓	✓	✓	✓	✓
Quarterly Webinar			✓	✓	✓	✓
Dean's Circle				✓	✓	✓
Foundation Scholarship Banquet					✓	✓
Memorial Parade Invitation					✓	✓
Superintendent's Special Guest (Football)						✓
Ferebee Lounge Access						✓
Superintendent's Circle						✓

Effective Date: 1 July, 2023

THE INSTITUTE SOCIETY & VMI FOUNDATION DONOR COURTESY DESCRIPTIONS

Exclusive Communications	Donor will receive periodic communications from the VMI Foundation chief operating officer.
Monthly Video	Donor will receive a sneak peek at video communications that will later be included in Turnouts.
Football Parking (Parade Ground)	Donor will receive a pass providing first-come, first-serve access to Parade Ground and overflow lot parking for home football games.
Events within Events	Donor will be included in occasional opportunities to attend leadership exclusive mini events within the occasion of larger events (i.e., leadership social during reunion weekend).
Travel Gatherings	Donor will receive an invitation to attend leadership exclusive, regional gatherings coordinated with Foundation chief operating officer and/or VMI Alumni Agencies chief executive officer travel plans.
The Institute Society Dinner	Donor and spouse/significant other will be invited to attend the annual Institute Society Dinner to enjoy fellowship with other leadership members and engage with VMI Alumni Agencies and VMI Foundation board members and staff.
Quarterly Webinar	Donor will be provided access to quarterly webinars, some pre-recorded and others live, hosting different speakers and topics pertaining to VMI academics, museums, leadership, and operations.
Dean's Circle	Donor will be granted exclusive access to engage with VMI's dean of the faculty, including special invitations to periodic Zoom calls and other communications.
Foundation Scholarship Banquet	Donor and a guest will be invited to attend the annual Foundation Scholarship Banquet.
Memorial Day Parade Invitation	Donor will be invited as a special guest to attend the annual Memorial Parade.
Superintendent's Special Guest (Football)	Donor will be invited back to post for a home football game as a guest of the superintendent to attend a gameday luncheon and take in the football game from the superintendent's box seating.
Ferebee Lounge Access	Donor and a guest will be granted access to the amenities of Ferebee Lounge at home football games, including snacks, refreshments, and shelter from the elements.
Superintendent's Circle	Donor will be invited to attend an exclusive, quarterly call with the superintendent where they will have unparalleled access to the latest VMI news.

Effective Date: 1 July, 2023



ANNUAL LEADERSHIP LEVELS

KEYDET
\$1,200 (10-15 yrs)
\$600 (1st 9 yrs)

LETTERMAN

ALL-CONFERENCE

ALL-AMERICAN

HALL OF FAME

	\$2k-\$4.9k	\$5k-\$9.9k	\$10k-\$19.9k	\$20k-\$39.9k	\$40k+
Exclusive Athletic Communications	6	6	6	6	6
Football Parking (Parade Ground/Overflow)	6	6	6	6	6
Basketball Parking (CPTF)	6	6	6	6	6
Gameday Socials	6	6	6	6	6
Annual Leadership Outing	6	6	6	6	6
Exclusive KC Apparel Shop	6	6	6	6	6
Complimentary Football/Basketball Tickets		(2)	(4)	(6)	(6)
Football Parking (Stadium)					
VMI Athletics Kick-Off Party					
Athletic Director's Circle					
Ferebee Lounge Access					
Reserved Football Parking (Stadium)					
Cadet-Athlete Scholarship Recognition					
Superintendent's Special Guest (Football)					
Superintendent's Circle					

Effective Date: 1 July, 2023

THE VMI KEYDET CLUB DONOR COURTESY DESCRIPTIONS

Exclusive Athletic Communications	Donor will receive periodic communications from the Keydet Club detailing the latest in VMI athletic schedules, results, and important updates.
Football Parking (Parade Ground/Overflow)	Donor will receive a pass providing first-come, first-serve access to Parade Ground and overflow lot parking for home football games.
Basketball Parking (CPTF)	Donor will receive a pass providing first-come, first-serve access to the parking garage under the Corps Physical Training Facility (adjacent to Cameron Hall) for home basketball games.
Gameday Socials	Donor will be granted access to gameday social events, including football tailgates and basketball halftime socials.
Annual Leadership Outing	Donor and spouse/significant other will receive an invitation to the annual Keydet Club Leadership Outing.
Exclusive KC Apparel Shop	Donor will receive exclusive access to an online Keydet Club apparel shop where they can purchase Keydet Club swag. This access is offered during a designated window of time at the beginning of the athletic season, and costs are discounted through a partnership with BSN Sports.
Complimentary Football/Basketball Tickets	Donor will have the option to reserve complimentary tickets for whichever home football and basketball contests they would like to attend. Quantity of complimentary tickets is dependent upon leadership level.
Football Parking (Stadium)	Donor will receive a pass providing first-come, first-serve access to the stadium parking lot for home football games.
VMI Athletics Kick-Off Party	Donor and spouse/significant other will be invited to attend the annual fall athletic Kick-Off Party to enjoy fellowship with other leadership members and to engage with cadet-athletes, coaches, and members of the administration.
Athletic Director's Circle	Donor will be granted exclusive access to engage with VMI's athletic director including special invitations to periodic Zoom calls and other communications.
Ferebee Lounge Access	Donor and a guest will be granted access to the amenities of Ferebee Lounge at home football games, including snacks, refreshments, and shelter from the elements.
Reserved Football Parking (Stadium)	Donor will receive a pass providing reserved parking access to the stadium parking lot for home football games. The Keydet Club will coordinate the week of each home football game, and reserved spots will be designated with personalized signage.
Cadet-Athlete Scholarship Recognition	Donor will receive fund representative recognition by being paired with the cadet-athlete(s) who benefit(s) from their extraordinary support. Benefactors will have the opportunity to connect with cadets at the annual Keydet Club Scholarship Banquet.
Superintendent's Special Guest (Football)	Donor will be invited back to post for a home football game as a guest of the superintendent to attend a gameday luncheon and take in the football game from the superintendent's box seating.
Superintendent's Circle	Donor will be invited to attend an exclusive, quarterly call with the superintendent where they will have unparalleled access to the latest VMI news.

Effective Date: 1 July, 2023

Enclosure 5:

Class Agent Responsibilities: VMI Alumni Review

Regarding the VMI Alumni Review magazine, class agents have two primary responsibilities, which are:

- I. **Class Notes/Photos** – Submit quarterly class notes, including photos to **Mary Price** (mprice@vmiaa.org).
- II. **Major Event Notification** – Notify **Mary Price** (mprice@vmiaa.org) of BR deaths, marriages, childbirths, and advanced degrees.

The above two responsibilities are described in detail in the following paragraphs. In several of these paragraphs, you will be asked to contact various people on the Alumni Review staff. Below is the contact information for these staff members.

Alumni Review Staff/Contact Information

Editor-in-Chief: Jordan Moore (email: jmoore@vmiaa.org)

Development Writer: Mary Price (email: mprice@vmiaa.org)

Assistant Editor: Madeline “Mattie” Montgomery (email: mmontgomery@vmiaa.org)

Telephone: 800-444-1839, ext. 226

Business hours: Monday through Friday, 8 a.m. to 4:30 p.m. EST

Address: The VMI Alumni Agencies, P.O. Box 932 Lexington, VA 24450

Note: For information or assistance on all other class agent responsibilities—including Annual Giving, birthday and Christmas cards, letters and postcards, class address/phone lists, brother rat address changes, etc.—contact Norma Robinson at nrobinson@vmiaa.org. She can be reached by phone at 800-444-1839, ext. 243.

I. Class Notes and Photos (send to Mary Price)

A. Due Dates:

Class notes are due four times a year and should be submitted to Mary Price (mprice@vmiaa.org). Due dates are as follows:

- **February 15**
- **May 15**
- **August 15**
- **November 15**

The Alumni Review staff sends a reminder email to agents one month and one week before each due date.

If you submit notes via email, you will receive a reply to acknowledge receipt. **If you do not receive an email acknowledgement within three days, contact Mary Price (mprice@vmiaa.org).** Please forward your original email with class notes to confirm your original submission date.

We also contact agents who did not submit notes, letting them know that notes from their class were not received and will, therefore, not appear in the next issue. At this point, it will be too late for you to submit notes.

If you are unable to meet a class notes due date, contact Mary Price as soon as possible before the due date to request an extension. We will make every effort to accommodate an extension. However, we cannot guarantee that notes submitted after the due date will be placed in the associated magazine issue, based on printing deadlines and schedules.

B. Class Notes Media and Mailing:

Create your class notes via computer using Microsoft Word processing software Microsoft Word 2003, 2007, or 2010 and attach the Word document to an email. If you do not have Microsoft Word, please send a compatible version or place the text in the body of the email. Send the email to Mary Price. If you prefer, you may write your notes by hand, send typed notes on paper, or send your notes on a thumb drive.

C. Your Identification/Contact Information:

At the top left side of page one, write/type your name, address, phone number(s) and email address (if applicable). We use this to verify that we have your current contact information. If your address, email, or phone number changes, **please notify us immediately**. If someone else will be assuming your role as class agent, let us know as soon as possible.

D. Format and Style:

The Alumni Review staff uses The Associated Press Stylebook and our own magazine standards to apply consistent style to the magazine. **The editorial staff reserves the right to make changes to class notes or photo captions to fit with the style and tone of the publication.** These notes are read by a wide audience, including parents of current cadets, so they should be appropriate for all. Please do not use any formatting or fonts other than those shown below (since we must remove all other formatting), and follow these general style guidelines:

Please DO:

- Keep your class notes to five typed pages (or approximately 3,100 words). If you had a reunion during the quarter, we will accept up to seven typed pages (approx. 4,300 words) of class notes.
- Use Times New Roman font, size 12 (for word-processed notes).
- Margins must be 1-inch all the way around the page—no exceptions.
- Notes that do not meet these formatting guidelines will be returned to the agent to reformat.
- Bold the last names only of your BRs. (Not first names.)
- Example: Joe **Smith**.
- Please only include the class year after the name if the alumnus is not your brother rat.
- Insert and bold the class year and last name of those alumni who are not in your class but are mentioned in your notes. (Consult the Register of Former Cadets or the online VMI Ranks directory if you aren't sure about a class.) Example: Joe **Smith '65**
- Italics should not be used to stress a point.
- Use quotation marks for direct quotes from your BRs (that you have cut and pasted from BRs' emails). Use quotation marks for movie titles, songs, book titles, TV program titles, opera titles, poem titles, play titles, lectures, speeches,

- and works of art. Do not use quotation marks for newspaper or magazine titles.
- Note: If you choose to not put quote marks around text that you have cut and pasted from a BR's email, then change the "person" in which you are writing. For example, if your BR, Joe Smith, wrote to you saying, "I have a new job," change this in your cut/pasted version to read, Joe has a new job or, He has a new job.
- Check the first and last name spellings of the alumni that you mention in your notes.
- Send us the photographs that your BRs send you to include in the magazine (if appropriate). See paragraph below, titled "E. Photographs."
- Each class agent may submit up to five photos to be included in the class notes section. If you had a reunion during the quarter, you may submit up to 10 photos. Any Alumni Serving photos that you submit will appear in the Our Alumni Serving section and will not count toward the five-photo limit for class notes. Please separate Alumni Serving photos and send these separately.
- Notify Mary Price, mprice@vmiaa.org, as soon as you hear of the death of a BR.

Please DO NOT:

- Do not use paragraph indentations, tabs, headers/footers, or any other formatting not listed above.
- Do not make comments (or quote BRs who make comments) that could be offensive to readers, such as off-color remarks or jokes, political opinions, or religious biases. Remember that people other than your BRs will read your class notes, including children of alumni. As one class agent said, "This is a family publication."
- Do not over-capitalize: For example, "Joe Smith is a vice president," not "Vice President" (title should be lowercase). When in doubt about whether to capitalize, it's best to not use capitals.
- Do not use ALL CAPS when typing first and last names.
- Do not include poetry, book quotes, song lyrics, or other copyrighted text or photos with your note's submission. This material cannot be published in the Review and will not be printed.
- Note: The editor reserves the right to delete (without notice) any portion(s) of the class notes that are deemed inappropriate or potentially offensive.

E. Photographs:

We encourage you to submit to Mary Price (mprice@vmiaa.org) photos that you receive from your BRs or your own photos for inclusion in the magazine. Please submit these along with your class notes on the same date that notes are due. Any photos received after that date will not be published. Photos can be in electronic/digital form or standard photos on high quality photo paper. Submit a caption with each photo, as described in No. 3 below.

Photos without captions or with incomplete captions will not be published.

1. Electronic/digital photos: Photos should be provided in .jpg format and should not be embedded in any other document (such as a Word document with accompanying text). They must be taken or scanned at a high resolution of 300 dots per inch (dpi) or greater and should be as large in dimension (width and

height) as possible. 1MB or larger normally work. Photos that are copied from a website are typically 72 dots per inch and are too small in dimension to be of adequate quality. So, please attempt to acquire the original digital photos whenever possible or print and scan the photo at 300 dpi and full size; then send us the scanned version. If the quality is not acceptable, we may not be able to use the photos submitted. We cannot use photos with anything (text or graphics) added to the photo, and photo collages are also not acceptable. You may send photos before the deadline and Mary Price can check if the size/quality are adequate for printing.

2. “Paper” photos (standard photos on high quality photo paper): Mail these to Mary Price. If the photos you are sending are the only copies that exist, we recommend that you send them registered mail. We do not take responsibility for any photos lost in the mailing process. We will return photos to the person who sent them to us after the issue in which they appear is published.
3. Photo captions: For each photo you submit, provide a caption that includes answers to the following questions: Who is in the photo (list names and class years, left to right); where was the photo taken; when was it taken; why was it taken (i.e., what were the circumstances around the photo, such as Founders Day celebration, wedding, mini reunion, etc.)? You may also add any other information that you feel would be interesting to readers. Photos without captions or with incomplete captions will not be published. *Please do not take editorial liberties with captions—who, what, where, when, and why only.*

Note: If we are unable to include the photos that you or your BRs submit (i.e., if it is beyond the date when input to the issue is possible), we will notify you or your BR by email or letter, depending on how the photo was submitted. When you email photos, you will receive a receipt confirmation email notifying you as to whether it meets publication standards. Photo captions must be complete at time of submission. If they are not, the related photos will not be published.

II. **Major Event Notification: Major events should be sent to Mary Price (mprice@vmiaa.org).**

A. Deaths

Notify Mary Price, mprice@vmiaa.org, as soon as you hear of a BR’s death. If you can locate an obituary, forward or mail that to Mary Price, as well. After notification, the Review office will file an electronic copy of the original obituary in the Alumni Agencies’ database. An email, with the original obituary attached, will be sent to the class agent and data entry personnel to enter the date of death. The email will include the Alumni Review issue in which the death notice will appear. The death notice will be printed in the Alumni Review Taps section. The input deadlines for obituaries are the 1st of February, May, August, and November.

Note: Your BR’s widow or widower will be automatically added to and remain on the VMI Alumni Review mailing list unless she or he asks to be removed.

B. Marriages, Births, and Degrees

Notify Mary Price (mprice@vmiaa.org) when you learn that a BR has married, has had a child, or has obtained an advanced degree. For these events to appear in the Births, Marriages, and Degrees section of the Review, they must be submitted separately from the class notes.

Below is the information that we need for each of these events:

1. Marriage – List full name and class year of alumnus, spouse’s first and last name (if spouse is the bride, provide maiden name; if spouse is an alumnus, provide the full name and class year), and date of marriage.
2. Birth – List full name and class year of alumnus, child’s name, gender (son or daughter), date of birth, and spouse’s first name (if spouse is an alumnus, provide the full name and class year).
3. Degree – Type of degree (e.g., MA, MBA) and specialty, if applicable (e.g., MBA, Information Management); name of school; city and state of school; and date degree received.

Input deadlines for marriages, births, and degrees are the 15th of February, May, August, and November (i.e., the same dates as class notes deadlines).

Birth, marriage, and degree information must be submitted separately from class notes.

C. Alumni News – Press Releases or Special Feature Articles

We are not able to print articles or announcements (such as promotions) about alumni without written permission from the alumnus/a about whom the article or announcement is written. If a BR sends an announcement or article to you, please ask the BR to send it to review@vmiaa.org. This will ensure that we have the permission we need. Also, we do not solicit permission from alumni to print or reprint articles, nor do we solicit reprint permission from newspapers/publications or photographers. It is up to the alumnus to acquire permission from these organizations or persons and to provide us with a written copy of this permission. The input deadlines for alumni news are Feb. 1, May 1, Aug. 1, and Nov. 1.



Enclosure 6:

VMI Alumni Association Contacts and Information

Brandon Bissell '98
Director of Alumni Outreach

- New Cadet Recruiting initiatives
- Programs & Initiatives
- Class agent efforts

Justin Tammelin '09
Director of Alumni Engagement

- Chapter operations
- Career networking & placement of alumni

Norma Robinson
Office Manager

- Overall Moody Hall management
- Overnight room reservations
- Event space reservations
- Class agent support

Jacob Peace '22
Alumni Program Officer

- New Cadet Recruiting support
- Chapter event support

CONTACT INFORMATION:

Call: 800-444-1839

Chief Operating Officer	Ext 230	Ed Johnson '79	ejohnson@vmiaa.org
Director of Alumni Outreach	Ext 250	Brandon Bissell '98	bbissell@vmiaa.org
Director of Alumni Engagement	Ext 239	Justin Tammelin '09	jtammelin@vmiaa.org
Alumni Program Officer	Ext 204	Jacob Peace '22	jpeace@vmiaa.org
Office Manager	Ext 243	Norma Robinson	nrobinson@vmiaa.org
Strategic Operations Officer	Ext 260	Sydney Coffey	scoffey@vmiaa.org
Reunion Event Coordinator	Ext 210	Brooklyn Shehan	bshehan@vmiaa.org

Mailing Address

P.O. Box 932
Lexington, VA 24450

Fax: 540-464-1011

Street Address (Fed Ex or UPS deliveries)

Moody Hall
304 Letcher Ave.
Lexington, VA 24450





The VMI Alumni Association thanks
you for all you do to support VMI.



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