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# George Mason University

alumni association



annual report

2000/2001

## finances 2000-01

Funding sources for alumni programs and services this year included the university, the Alumni Association, and alumni giving through the Annual Fund. The Alumni Association budgeted \$77,500 for student-alumni programs, alumni outreach, alumni events, and association development. The university provided \$363,000 to fund administrative costs, personnel, and the alumni magazine, the *Mason Spirit*. Alumni giving this year was at the 10 percent level and included gifts totaling \$6,546.01 to the Alumni Association.

Revenue was also generated from the following affinity products:

- The Alumni Association official VISA card issued by First USA guarantees the association a source of operating funds for the duration of the five-year contract. In addition, First USA sponsored the Alumni Association's Virginia Gold Cup tent.
- The Alumni Association portal, zPatriots.com, provided \$25,000 of gift-in-kind marketing and services to the association, as well as \$15,000 in operating funds.
- The Alumni Association has contracted with On Campus Marketing to sell custom-made diploma frames to new graduates. For 2000-01, \$3,518.84 was generated in revenue for the Alumni Association.
- Special items, such as the George Mason University lamp and bracket clock marketed for the Alumni Association by Siricca Limited, were offered for sale to alumni. Royalties on merchandise sales amounted to \$280.00 for 2000-01.
- Term life insurance plans, as well as health insurance plans, offered to alumni are administered for the Alumni Association by American Insurance Administrators. As a result of this partnership, \$2,021.08 was generated for the association in 2000-01.
- The Freedom Advantage is a unique way for George Mason alumni to purchase auto and home insurance at special group rates. As a result of this partnership, \$1,100 was generated for the association in 2000-01.



## program accomplishments

- Officially recognized the WGMU Alumni Chapter.
- Expanded liaison relationships with the following university constituency groups: academic units, athletics, admissions, and development colleagues.
- Completed the alumni directory project.
- Launched zPatriots.com portal registering 2,000 users and facilitating the development of 45 online communities.
- Provided lifetime e-mail addresses for alumni through zPatriots.com.
- Achieved attendance of more than 1,000 alumni, students, faculty, staff, and parents at the extravAGRADza! event.
- Significantly increased alumni participation in Homecoming and continued to build momentum with several traditional annual events.
- Increased number of alumni e-mail addresses from 1,500 to 4,500.
- Enhanced alumni communication and publicity through television commercials, press releases, use of e-mail, and exposure in the student newspaper, the *Broadside*.

*Programs and events introduced in 2000-01, included the following:*

- Horseback riding and winery tour
- Denver presidential reception
- New York City harbor cruise
- Potomac Cannons and Baltimore Orioles baseball games
- WNBA Washington Mystics and NBA Washington Wizards basketball games
- San Diego event at the Old Globe Theatre
- Los Angeles event at the Hollywood Bowl
- Alumni Night at the Patriot Center for a George Mason men's basketball game
- Idaho alumni attendance at George Mason men's basketball first-round NCAA championship game in Boise

## *Message from the Association President*

**A**s I prepare for my second and final year as president of the George Mason University Alumni Association, I would like to share my assessment of our progress, as well as my priorities for the upcoming year.

Last year, through a thoughtful planning process, the Alumni Association adopted an aggressive two-year strategic plan. We redefined our mission, identified our shared values and core competencies, and set goals. We knew when we established these goals that they would pose a significant challenge. After a year of progress, I believe we are on the right track. Continued focus and commitment, however, are necessary to achieve our goals.

Over the past year, we significantly increased our capability to communicate more effectively with our alumni community. We tripled the number of e-mail addresses on record, launched an alumni web portal with free e-mail service for all alumni, and greatly enhanced our public relations efforts. Much remains to be done, however, to improve the effectiveness of our communication with alumni.

We also established a process for identifying and cultivating future alumni leaders that now must be implemented. We recognize that getting to know almost 80,000 alumni is an arduous task, but we reaffirm the importance of this goal and strive to find ways to know—and understand—your needs, interests, and concerns.

As I look ahead, the priorities remain the same: getting to know you, communicating relevant information, and ultimately engaging you in the university community. As always, please contact me if you would like to share your time, talents, and resources to help us build an alumni association that will significantly influence the future of George Mason University. We cannot be a great university without the support of our alumni. The 2000–01 Alumni Association Annual Report follows. Please see look below for our 2001–02 strategic goals.

I look forward to serving you for another year.



James J. Laychak  
B.S. Accounting and Decision Sciences '83

### **strategic goals for next year**

- Develop and strengthen the active membership within the Alumni Association by generating a clear path for involvement for those who desire leadership roles within the alumni and university community.
- Develop a comprehensive communication plan to foster and strengthen communication between the alumni and the university, between the alumni and the community, and among the various alumni chapters.
- Embrace and encourage a spirit of giving back to the university in terms of support and funding.



*Virginia Gold Cup, 2001*



*Wine Tasting at Oasis Winery, 2000*

## alumni association event highlights



*Forensics Team celebrates 30 years.*

## chapter highlights 2000-01

- The Civil Engineering alumni "adopted" a course in support of the Civil, Environmental, and Infrastructure Engineering Department curriculum. ENGR 183 was designed and taught by alumni.
- The School of Law alumni published and mailed a four-page newsletter three times during the year.
- The Forensics Team alumni held their 30-year reunion in conjunction with the American Forensic Association national tournament at George Mason.
- The College of Nursing and Health Science alumni sponsored two student events in conjunction with the Epsilon Zeta Chapter of Sigma Theta Tau.
- The School of Management alumni issued a formal announcement letter from the chapter and the dean's office regarding the new School of Management Chapter and its web site on zPatriots.com.
- Members of the Master of Public Administration (MPA) Chapter attended information sessions about the MPA program to inform prospective students about what the chapter does, as well as talked to prospective students about the program and how it helps them in the work place.
- The D.C. Metro Alumni Chapter has continued to increase membership through its online zPatriots community and monthly e-mail newsletter.

July 9	Potomac Cannons baseball game
August 4	WNBA Washington Mystics basketball game
August 19	New York City harbor cruise
August 25	Freshman Move-In Day with the George Mason Alumni Association and the Mason Ambassadors
September 16	Los Angeles alumni event at the Hollywood Bowl
September 17	San Diego alumni event at the Old Globe Theatre
October 18	Dining Etiquette in the Workplace seminar and dinner cosponsored by Career Services and University Dining Services
October 21	Horseback riding and winery tour
November 18	<i>Dracula</i> at the Center for the Arts
December 3	George Mason birthday celebration at Gunston Hall
January 13 & 27	Basketball pregame parties with the Patriot Club
February 10	Alumni Night at the Patriot Center for men's basketball
February 17	Annual Homecoming block party
February 23	Washington Capitals hockey game
March 15	NCAA championship first-round game party for Patriots men's basketball team vs. the University of Maryland
March 20	Meet-n-Eat Networking reception cosponsored by Career Services and University Dining Services
March 31	Washington Wizards basketball game
April 19	Celebration of Distinction Awards banquet
May 5	Virginia Gold Cup hospitality tent
May 11	extravaGRADza! event for new alumni
June 8-10	Alumni Association outreach booth at the Fairfax Fair
June 23	Baltimore Orioles baseball game



*Alumni enjoyed the beautiful scenery of the Blue Ridge Mountains during the association's horseback riding event.*



*President and Mrs. Merten enjoy a basketball game in their Alumni Association "Pat hats."*

## alumni demographics

<b>Total Alumni</b>	<b>79,281</b>
Alumni residing in the United States and U.S. possessions	68,594
Alumni residing outside the United States	450
Alumni with no address available	9,708
Deceased alumni	529
Alumni residing in the greater D.C. metropolitan area	49,148
Northern Virginia	44,775
Washington, D.C.	909
Suburban Maryland	3,464
<i>Mason Spirit</i> circulation, Spring 2001	65,397
Alumni in e-mail directory	4,817