STATE of the ASSOCIATION

FISCAL YEAR 2023



FROM THE EXECUTIVE DIRECTOR



Alumni and friends,

Looking back at photos from this past year, my heart is full: Terps volunteering in communities around the country, celebrating crab feasts, meeting fellow grads in their industry and attending Homecoming at the Samuel Riggs IV Alumni Center. We certainly had a successful and exciting year.

Terps share a passion and loyalty to their alma mater. The Alumni Association strives to strengthen that connection. As the head of this outstanding organization, I attend dozens of events each year and am honored to meet our incredible alumni. I hear stories of Terps who met each other at UMD and got married at Memorial Chapel. I hear how their UMD degree helped them land the job of their dreams and allowed them to teach children, build skyscrapers or even travel to space.

The Alumni Association wants to give back to its alumni through social, professional networking and educational events. This "State of the Association" report highlights only a small fraction of the events and programs that took place on campus, around the country and virtually last year, engaging a record number of alumni.

In return, I've seen how alumni have supported the university. Alumni wrote notes to admitted students encouraging them to attend UMD. They volunteered in Prince George's County and surrounding communities. Thousands made philanthropic gifts to support scholarships or new campus spaces. Others advocated on behalf of the University of Maryland to state and federal lawmakers.

The Alumni Association is committed to continue elevating its impact on both alumni and UMD. The organization recently launched its new strategic plan, "Forever Fearless: In the Pursuit of Excellence and Impact for University of Maryland Alums Everywhere." This document is not sitting on a shelf or hidden on a web page. Instead, the plan is a guidepost that the Board of Governors, regional and affinity networks, and staff refer to as they find new, proactive and creative ways to engage alumni.

On behalf of the Board of Governors, I extend a special thank you to the alumni who serve on a University of Maryland volunteer board. And thank you all for your support of the University of Maryland Alumni Association and our past, current and future students.

Go Terps!

army Eichhorst

Amy Eichhorst

Associate Vice President, Alumni and Donor Relations, University of Maryland Executive Director, Alumni Association

Strategic Plan Priorities



EMPOWER TERPS TO LIVE A LIFE OF MEANING AND IMPACT

Help Terps connect their passion with purpose. Fuel personal and professional growth through meaningful experiences and unique opportunities to find and deepen relationships.



EDUCATE AND ACTIVATE ALUMS TO SERVE OUR COMMUNITIES AND SOLVE THE GRAND CHALLENGES OF OUR TIME

Position the Alumni Association as a key connector between our global alums and the University of Maryland's mission of service and impact for good.



ENGAGE EVERY STUDENT FROM DAY ONE

Foster a culture of loyal and connected alums through initiatives that engage prospective, admitted and current students.



FOSTER TERRAPIN PRIDE

Promote and amplify the power of pride to engage and connect Terps everywhere.

UMD ALUMNI ASSOCIATION AT A GLANCE

414,000

ALUMS WORLDWIDE





















MD (197,835)

VA (32,768)

CA (16,984)

(1

(16,116) (16,060)

NJ (14,574)

PA74) (13,060)

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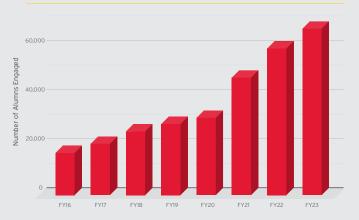
DC (8,645) (8

NC (8,151)

TX (7,066)

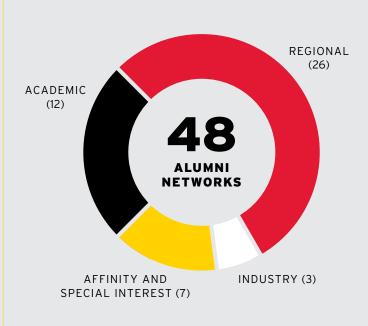
22,704 MEMBERS

14,784 LIFE MEMBERS



67,000+

ALUMS ENGAGED THROUGH EVENTS, VOLUNTEERISM, PHILANTHROPY AND DIGITAL ENGAGEMENT.



\$66,500

IN SCHOLARSHIPS AWARDED TO **19 TERPS** FOR THE 2023-24 ACADEMIC YEAR.

SIGNATURE EVENTS

Your Alumni Association is here to help you connect and foster a deep sense of school spirit and tradition through annual networking and celebratory events.







HOMECOMING

To kick off Homecoming Week, 100 alums and 200 students partnered with the nonprofit Terps Against Hunger to pack over 100,000 meals. The week also included a student paint night, Board of Governors meeting and the Volunteer Leadership Dinner & Awards. Before the football game against Indiana, over 1,200 alums enjoyed the annual Homecoming tailgate with Terp-owned breweries, music and games. Homecoming Day sponsors included Le Fantome Food Hall (at The Station at Riverdale Park), Terps Card and The Hall CP.

NEW ALUMNI FALL PARTY

Alums started off the year attending the first Alumni Fall Party, held at Congressional Country Club. Over 500 alums and university friends gathered to celebrate Terp pride.

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ANNUAL ALUMNI HOLIDAY PARTY \uparrow

Nearly 800 alums and university friends gathered at the National Building Museum in the nation's capital to celebrate the holidays. Guests enjoyed live music, food, cocktails and a festive atmosphere.

MARYLAND IN MANHATTAN

In May over 250 alums, friends, university leaders, faculty, deans and coaches attended the event (celebrating its 10th anniversary) at hotspot City Winery NYC. All enjoyed food, a live band, dancing and commemorative branded wine bottles. ↓



TERPS IN YOUR TOWN

This year, the Alumni Association hosted events in five locations: one in Atlanta, two in Florida and two in California. Nearly 300 Terps gathered in their respective regions to reconnect and hear remarks from Alumni Association Executive Director Amy Eichhorst, university President Darryll J. Pines and other Terps. Eight alums received the Terrapin Connector Award.

TERRAPIN TASTE FEST

More than 200 alums and friends joined the Alumni Association at its third Terrapin Taste Fest at the American Visionary Arts Museum in Baltimore on Sept. 18. Attendees sampled treats from Terp-owned vendors and enjoyed activities at a celebratory farmers market. Alumni Association members also enjoyed an exclusive member activity.



VIRTUAL PROGRAMMING

Whether you live in Maryland or across the country, your Alumni Association is here to establish meaningful engagement opportunities to connect with students, alums and our university through virtual programs and events.

UMDEMOCRACY

The Alumni Association hosted a faculty discussion series last fall focused on the midterm elections. Six in-person and virtual events covered topics including national security, social media's influence on democracy and voting rights. They featured 12 distinguished faculty members, one dean and one University of Maryland Foundation trustee. Seven campus partners helped this initiative engage hundreds of students, alums and UMD community members. ↓



TERRAPIN LOVE WEEK

For Valentine's week, the Alumni Association posted stories of Terp romances on our alumni blog. On Feb. 14, we hosted a lunchtime trivia contest with over 50 registrants. The Hotel at the University of Maryland sponsored the week. ↓



ALUMNI BLOG

The Alumni Association blog continues to generate Terp pride,

attracting more than 5,000 visitors each month. Alum news, member spotlights, Terp-owned businesses, career tips and other exciting updates can all be found on the blog. Start reading at *alumni.umd.edu/news*.

SUMMER READING CHALLENGE

Over 1,500 Terp bookworms participated in the inaugural Terp Summer Reading Challenge, providing an opportunity for all types of bibliophiles to engage. Participants received a Terp shell bingo board, reading log and a branded bookmark. As they read, they marked off the bingo board with the correlating genre or descriptor and filled out the log. At the end of the summer, Terps entered a raffle to win a grand prize.



VIRTUAL BOOK CLUB

This year, over 3,500 Terps enjoyed a good read through the Business and Leadership or Fiction and Literature virtual book clubs. They also jumped back into the classroom through our faculty-led book discussions and virtual author talks. Learn more at *alumni.umd.edu/bookclub*.

AWARDS

The Alumni Association is proud to recognize outstanding Terps for their fearless accomplishments.

VOLUNTEER LEADERSHIP DINNER & AWARDS

Over 100 volunteer network leaders gathered together virtually throughout October for educational sessions to further equip them as board leaders. The event included an in-person awards ceremony and dinner celebrating the networks and individuals for outstanding work.

Winners include:

- ► Student of the Year: Ethan Jenkins '22
- ► **Do Good Service:**Northern New Jersey Terps
 Alumni Network
- ► Event of the Year: Black Alumni Weekend Welcome Reception
- ► Emerging Leader of the Year/ Emerging Network of the Year: Jameson Roth '16
- ► Volunteer of the Year: Jen Coatsworth '00
- ► Alumni Network of the Year: Howard County Terps Alumni Network

ALUMNI EXCELLENCE AWARDS

From scholars and innovators to entrepreneurs and researchers, alums are leaving their mark on our state, nation and world. This year the Alumni Excellence Awards recognized 12 Terps, honoring them with distinction in the Winter 2023 issue of *Terp* magazine. Learn more about the awardees at *alumni.umd.edu/excellence*.

CAREER & ENTERPRENEURIAL RESOURCES

The Alumni Association remains fearlessly committed to your success. One of our top priorities is to provide alums with the tools and opportunities to advance in their careers and entrepreneurial pursuits.

TERPS THRIVE

Terps Thrive relaunched in February, providing 152 alumnae with one-on-one virtual mentorship in three tracks: women new to their careers, women of color working in predominantly white spaces and women working in maledominated industries. Mentorship slots filled up in one hour. The program concluded in March with our Women's Leadership Development conference.



Terps Thrive won Gold in the 2023 CASE Circle of Excellence awards for Alumni Initiatives for alumni associations with staffs of over 25.

» "I was so excited to talk to my mentor every week. It made me feel like I'm not alone in my experiences, and it provided someone for me to look up to." -Nzinga Acey '17

NEW WOMEN'S LEADERSHIP DEVELOPMENT CONFERENCE

More than 200 #TerpWomen gathered in March for a day of inspiration, empowerment and connecting with one another during the inaugural Women's Leadership Development Conference. It featured 23 guest speakers and 11 learning sessions. ↓



TERRAPINS CONNECT

Terrapins Connect, our exclusive networking and mentorship launchpad for Terps, has grown exponentially, with over 17,000 users this year. Terps use it to engage in mentorship, explore various career paths, join industry or affinity specific groups and apply for jobs—with over 45,600 to choose from this year. The number of campus partners promoting and using Terrapins Connect grew to 22. Connect with Terps at alumni.umd.edu/ resources/terrapins-connect.

TERRAPINS CONNECT LIVE

Terps connected with Terps in their industry during Terrapins Connect Live, the Alumni Association's premier networking series designed as an in-person version of the Terrapins Connect networking platform. Throughout the year, it featured 11 in-person events on topics including politics, designing the urban landscape, Do Good and a "Cookies and Communicators" speed networking.

» "It was a blast to be back on campus and connect with alumni and students with a similar background of Communications and Marketing in speed networking. So glad I just ordered new business cards:) I got to connect with so many people working in different fields and share my knowledge and expertise." -Albertina Brett MBA '98

ENTERPRENEUR BUSINESS EXPO

In partnership with the student-led Startup Shell, the Alumni Association hosted the inaugural En**TERP**reneur Business Expo during Homecoming Week to celebrate student entrepreneurship and innovation at UMD. Terps and friends heard student founders' pitches, learned about their innovative solutions, watched them demo their products, engaged with their services, and shared feedback and advice. Seema Alexander '00, Brett Schulman '95 and Shayan Zadeh '02 served as judges, and guests voted for their favorite venture to win the audience choice award. ↓



A CELEBRATION OF **ENTERPRENEURSHIP**

Terps and friends gathered on June 1 at Terp-owned The Hall CP, in the university's Discovery District, to celebrate the flourishing University of Maryland entrepreneur community. This event also featured remarks from the 2023 Alumni Excellence En**TERP**reneur Award winners. ↓





← NEW: YOUNG ALUMNI CONFERENCE

The inaugural Young Alumni Conference was designed by and for young alums seeking to connect, network and learn. More than 100 alums heard from expert speakers before taking part in mock interviews, meeting with career coaches, getting professional headshots and more at the resource fair. The event reminded alums that support from UMD doesn't end when they get the diploma. Sponsors included AESU Travel, Terps Card and The Station at Riverdale Park.



The Young Alumni Conference won Bronze in the 2023 CASE Circle of Excellence Awards for In-Person, Single-Day Event.

TERP BUSINESS DIRECTORY

With 200 businesses listed, this searchable online directory encourages alums and Alumni Association lifetime members to promote their products and services to the Terp community. Users can discover and patronize all kinds of Terp-led businesses and continue the tradition of Terps supporting Terps. Learn more at alumni.umd.edu/about/business-directory.

ALUMNI CAREER DESIGN FELLOWSHIP

In partnership with Mission Collaborative, the Alumni Association offered the UMD Alumni Career Design Fellowship, a 30-day online program designed to help alums make their next career move. The programs in October and April engaged 48 alums.

ALUMNI LEARNING CONSORTIUM

The Association continues to offer dozens of online webinars each month on topics ranging from money management to perfecting your leadership style. Over 580 alums tuned into a webinar in the past year.

CAREER GUIDES

The Association offers downloadable content that Terps can access easily, on their own time. Career guides

provide sample language and formatting for resumes and cover letters, example scenarios and wording for high-stress, high-reward professions, and valuable information from Terp-industry experts for any stage of your career. Three new guides were added last year. Find them all at alumni.umd.edu/career-guides.

CAREER WEEK

Career Week takes place each January to engage Terps at any career stage. This year's version featured 26 online and inperson programs across the East Coast, supporting over 1,700 Terps in their career advancement.

STUDENT OUTREACH

Your Alumni Association promises to engage with every student from day one by enhancing Terp identity, establishing events and programming to connect with undergraduates and graduates, and provide them with the resources needed following graduation.



← TERPS UNDER 30

This signature event featured four engaging and diverse young alum speakers on what it means to be a fearless Terp: Thomas Hong '20, Alexandra Givan '16, Rachel Lipman '15 and Derek Xiao '19 (pictured, left to right). New this year, this event also honored Rising Terp Award recipients. Moderated by SALC Vice President of Alumni Programming Lauren Spencer '25, the event drew over 140 students and young alums.

SALC -

The Student Alumni Leadership Council (SALC), the Alumni Association's student ambassador program, hosted, co-sponsored and participated in dozens of in-person events, including Bend and Bagels, Homecoming Brushes and Bubbles (a paint night taught by an alum with bubble tea), Board of Governors/Board of Trustees Advocacy Day(s) and more. SALC recruited and selected 25 members in FY23, totaling 50 ambassadors representing all class years, 11 schools and colleges, and six states.

"M BOOK" AND FALL WELCOME WEEKEND ightarrow

For the first time, the "M Book" was distributed to all first-year students at New Student Welcome, where SALC members Ethan Jenkins '22 and Alyssa Cobb '23 were selected as emcee and student speaker, providing words of wisdom to over 5,000 new Terps. Hundreds of "M Book" pins and Traditions Keeper medallions were distributed to students who completed items off the UMD Bucket List, 20 must-do items prior to graduating, throughout the year.

NEW TERP TRADITIONS MONTH ightarrow

This new partnership with the Division of Student Affairs aligns with Homecoming and engaged over 1,500 students. Students participated in daily spirit stations while wearing the "color of the day," crossed off items on the UMD Bucket List and collected exclusive giveaway items, including a Terp Traditions embroidered sticker.

STUDENT SCHOLARSHIP PROGRAM

The Alumni Association awarded \$66,500 in scholarships to 19 high-achieving Terps, a diverse group of five graduate students and 15 undergraduates representing six states and 20 majors. Six recipients have a family member who attended UMD.

LEGACY RECEPTION \rightarrow

The Association's annual legacy event, hosted in partnership with the Office of Family Engagement's Family Weekend, welcomed over 130 Terp family members and their students for a fun-filled reception at The Hall CP, with opening remarks from Laurie De Armond '04. Additionally, family members were able to record video messages that were sent to their student during finals week in December.

TERPS ON TOUR AND NEW TERP FOR LIFE POSTCARDS ightarrow

The Alumni Association partnered with the Office of Undergraduate Admissions to welcome newly admitted Terps to the University of Maryland community in 13 cities across the country, each featuring an alum speaker, in the hopes of increasing enrollment yield. A new initiative, the Terp for Life postcard campaign, engaged 38 alums who helped write over 700 postcards to admitted students in Prince George's County, Baltimore, Georgia and California.

GRAD BASH/RING CEREMONY →

Over 500 graduating students attended the annual Grad Bash and Ring Ceremony on May 3, mingling with classmates, winning raffle prizes including a three-year Alumni Association membership, legacy bricks and UMD swag, and enjoying photo opportunities, lawn games and more. Graduates who purchased a class ring also had a champagne toast.

















VOLUNTEERS & NETWORKS

The Alumni Association is here to connect Terps, activate alums to Do Good in their communities and cultivate champions for your university.

TERPS DOING GOOD IN APRIL

1 Earth Day Cleanup

Thirty-five Terp volunteers spent two hours cleaning local Maryland parks and beautifying the neighborhoods.

2 ATL Terps with the Backpack Buddies of Atlanta

The Atlanta Terps Alumni Network gathered at Backpack Buddies to pack bags of nutritious food for 200 food-insecure children to take home.

3 NoVa Terps Do Good for Others

Terps in Northern Virgina partnered with Food for Others to assemble Power Packs—kits which provide families with ingredients for nutritious weekend meals so their children return to school on Monday fed and ready to learn.

(4) Annapolis Beach Cleanup

The Annapolis Terps Alumni Network participated in a beach cleanup at Terrapin Nature Park in Stevensville, Maryland.

(5) APAAN Terps at Lucky Dog

Asian Pacific American Terps volunteered with Lucky Dog Animal Rescue and helped rescue dogs find their forever homes.

6 Houston Terps Do Good at Houston Food Bank

Terps volunteered at the Houston Food Bank to inspect, sort and repackage donated food items for community distribution.

7 MoCo Terps

The Montgomery County Terps supported the Montgomery County Coalition for



















the Homeless by assembling and providing 200 lunches for the Men's Emergency Shelter.

8» NYC Parks Volunteer Project

NY Terps volunteered at City Meals on Wheels by packing and delivering meals to homebound seniors.

9» Baltimore Terps with Maryland Food Bank and the Local Oyster

Baltimore Terps worked alongside Terpowned restaurant the Local Oyster to

collect canned food items throughout April for the Maryland Food Bank, and to write thank you cards to their donors.

» PG Service Project with Goal Grinders

In December, the Prince George's County Alumni Network collected supplies for Goal Grinders, a Terp-run nonprofit that supports mentorship, leadership and personal development for students in science, technology, engineering, art and math.

AFFINITY AND SPECIAL INTEREST ENGAGEMENT / HERITAGE CELEBRATIONS

» Pride Month Celebrations

In June the DC Terps Alumni Network partnered with local Big Ten alum networks to host a spot at the annual Capital Pride Parade. Terps also celebrated pride by gathering at the Dirty Goose in Washington.

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» Asian American and Pacific Islander Heritage Month

To celebrate Asian American and Pacific Islander Heritage Month in May,

the Asian Pacific American Alumni Network hosted two fireside chats focused on pursuing your passions as an entrepreneur. ↓



» Juneteenth

The University of Maryland Black Alumni Network (UMBA) brought together Terps at the Smithsonian National Museum of African American History and Culture's Juneteenth Community Day event.

» Hispanic Heritage Month

The Latinx Alumni Network joined the Department of Spanish and

Portuguese to celebrate Hispanic Heritage Month (Sept. 15-Oct. 15) with award-winning sports anchor Moíses Linares, who spoke about his life, work and new memoir.

» Maryland Made: DMV Women in Media

The DC Terps Alumni Network and the Philip Merrill College of Journalism partnered to host a networking session and panel discussion in April at Axios headquarters featuring Terp women in journalism. Three panelists provided insights to over 30 attendees.

Maryland Made: A Female Perspective on Leading with Authenticity

In May, during a networking breakfast and panel discussion hosted by the Northern Virginia Alumni Network, 40 alums heard from three C-suite alumnae on their experiences with authentic leadership.

MEMBERSHIP

Alumni Association members are among the most devoted alums who proudly commit their love for the black and gold.

NEW MEMBER ALL-ACCESS DAY

The Alumni Association celebrated its members at this first-of-its-kind stewardship event. In June, 180 members participated in an immersive experience packed with hands-on activities, facility tours and interactions with campus leadership, as well as a few surprises. Alums were given a taste of the extraordinary opportunities current students enjoy every day and saw the legacy that members have helped pave. Sponsors included American Pacific Mortgage, the Maryland Department of Housing and Community Development, The Station at Riverdale Park, Terps Card, Three Olives Vodka and USI Affinity. \checkmark



MEMBERSHIP

The Alumni Association membership program soared to new heights this year, surpassing 22,700 members, 14,700 of whom are lifetime members. Alums continued to show their support for the university and gained ways to advance personally and professionally, connect with Terps and preserve Maryland traditions, while elevating the value of their degree.

LIFE WALL UNVEILING

UMD President Darryll J. Pines and benefactor Eric Francis '71 celebrated the newest 1,000 lifetime members whose names were added to the Frann G. & Eric S. Francis Lifetime Member Wall this past fall during the annual unveiling ceremony the morning of the Homecoming game.

PHILANTHROPY & BUSINESS DEVELOPMENT

Giving back is a fearless Terp tradition. Philanthropic gifts and association partnerships support student scholarships and alumni programing and pave the way for future Terp generations.

RIGGS ALUMNI CENTER HIGHLIGHTS

This year the Samuel Riggs IV Alumni Center welcomed over 60,000 guests to 433 events for university units, students, alums and the community at large—a 31.21% increase over FY22. Additionally, we created lasting relationships with the Prince George's County government, the Environmental Protection Agency and more through successful events on the site. ↓



GIVING DAY & GIVING TUESDAY HIGHLIGHTS

This past year, alums rallied to support the Alumni Association. Known nationally as a day to make philanthropic gifts, Giving Tuesday (Nov. 29) brought in over \$9,000 from 115 individuals for the Association—the highest number of donors for any unit on campus. Alums came through again on Giving Day (March 8), the university's 24-hour giving marathon, to contribute over \$40,000 in support of Alumni

Association initiatives, including \$13,620 from the Board of Governors, whose members offered a matching gift fund to motivate others to give, through a dollar-for-dollar match.



PERSONALIZED BRICKS

Alums and friends can leave their mark on campus by purchasing their own personalized bricks which are installed on Legacy Plaza at the Samuel Riggs IV Alumni Center. Whether it's commemorating their commencement, memorializing their campus organization or just declaring their Terp pride, a total of 501 were ordered and installed in FY23, a one-year increase of 22%. Order your brick at alumni.umd.edu/about/bricks. \



NEW TERRAPIN PRIDE WINE

In a partnership with Dave Trebilcock '89, MBA '96 of Grapeseed, the Alumni Association launched its own collectible wine program in Fall 2022. Alums were able to order limited editions of red, white and a rosé that were shipped straight to their doorstep. With two releases during FY23 of four different wines, the Alumni Association sold over 91 cases, totaling 1,104 bottles. Order your wine at alumni.umd.edu/about/wine. \



TRAVELING TERPS

From cruises to land and river programs, the travel program offers trips around the world for alums, family and friends to enjoy. The excursions are packed with fun, fascinating experiences created by professional tour operators that provide superior service at an excellent value. In FY23 the Association hosted 102 travelers on trips. View upcoming trips at *alumni.umd.edu/travel*.

THANK YOU TO OUR SPONSORS

American Pacific Mortgage, Balfour, Brookdale Senior Living, Dormify, Maryland Department of Housing & Community Development, Sling TV, Terps Card, The Hall CP, The Hotel at the University of Maryland, The Station at Riverdale Park, Three Olives Vodka and USI - The Alumni Insurance Program.











THE HOTEL













Samuel Riggs IV Alumni Center

7801 Alumni Drive College Park, MD 20742-1521 301.405.4678 | 800.336.8627 alumni.umd.edu

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REPRESENTATIVES

College of Agriculture and Natural Resources

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Faculty Representative Jordan A. Goodman '73, M.S. '75, Ph.D. '78

M Club Representative Laura E. Chiriaco '08

Terrapin Club Representative Linh Nguyen '08

Graduate Student Government RepresentativeJoey Haavik '23

Student Government Association Representative Ayelette Halbfinger '23

Student Alumni Leadership Council RepresentativeZoe Nicholson '24

