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# STATE *of the* ASSOCIATION

FISCAL YEAR 2024



ALUMNI  
ASSOCIATION

| **STAY FEARLESS**



## FROM THE PRESIDENT OF THE BOARD OF GOVERNORS



Dear Alums and Friends,

It's with great pleasure and excitement that I reflect on the past year at the University of Maryland Alumni Association. Our journey has been marked by significant strides as we've implemented our new strategic plan, "Forever Fearless: In the Pursuit of Excellence and Impact for University of Maryland Alums Everywhere." Throughout this report, you'll delve into our four priority areas and read about the remarkable endeavors undertaken by our dedicated staff and volunteers to embed these priorities into the fabric of our Association.

As the president of the Board of Governors, I've had the privilege of collaborating closely with Amy Eichhorst, associate vice president for alumni and donor relations, and her exceptional team for the past decade. While bidding farewell to Amy as she steps into retirement brings a tinge of sadness, we're immensely grateful for her unwavering leadership over the years. Her departure leaves a void that will be keenly felt, and her legacy of impact will be cherished and remembered fondly. I look forward to working closely with Jessica K. Roberts '02, who will be leading the association fearlessly forward as the new senior executive director of the Alumni Association in fiscal year 2025.

Over the past year, we've witnessed a surge in Maryland's presence in the lives of our alums, with a growing number of lifetime members and the launch of our online store. Additionally, we've proudly helped alums to "Terpify" their offices by providing complimentary pride items to showcase in their workplace.

Our commitment to cultivating a culture of service and engagement has been unwavering. We've spearheaded initiatives like the Volunteer Leaders Luncheon and provided numerous avenues for Terps to Do Good by giving back to their communities and fellow alums.

Moreover, the Alumni Association has been instrumental in empowering Terps to thrive personally and professionally through expanded entrepreneurial, professional and personal growth programs. From hosting events at businesses with a significant Terp presence to facilitating mentorship opportunities and participating as a host partner for the Pitch Dingman competition, we've been at the forefront of nurturing the aspirations of our alumni.

We've worked hard to engage every student from day one through collaborations with campus partners that help welcome new students to UMD, and also celebrate their achievements with the relaunched Senior Class Gift Program.

Looking back on the past year's achievements, I am filled with optimism for the journey ahead. On behalf of the Board of Governors and your Alumni Association, I extend heartfelt gratitude for your support.

Go Terps!

A handwritten signature in black ink that reads "Laurie A. DeArmond". The signature is fluid and cursive.

**Laurie A. DeArmond '94**

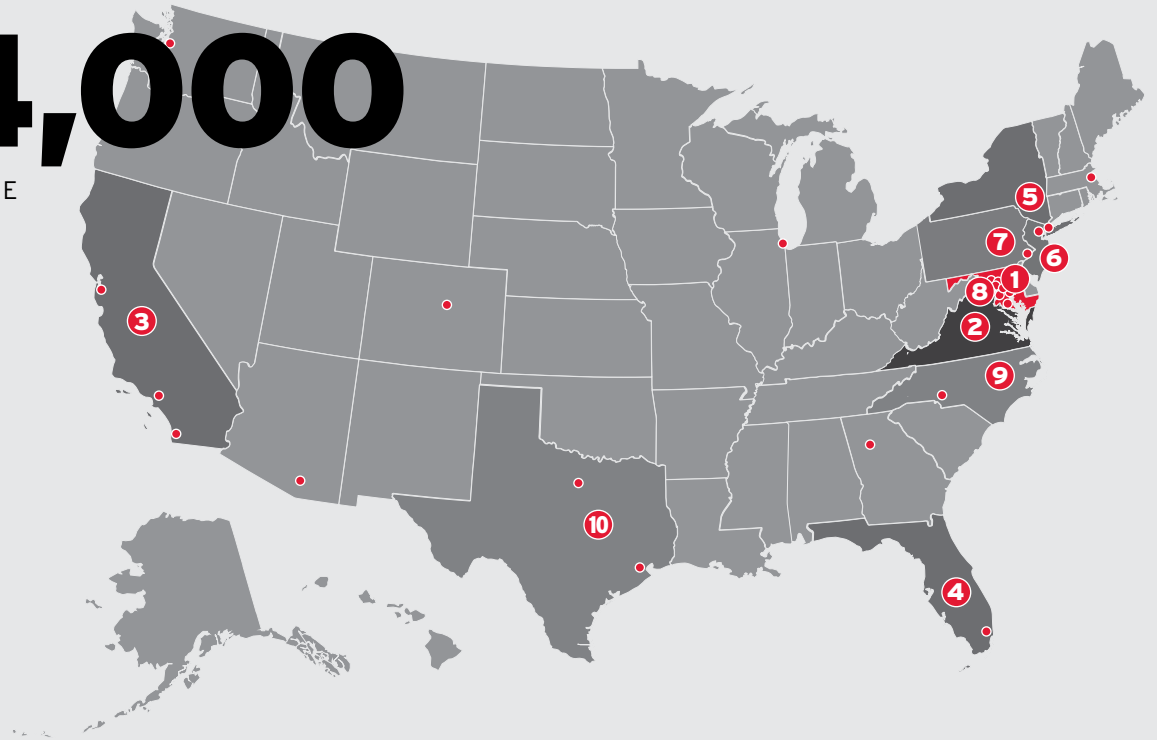
President, University of Maryland Alumni Association Board of Governors

# UMD ALUMNI ASSOCIATION AT A GLANCE

# 414,000

ALUMS WORLDWIDE

- 1 MD** 198,172
- 2 VA** 32,868
- 3 CA** 17,075
- 4 FL** 16,374
- 5 NY** 16,060
- 6 NJ** 14,533
- 7 PA** 13,074
- 8 DC** 9,679
- 9 NC** 8,240
- 10 TX** 7,148



**23,000** MEMBERS  
**16,077** LIFE MEMBERS



**36** ALUMNI NETWORKS

- 12** ACADEMIC
- 19** REGIONAL
- 5** AFFINITY AND SPECIAL INTEREST

**\$75,000**  
IN SCHOLARSHIPS AWARDED TO **15 TERPS** FOR THE 2024-25 ACADEMIC YEAR.



## 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.



MORE THAN  
**20,000**  
PARTICIPANTS IN  
**TERRAPINS CONNECT**

(1)

Over the past year, the University of Maryland Alumni Association has championed a series of strategic initiatives aimed at nurturing personal growth, fostering career advancement and cultivating a vibrant global network of connections among our alum community.

Throughout the year, Terps were offered a variety of opportunities for personal and professional growth and self-discovery. The **Summer Reading Challenge** mobilized over 1,300 Terps around the globe to pick up a few books and continue learning as they competed with fellow bibliophiles for prizes and bragging rights. Simultaneously, our **Career Chats** offered several in-person and virtual opportunities for professional advancement, including advice for pivoting your career or negotiating your way to a more fulfilling path at your current or future place of employment. These experiences

not only inspired Terps to unlock their full potential but also imbued them with a sense of purpose and resilience to overcome obstacles and pursue their dreams.

**Terrapins Connect** continued to offer alums and students an outlet for forging strong mentorship relationships and for finding future employment. This virtual platform now boasts nearly 20,000 participants and includes in-person engagement through our **Terrapins Connect Live (1)** event series. These well-attended educational sessions attracted Terps interested in industry networking or learning about emerging topics, like artificial intelligence.

In today's fiercely competitive landscape, career advancement and enTERPreneurial endeavors have become paramount for success. Recognizing this, the Alumni Association partnered



(2)



(4)



(3)



(5)

with the Robert H. Smith School of Business to add an alum track to its renowned **Pitch Dingman (2)** competition that offers enTERPreneurs a platform to showcase their innovative ideas and secure vital funding. Over 500 guests watched alums present their ventures at the “Shark Tank”-like event at the Samuel Riggs IV Alumni Center.

Additionally, **corporate engagement (3)** events sparked meaningful connections between alums, students and industry leaders, opening doors to new career prospects at Booz Allen, Capital One, Accenture and MITRE, among others. Through these panel discussions and networking receptions, the Association has not only empowered Terps to excel in their chosen fields but also fostered a culture of innovation and enTERPreneurship within its community.

We also expanded our offerings this year to engage alums committed to lifelong learning, from a **UMD Greenhouse Tour (5)** to an exclusive lunch and learn with **Glenn L. Martin Wind Tunnel** Director Jewel Barlow to a fireside chat with retired **Lt. Gen. James Clapper '63 (4)**. These have engaged over 500 alums, 25-plus of whom were first-time attendees, along with more than 30 major gift prospects.

The University of Maryland Alumni Association has played a pivotal role in empowering Terps to lead lives of purpose and impact. By providing meaningful experiences for personal growth, offering opportunities for career advancement and entrepreneurial pursuits, and fostering a vibrant global network of connections, the Association has reaffirmed its commitment to the lifelong success and well-being of its alum community.



## 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.

In the ever-evolving landscape of higher education, the University of Maryland Alumni Association stands as a beacon of empowerment, catalyzing a spirit of service and activism among Terps. Over the past year, the Association has embarked on a transformative journey to educate and activate alums to address grand challenges and make meaningful changes in their communities.

At the heart of the Alumni Association's mission lies a deep-seated commitment to activate alums to Do Good throughout the year and especially in April, which is **Do Good Month (1)** for UMD. That's when the Association mobilized nearly 500 volunteers for 21 service projects, from environmental conservation efforts to educational outreach programs. Terps who demonstrated their commitment to making a difference in the world included the staff at the Alumni Association, who came together to package Thanksgiving food for community members in need. Additionally, the Alumni Association hosted three successful **American Red Cross blood drives** this year at the Riggs Alumni Center, with over 100 individuals donating to help save lives. Remarkably, 30% of all participants were first-time blood donors.

Furthermore, we developed a pipeline of best-in-class volunteers to advance the university's mission and strategic priorities through our first **Terp Volunteer Challenge (2)**, which attracted 100 alums committed to participate in a variety of activities, competing with their peers for UMD swag and other prizes.



(1)



# 100

ALUMS COMMITTED TO THE FIRST  
TERP VOLUNTEER CHALLENGE

(2)



(3)

As part of our goal to amplify the university's voice on critical issues, the Association launched a new **LGBTQ+ mentorship** initiative aimed at spurring meaningful connections among alums and students. We also hosted the **NYC Women's Conference (3)**, held at Luminary in New York City, providing alumnae with opportunities to reconnect with old friends, forge new relationships and tap into the vast reservoir of knowledge and experience within the Terp network. Additionally, the University of Maryland Black Alumni Network, the Latinx Alumni Network and the Asian Pacific American Alumni Network joined efforts for a **multicultural event (5)** at Top Golf, celebrating diversity and promoting inclusivity within the Terp community.



**162**  
ALUMS ATTENDED  
TERPS ON THE HILL

(4)

Under the leadership of board President Laurie DeArmond '94, the Association hosted its inaugural **Volunteer Luncheon** in April, a landmark event that celebrated the spirit of service and recognized the contributions of volunteers who support schools, colleges and other units across the university.

Through targeted training efforts, the Association is also equipping alums with the skills, knowledge and resources needed to serve as effective advocates and ambassadors for the University of Maryland.

Our Student Alumni Leadership Council was actively engaged in advocacy by participating in **Lobby Day** in Annapolis alongside the University of Maryland College Park Foundation Board of Trustees, and by attending **Terps on the Hill (4)**. This annual event brought together 162 alums and the Maryland congressional delegation, fostering dialogue and collaboration on key legislative issues.



(5)



**202**  
VOLUNTEER  
LEADERS ACTIVATED

(6)

The University of Maryland Alumni Association has played a pivotal role in empowering Terps to become agents of change and advocates for social justice. By activating alums to Do Good and developing a pipeline of volunteer leaders (202-strong, who collectively organized 167 **regional and affinity events (6)** this year), the Association has reaffirmed its commitment to advancing the university's mission and addressing the grand challenges of our time.



## ENGAGE EVERY STUDENT FROM DAY ONE

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

At the University of Maryland Alumni Association, instilling a profound sense of belonging and pride in every Terp is integral to our mission, and it starts before students take their first steps on campus.

Through a series of innovative programs and initiatives, we support, develop and strengthen the Terp identity, enhance university recruitment efforts and provide students with the tools they need to succeed in both their academic and professional pursuits.

This year we bolstered relationships with the Division of Student Affairs, the Office of Undergraduate Admissions and other university colleagues to expand our reach among the student population. We invited admitted students and their

families to join us at **Terps in Your Town (1)** events across the country, exposing them to Terp culture as they met with alums and heard from university leadership. We went further by enlisting the help of 190 alum volunteers who wrote **postcards to 1,930 admitted students**, welcoming and encouraging them to join the proud Terp ranks.

Once on campus, we aimed to unite and inspire the newest class of Terps by providing them with a complimentary copy of the “**M Book**.” Distributed to nearly all first-year students, it is the essential guide to the Maryland experience, including the UMD Bucket List, a list of 20 must-do activities before crossing the stage at graduation. This invaluable resource serves as a roadmap for navigating campus life and embracing the rich history and traditions of the university.



(1)



The **Student Alumni Leadership Council** (SALC) continued to play a pivotal role in nurturing connections between students and alums, while providing students with leadership development opportunities. Its members organized the annual **Terps Under 30 (2)**, a TED Talk-style event showcasing the success of recent grads where students learn from and are inspired by the achievements of their peers.

The Association supports students throughout their academic journey and beyond. This year we expanded our **student scholarship** program by increasing the total amount awarded to \$75,000 (distributed to 15 high-achieving recipients) and streamlining the application by joining the Scholarship Universe platform—a move that attracted more applicants than ever before.

At our winter Board of Governors meeting, 2023-24 scholarship recipients and SALC members participated in a **speed networking** activity with alum leaders to put their communication skills to the test.

This year we also revived the **senior class gift** tradition, raising over \$10,000 from 1,000-plus student donors and exemplifying the Terp culture of philanthropy and giving back. A cohort of students voted to distribute the dollars raised this year to the Keep Me Maryland Fund, which provides emergency funding to peers at risk of leaving the university due to financial hardship.

Recognizing student achievements and milestones has also been a priority for the Association. This year was particularly special, as we partnered with the Division of Student Affairs and University of Maryland Athletics to capture a **Class of 2024 “M” photo (cover)** at SECU Stadium; COVID derailed this tradition for first-year students in Fall 2020. Participants received a free shirt to wear for the photo right before **Grad Bash (3)** kicked off at the Riggs Alumni Center. We welcomed over 1,000 students to these events that gave graduates the opportunity to reflect on their time at Maryland and celebrate their accomplishments with classmates and friends.

Through initiatives that support, engage and empower students, the Association has strengthened the Terp identity and laid the groundwork for a future generation of loyal and engaged alums.





## FOSTER TERRAPIN PRIDE

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

The University of Maryland Alumni Association is dedicated to nurturing a deep connection to our alma mater, instilling pride in our university among the entire Terp community and growing philanthropic efforts to support the university's mission. This year, we saw tremendous success in achieving these goals through a series of innovative initiatives and events that brought Terps together in celebration of our shared heritage and achievements.



(1)

Central to our efforts is our ability to rally a massive Terp crowd; nowhere was this more evident than at our annual **Homecoming Tailgate (1)**, where over 1,000 alums descended upon the Riggs Alumni Center to get pumped up for the football game.

Our festive **Holiday Party (2)** at the Smithsonian National Museum of Natural History brought together 1,075 Terps for a celebration that also paid it forward to future Terps, with an inaugural **silent auction** raising over \$16,000 for scholarships. April saw the return of our biennial **Black Alumni Weekend (3)**, a reunion that drew 700-plus attendees back to College Park for 16 events hosted with 16 campus partners.

On Maryland Day, 400 Terps lined up to attend the always sold-out **Member Breakfast**, just one reminder of the strength of our membership program that now counts 16,077 lifetime members alone, signifying the dedication of alums for their alma mater.



**1,075**  
TERPS ATTENDED THE  
**HOLIDAY PARTY** AT THE  
MUSEUM OF NATURAL HISTORY

(2)



**766**  
ATTENDEES AT  
**BLACK ALUMNI WEEKEND**

(3)

Wherever Terps are, Maryland follows. Our team traveled the country with our **Terps in Your Town** event series that brought university leadership to 13 cities from Boca Raton to Los Angeles, attracting 764 attendees. In Nashville we hosted 463 Terp fans for a meetup at the **TransPerfect Music City Bowl (4)**, an impressive turnout of alums excited to cheer on the Maryland football team together.

In addition to our flagship events, our **regional and affinity networks** extended the reach of the Alumni Association across the state and nation at over one hundred of volunteer-led functions, ranging from wine tastings and game watches to terrarium building. These events and programs not only serve as outlets for alums to reconnect with their alma mater but also as platforms for embracing our shared identity as Terps.

Over 2,000 alums signed up for our new **Terpify Your Office** initiative to show their Terrapin pride and strengthen Terp ties in their workplace. Participants received a free gift pack with an array of Maryland display items.

Moreover, we've heightened the visibility of Terp success through our awards program. This year we welcomed retired **Lt. Gen James Clapper '63** into the Alumni Hall of Fame at our prestigious **Celebration of Terps (5)** event. Alumni Association accolades not only honor the achievements of our alums but inspire current and future generations of Terps.

Aside from award ceremonies, tailgates and educational events, the elegant setting, convenient location and technical infrastructure of the **Samuel Riggs IV Alumni Center** have made our campus home for alums an inviting venue for the entire community. Last year our Riggs events team managed 399 events, and the calendar for the coming year is nearly full.

Last but not least, we launched our online **alumni store** this year, giving Terps a new opportunity to literally wear their Terrapin pride on their sleeves or snag other exclusive Maryland alum merchandise ([alumni.umd.edu/store](http://alumni.umd.edu/store)). Each purchase includes a \$5 donation, generating \$4,170 in gifts for the Alumni Association.

The University of Maryland Alumni Association has played a pivotal role in cultivating Terrapin pride and strengthening the bonds that unite us as a community. We are grateful to the 2,400+ individuals who made financial contributions to the Association this year, as well as to the 5,134 individuals who joined as members. Additionally, we are proud to report that approximately 25% of alums who gave to the university directed their gifts exclusively to the Association. Your support enables us to continue our mission of fostering connections, celebrating achievements and empowering Terps to thrive in all of their personal and professional endeavors. **Thank you.**





# ALUMNI ASSOCIATION | STAY FEARLESS

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Kaitlyn Zhou '25

**Student Government Association President**

Alexandra "Alex" M. DeBus '24

**Graduate Student Government President**  
Autumn Perkey '23

**Office of Diversity and Inclusion Representative**

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