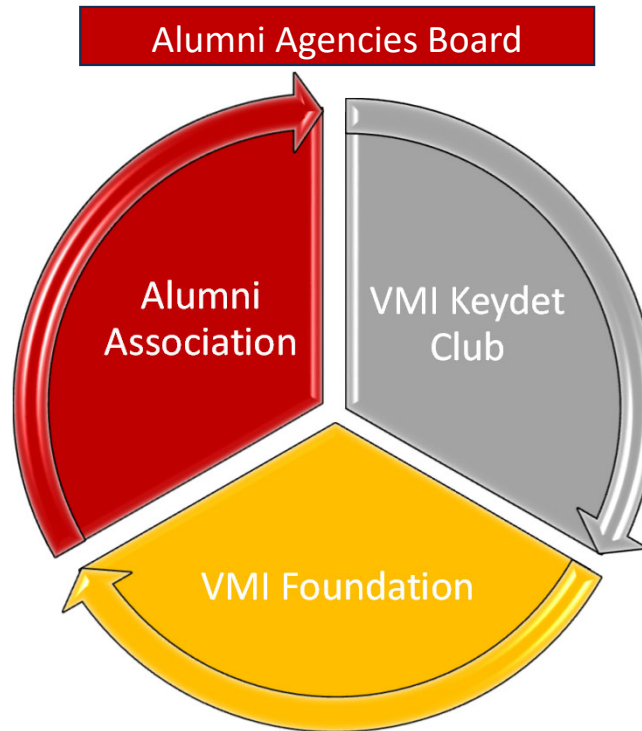




VMI ALUMNI AGENCIES
ALUMNI ASSOCIATION • FOUNDATION • KEYDET CLUB

CEO Update
VMI Board of Visitors
January 27, 2024

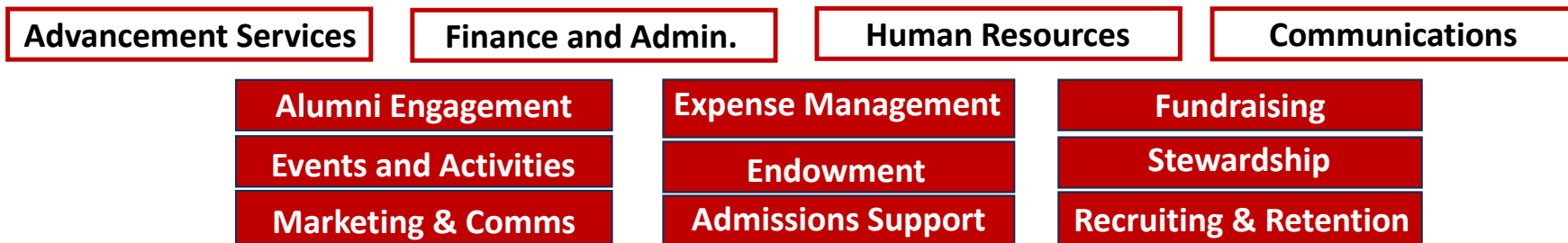
By: David Prasnicki



**Many Efficiencies
Have been Realized
within the Combined
Organization.**

Since the 2017
consolidation,
the overall increase through
2023 is 1.5%.

All to Support the Work of Three Organizations





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Investments

Thanks to the continuous partnership between VMI Investment Holdings LLC and Cliffwater, our OCIO, as of 12/31/23, we can report a calendar YTD return of **13.94%** reflecting an **8.4%** return since inception.

This growth brings the total endowment up to **\$732.8M**, up from \$708M on 8/31/23.

The VMI Investment Holdings, LLC board
---excellent fiduciaries for all entities---

VMI Alumni Agencies, VMI, and the George C. Marshall Foundation.

Expected Long-Term Return is 8.19% with slight adjustments to asset allocation.



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Endowment Strength

As reported by the NACUBO, VMI's endowment, supported and managed by the VMI Alumni Agencies is **second in the nation** per FTE among public colleges and universities. (Based on 6/30/23 endowment values and 2022 enrollment data.)

1. <i>Univ. of California San Francisco Foundation</i>	\$862,032
2. <i>VMI Alumni Agencies</i>	\$467,132
3. <i>University of Michigan</i>	\$301,003
10. <i>Texas A&M University System</i>	\$156,335
11. <i>William & Mary and Foundations</i>	\$152,674
13. <i>The Citadel</i>	\$133,572

VMI Alumni Communications Plan for Spring 2024
In addition to TO, AR, Social Media, Corps Connections, Why I VMI

January 2024	February 2024 Day of Giving	March 2024 CTD COMs Plan	April 2024	May 2024	June 2024
Branded Content w/RTD and Digital Marketing Ads	Branded Content w/RTD and Digital Marketing Ads	Branded Content w/RTD and Digital Marketing Ads			
Legislative Session Digital Campaign	Legislative Session Digital Campaign				
RTD Full-Page Branded Content Article Derrick Ziglar	RTD Full-Page Branded Content Article Angela Scott	RTD Full-Page National Rankings and Strength of VMI			
	RTD Full-Page National Rankings and Strength of VMI				
Richmond Airport	Richmond Airport				
Roanoke Airport	Roanoke Airport				
Norfolk Arport	Norfolk Arport	Richmond Static Billboard HWY 64	9 Richmond Digital Billboards	9 Richmond Digital Billboards	9 Richmond Digital Billboards

SURVEY RESULTS AS THEY APPEAR IN THE 2024-1 ALUMNI REVIEW

ALUMNI OPINION SURVEY RESULTS

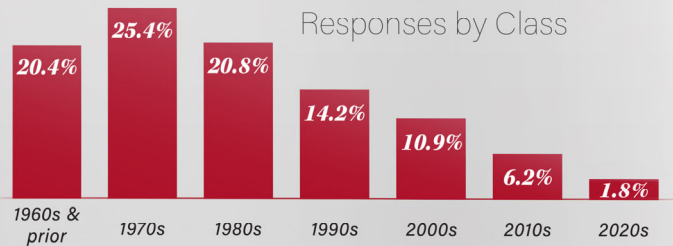
In 2023, the VMI Alumni Association set out to establish a survey to gain better insight into the degree of alumni satisfaction and the level of engagement alumni have with the Institute. A national market assessment was conducted to identify the leading independent firms that specialize in alumni engagement surveys. Through

the process, Performance Enhancement Group, Ltd. was selected based on its expertise and long history of supporting more than 350 colleges and universities in the United States.

The survey was open for 30 days from late August to late September and received a strong 20% response rate

from alumni of all decades who live in a broad cross-section of every alumni region. The VMI Alumni Association is very appreciative of the level of participation and for the valuable insight provided that helps make more informed decisions about how to better serve alumni in the years to come.

OVER 3,000 ► **4X** THE NATIONAL RATE FOR HIGHER EDUCATION
RESPONSES ~20% total response rate



44% LIVE IN VIRGINIA

56% ARE OUT OF STATE

68.9% have attended VMI alumni events of some kind in the past five years

100% OF ALUMNI CHAPTER REGIONS ARE REPRESENTED IN THE SURVEY



88.6% describe their overall experience of VMIAA events as good or excellent



72.5% describe their overall current opinion of VMIAA as good or excellent

HOW YOU RATE YOUR DECISION TO ATTEND VMI ▼

76.9% • GREAT DECISION

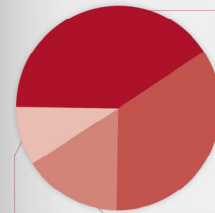
18.1% • GOOD DECISION

3.9% • FAIR DECISION

1.1% • POOR DECISION



OVERALL CURRENT OPINION OF VMI ▼



40.7% describe their overall opinion as **excellent**

34.6% describe their overall opinion as **good**

15.5% describe their overall opinion as **fair**

9.3% describe their overall opinion as **poor**

96% place a significant value on protecting the honor system

96% agree the VMIAA should rigorously protect the personal information & privacy of alumni in their database

87% agree VMI is doing a good job producing leaders while navigating challenges of today's world

Survey results will be shared with Institute leadership to advance the discussion on creating a better and stronger VMI.

Themes from written comments

432 ► Individuals mentioned DOI/DEI related keywords (14.1%)

41 ►►► Individuals mentioned transparency, most often related to giving and how donations are used. (1.3%)

46 ►►► Individuals mentioned voting issues for the VMI Alumni Association members. (1.5%)

84.2%

DESCRIBE THEIR EXPERIENCE AS AN ALUMNUS/A AS GOOD OR EXCELLENT

69.6% have donated at some level to VMI within the last five years

SAVE THE DATE



→ **Thursday,
February 29**

*On this leap day,
make a gift to
support cadets.*



MAKE YOUR GIFT EARLY

at vmialumni.org/givingday2024/

YOU CHOOSE HOW TO SUPPORT VMI

There are a variety of ways to impact the lives of cadets.
Choose what you do with your gift.

SUPPORT ANY OF THE FOLLOWING AREAS:

ACADEMIC EXCELLENCE	CADET LIFE	CALL TO DUTY	UNRESTRICTED GIVING
SCHOLARSHIPS	CENTER FOR LEADERSHIP & ETHICS	ATHLETICS	YOU CHOOSE*

**donate directly to a specific fund or scholarship of your choice.*

— If sending a check, please note "Day of Giving" —

This leap year, we have one extra day--Feb. 29. Use it to benefit today's cadets and tomorrow's leaders. Scan the QR code to learn more.



WHAT CLASS WILL APPEAR ON MOE'S JERSEY →

The class with the highest participation and the class with the highest amount raised will get their class year on Moe's jersey during home football & basketball games!





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Call To Duty Scholarships
