



From the Executive Director



Alumni and friends,

I could not be more proud of what we were able to accomplish together this past year. We settled comfortably into a virtual environment for all of our operations as COVID-19 continued to wreak havoc across the world, finding that Terps were striving to stay together and to connect with their alma mater, no matter what.

Early in the fiscal year, we launched a comprehensive survey to assess alumni attitudes towards association offerings. With nearly 5,000 Terps responding, the results were clear: The No. 1 priority alumni wanted was for their Alumni Association to help them advance in their careers.

With this feedback, we made swift programmatic changes to increase our professional services. We launched a virtual Career Week and expanded offerings through Terrapins Connect, our online platform for mentorships and networking.

We also launched other virtual engagement opportunities, including a 5K race and our first summer camp, which received a prestigious Circle of Excellence award from the Council for Advancement and Support of Education (CASE), along with other Alumni Association initiatives:

- Grand Gold in the alumni relations category for Camp Diamondback, our first virtual summer camp for Terps of all ages.
- Silver in the special events category for Terp Trips, curated daily itineraries for adventures supporting Terp-owned businesses in the DMV area and at home.
- Silver in the design category for "Terps Together: The University of Maryland Alumni Association Cookbook."
- Bronze in the special events category for the EnTERPreneur Conference, a daylong opportunity for Terps to meet and learn from fellow entrepreneurial Terps.

On campus, we were able to join the fight against COVID by transforming rental spaces in the Samuel Riggs IV Alumni Center into the university's first vaccination clinic site. In just two months this spring, over 8,000 vaccines were administered at the Riggs Center to members of the campus and local community. This lifesaving venture helped to solidify the role the Riggs Center plays as the home for alumni on campus for the past 15 years.

Your Alumni Association is uniquely positioned to connect you with fellow Terps, prepare you for new opportunities and strengthen your legacy and alma mater. This past year we didn't just survive, we thrived. We are poised to continue our trend of record-breaking alumni engagement this year, with a hybrid event structure that offers diverse opportunities for Terps everywhere.

Thank you for your ongoing support, and Go Terps!

Eichhout

Amy Eichhorst Executive Director, University of Maryland Alumni Association Assistant Vice President, Alumni Relations

Mission and Vision

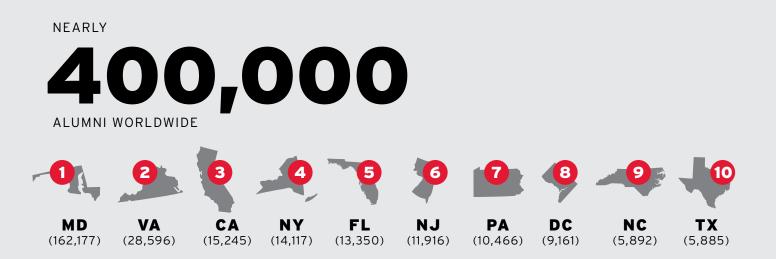
MISSION

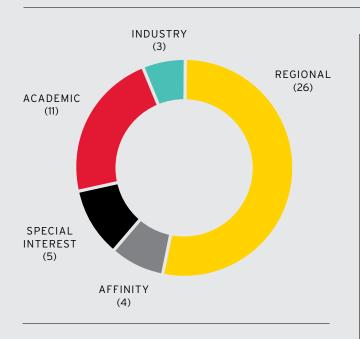
We connect, cultivate and channel the power of alumni to enrich themselves and advance the university.

VISION

We are the heart of the university, inspiring lifelong connections with a global network of Maryland alumni.

UMD Alumni Association At A Glance





\$66,000

IN STUDENT SCHOLARSHIPS AWARDED TO **33 HIGH-ACHIEVING STUDENTS** FOR THE 2021-22 CLASS YEAR. **19,717** MEMBERS

50,000+

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

BEFORE COVID-19, THE **SAMUEL RIGGS IV ALUMNI CENTER** HELD OVER 450 EVENTS ANNUALLY SERVING THE CAMPUS COMMUNITY, ALUMS AND THE GREATER PRINCE GEORGE'S COUNTY COMMUNITY.

Data compiled from fiscal year 2021 (July 1, 2020 - June 30, 2021).

Virtual Events & Career Programming

The University of Maryland Alumni Association remains fearlessly committed to your success. This year we continued to redefine alum engagement through a robust collection of virtual events and career-focused initiatives to help you become the best version of yourself.

Terrapins Connect

Our online mentoring and networking platform gained over 4,000 new users and saw a 165% increase in platform activity. Through new campus partnerships, Terps can now connect with others based on industry and career communities. We also launched short-term alum-student mentorship programs with the Dingman Center for Entrepreneurship, the UMBA Network and the Iribe Initiative for Inclusion and Diversity in Computing—all housed in Terrapins Connect. Learn more at *terrapinsconnect.umd.edu*.

Alumni Job Board

Terps can now better support fellow Terps through this new, alum-exclusive job board. Through personal referrals by fellow alums, close to 1,600 mid- and senior-level jobs are currently posted on the Terrapins Connect job board. It's a valuable resource to find a new job or hire great Terp candidates for an opening at your company.



Alumni Blog

With more than 150 posts this past year, the Alumni Association blog continues to provide Terps with a variety of news, career tips, alum stories, spotlights and exciting updates from fellow alums and the association. You are sure to find personal and professional advice or an inspiring story that reminds you of the great times you spent on campus. Learn more at *alumni.umd.edu/blog/alumni*.

Virtual Book Club

This year we engaged close to 2,000 Terp bookworms through our "Fiction and Literature" and "Business Leadership" book clubs. Most notably, Terp readers supported author Elizabeth Acevedo MFA '15 by reading her newest book, "Clap When You Land," and tuned in for a lecture-style discussion after reading "A Month in the Country," facilitated by English Professor Michael Olmert. Learn more at *alumni.umd.edu/bookclub*.

Alumni Learning Consortium

In 2021, Alumni Association members gained exclusive access to the Alumni Learning Consortium, featuring a broad range of white-label webinars from bestselling authors and leading experts. The most popular topics included "Indistractable: How to Control Your Attention and Choose Your Life" and "Humor That Works: The Missing Skill for Success and Happiness at Work."

#TerpBusiness

We supported 115 alum entrepreneurs and encouraged Terps to patronize Terp-owned businesses through our weekly #TerpBusiness posts on social media spotlighting individual companies, blog posts and themed listicles.

Career Week

Terps pressed "refresh" in January 2021 and set some professional goals through our inaugural Career Week initiative, which engaged over 1,000 Terps and 40 impressive Terp speakers through webinars, workshops and virtual content designed to help alums conquer, steer and advance their careers.



Signature Experiences

Your Alumni Association is here to help you connect and stay involved with the Terp community and campus. You can expand your social circle—and boost your professional path—through hundreds of annual networking and celebratory events. Held in primarily virtual settings over the past year, these experiences expanded to include several multi-day series.

TEN Conference

Entrepreneurial Terps logged on for the second annual EnTERPreneur Conference in June 2021, with 362 alums and students participating in live virtual events over the three-day conference. The keynote event featured a fireside chat with university President Darryll J. Pines and Founder and CEO of Beyond Meat, Ethan Brown M.P.M. '97.

Wellness Week

After more than a year in quarantine, we made it a priority to focus on personal wellness. This inaugural week of programming in May 2021 provided feel-good content and stress relief, featuring Terp-owned businesses and fitness professionals. In addition to live virtual events, all participants received access to a private website that housed additional articles and resources.

Terrapin Love Week

The week leading up to Valentine's Day, Terps enjoyed programs to lift their spirits and ignite their passions. Ten events spanned over five days with 364 unique virtual attendees tuning in for a romantic virtual cooking experience, an at-home wine tasting, motivational talks, tips for dating during the pandemic and a Terp "Not-So Newlywed Game"—all made possible by the generous support of our sponsors, The Hotel at the University of Maryland and The Station at Riverdale Park.

Homecoming

We didn't let COVID stop Terps from celebrating Homecoming in the fall of 2020. Throughout the week, the Alumni Association hosted a virtual paint night featuring retro Testudo, a family fitness event and a Terp community food drive. With Homecoming coinciding with Halloween weekend, alums competed in a pumpkin-carving tournament where there was no shortage of Testudo-themed jack-o'-lanterns.



Presidential Town Hall

President Darryll J. Pines and his wife, Sylvia, introduced themselves to the Terp community in a fireside chat with NBC-4 news anchor Eun Yang moderating on Oct. 26, 2020. Over 460 Terps tuned in virtually to learn about Dr. Pines' vision for the university, his priorities for the year ahead, and a few personal tidbits like where his love of aerospace was birthed and the popularity of their family dog, Rocky.

Diamondback Dash

We partnered with the Office of Parent and Family Affairs to host our first virtual 5K race. Throughout October 2020, 485 Terps and their families ran and walked all over the country, raising nearly \$21,000 in support of the Alumni Association Student Scholarship Fund and the Fostering Terp Success Scholarship Fund.

Terp Trips

These on-your-own day trips in D.C., Baltimore and Frederick, Md., offered safe and COVID-mindful activities for alums and their families, peppered with trivia-worthy facts about UMD's rich history. For Terps located outside of the DMV area, a snug staycation option was available to enjoy everything Maryland right from the comfort of your own home. Each trip came with a pack to help you make the most of your day, including goodies like a cozy blanket, Terp swag and coupons to local restaurants and drinkeries.

Becoming a Terp Legacy

Formerly held as our one-day Admissions Symposium, this conference was redesigned as a four-part virtual series hosted on evenings throughout June 2021 and designed to educate children of alums on how to apply to and why they should choose UMD. The success of the series was due in large part to partnerships with departments across campus, including the Office of Undergraduate Admissions, the Office of Student Financial Aid, the Office of Parent and Family Affairs and many schools and colleges.

Home 101

After spending more than a year stuck at home, Terps everywhere were ready to enhance their outdoor and indoor spaces. Home 101 offered a week of programming in March 2021 that featured alum experts sharing tips and tricks for home renovations, green and high-tech remodels and home buying.

Holiday Tunes with Terps

This seasonal event provided Terps time to relax and enjoy the holiday season with the vocal stylings of Amanda Lynne '10, who gave a live performance of holiday music and other well-known classics on Dec. 16, 2020. Attendees were also given dance tutorials by two professionals to keep them moving during the event.



Annual Summer Party

The fourth annual Ocean City Terps Summer Party was held June 26, 2021 at Fager's Island. We enjoyed engaging with over 40 Terps who live at the beach or were vacationing at our first in-person event open to all alums after the lifting of many COVID restrictions. The event provided a fun opportunity to connect with alums at a location that so many enjoy.

Advocacy, Awards & Membership

Our advocates, awardees and members are among our most devoted alums, who proudly display their love for the black and gold. When you get involved with the Alumni Association, you have an opportunity to share your story and be a champion for your university.



UMD Champions

The Alumni Association's social media ambassador program, UMD Champions, relaunched this spring with great success. We added a feature to the online platform that creates customizable content for each champion, and we established a new cadence for messaging and content. As a result, the number of champions increased by nearly 30%. Learn more at *alumni.umd.edu/champions*.

Legislative Visits in Annapolis and on Capitol Hill

In partnership with the Office of Government Relations, we hosted several virtual legislative visits with state and federal lawmakers in 2021. At these meetings, Alumni Association board members, alums and students shared their UMD experiences while advocating on behalf of the university's priorities. Pride boxes were mailed to state legislators, including items highlighting the university's impact on the state and the footprint in their districts, as well as a door tag for alums to proudly display that "A Terp Works Here."

A Celebration of Terps: Featuring the Maryland Awards

The Alumni Association's marquee event was reimagined this year as a hybrid awards ceremony and gala on April 23, 2021, capping off a week of events for the inauguration of President Darryll J. Pines. Fifty guests participated in a socially distanced dinner and award ceremony at the Samuel Riggs IV Alumni Center and over 200 virtual attendees watched as six phenomenal Terps were honored for their achievements. Learn more about the awardees at *celebrateterps.umd.edu*.

Alumni Excellence Awards

From scholars and innovators to entrepreneurs, teachers and researchers, our alums are leaving their mark on our state, nation and world. Celebrating its second year, the Alumni Excellence Awards recognized the accomplishments of 13 Terps, honoring them with distinction in the Winter 2021 issue of Terp magazine. Learn more about the awardees at *alumni.umd.edu/excellence*.

Coffee and Conversation with President Pines

Nearly 400 Alumni Association members attended this first alum event with President Darryll J. Pines on Sept. 29, 2020. In an interview with Executive Director Amy Eichhorst, members were among the first to hear about Pines' priorities, and they had the opportunity to ask questions of him while learning more about how members can support his vision of excellence.

Life Wall Unveiling Ceremony

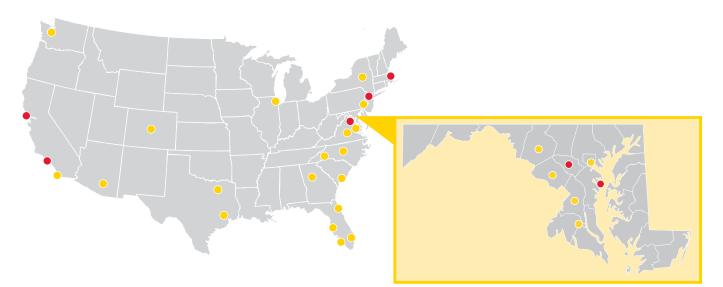
We are grateful to our lifetime members, all of whom have made a significant financial contribution to the Alumni Association. This year we proudly added the 893 names of our newest lifetime Alumni Association members to the Frann G. & Eric S. Francis Lifetime Member Wall. Each new lifetime member was invited to join in the virtual celebration on Oct. 29, 2020, with President and new lifetime member Darryll J. Pines on hand to unveil the newest names on the wall.

Maryland Masterclass

This series is an exclusive member benefit hosted by high-profile Terps who offer professional development, personal improvement and financial guidance to help alums become the best version of themselves. In March 2021, we hosted NBC nutrition and health expert and No. 1 bestselling author, Joy Bauer '86, who cooked some "Terp Tailgate" snacks, and in May, we heard from author, certified financial planner and speaker Mac Gardner '98. Through the Masterclass program, we've reached hundreds of Terp members with this informative and interactive content.



Networks & Volunteers



You have an extensive network of Terps at your fingertips, and we're here to connect you with others in your industry, provide career development and help you discover your passion.

New: Jewish Terps Alumni Network

Officially chartered in May 2021, the Jewish Terps Alumni Network (JTAN) is the official Jewish alum engagement body, convened for Jewish alum programming. JTAN aims to facilitate relationships between Terp alums for the purposes of social and professional networking, mentoring and educational growth through a Jewish lens. Learn more at *go.umd.edu/jtan*.

Women's History Month

This year's celebration of Women's History Month included 10 events in March 2021 in collaboration with academic, regional and affinity alumni networks. The series featured prominent alumnae and covered topics including "Connecting Women Worldwide," "College Coaching After Title IX," and "A Century of the 19th Amendment: Perspectives on Women's Rights in the U.S.," among others.

Do Good Month

This year, alums took part in the fearless Terp tradition of doing good through a series of regional events and virtual programs in April 2021. Over 170 alums cast their vote during the annual Do Good Challenge, where six student teams pitched their difference-making projects for the chance to win a share of more than \$20,000. Throughout the month, we also heard inspiring stories from "volunTerps" Audrey Awasom '18, founder of Noble Uprising, Anthony Sartori '18, co-founder of UMD's Scholars Promoting and Revitalizing Care (SPARC), Julie Rosenthal '81, creator of Food on the 15th and Ashley Henyan '02, executive director of South Carolina Lowcountry with the American Red Cross.



Black Alumni Weekend Preview Events

With the inaugural, in-person Black Alumni Weekend postponed until Spring 2022, the Alumni Association and Alumni Steering Committee hosted a series of preview events to garner excitement for the launch. The first event, "Say It Loud: A Black TERPspective," featured an alum panel spanning generations that shared memories of events and experiences that defined their time at UMD.

Sound On Series

A pandemic project by the Alumni Association regional alumni networks, the Sound On Series (S.O.S.) was a collaboration between numerous alum leaders in the summer of 2020. Various alumni networks joined forces to host a series of events aimed at helping Terps thrive and grow as we continued to navigate through the COVID era.

Volunteer Leadership Conference

This free conference is our exclusive networking and professional development program for network leaders. Hosted over three days in October 2020, the event provided an opportunity for volunteers to hear from campus leaders, learn best practices and gain insight into the programs and resources offered by the Alumni Association. The conference closed with the announcement of the 2020 Volunteer Alumni Network Awards winners:

- Event of the Year: School of Public Health Alumni Network, "School of Public Health Student & Alumni Mentor Program"
- Do Good Service Award: University of Maryland Black Alumni Network (UMBA), "UMBA Feeding the Homeless"
- Emerging Leader of the Year: Elizabeth Bair '13, Northern Virginia Terps Alumni Network
- Network of the Year: Washington, D.C. Terps Alumni Network
- Student of the Year: Andrew String '21, Student Alumni Leadership Council (SALC)
- Volunteer of the Year: Jeff Karceski '88, A. James Clark School of Engineering Alumni Network

THANK YOU to our volunteers who helped us keep innovating during the COVID pandemic by hosting virtual network events across the country, including:

- Terps Bingo Night, Howard County Terps Alumni Network
- How to Grow Your Side Hustle Alongside Your Career, Frederick Terps Alumni Network
- To-Go Crab Feasts, Seattle and San Diego Terps Alumni Networks
- Beyond the Court: A Panel Discussion with Women who Make Up the Behind the Scenes of the Sports World, Montgomery County and Washington, D.C. Terps Alumni Networks
- An Evening With President Pines, Northern New Jersey Terps Alumni Network
- Chanukah Cooking Party, Jewish Terps Alumni Network
- Philly Beer Tasting, Philly Terps Alumni Network
- Return of Periodical Cicadas: Fear, Fascination and Fun in 2021, Prince George's County Terps Alumni Network
- Black Skin Is Not a Crime: A Conversation on the Relationship Between the Criminal Justice System and the Black Community, UMBA
- Día de los Muertos (Day of the Dead) 101 & Paper Marigold Making, Latinx Terps Alumni Network
- Mental Fitness: The Key to Unlocking Your Authentic Self, Asian Pacific American Terps Alumni Network
- Queer the Turtle Happy Hour: Come Out of Your Shell With Lambda Pride!, Lambda Pride Terps Alumni Network
- Why We Play, University of Maryland Band Alumni Organization

Student Outreach

Alum support of the Association helps keep unique Maryland traditions alive (and create new ones) for future generations. Our alums also pay it forward through Alumni Association scholarships and student support. We offer programs and events throughout the year designed to enhance the student experience.

M Book

This year, we collaborated with the Department of Resident Life to distribute thousands of "M Books" (the modern guide to the student experience at UMD) to new students as part of a set-up-and-go move-in event in August 2020. In addition, we distributed hundreds of posters of the UMD Bucket List, which features 20 must-do things each Terp should do before they graduate. Learn more at *alumni.umd.edu/Mbook*.

SALC

The Student Alumni Leadership Council (SALC), the Alumni Association's student ambassador program, hosted, co-sponsored and participated in dozens of virtual events during the 2020-2021 academic year in addition to forming a new Diversity, Equity and Inclusion committee. SALC received national recognition as the 2021 CASE ASAP Outstanding Organization, with Andrew String '21 receiving an award for Outstanding Student Leader. Learn more at *salc.umd.edu*.

Alumnae Brunch

Held virtually on Nov. 1, 2020, the Alumnae Brunch connected women-identifying Terps in various industries through a panel-style event. This year's speakers included Jasmine Snead '17 MBA, MPP '21, Aurelia Michael '07 and Michelle Romeo '11. Brunch recipes were shared in advance, allowing participants to prepare their meal during the event.





Terps Under 30

Over 80 attendees participated in this year's virtual event on March 30, 2021, which provided a space for current students and young alums to connect, network and discuss their Fearless Ideas. Speakers Jared Brown MPS '19, Candess Correll '16 and Evan Lutz '14 shared their unique experiences and perspectives to inspire students and alums.

Commencement Celebration

All 2020 and Spring 2021 graduates were invited to join the Alumni Association for an in-person celebration in May 2021 on Legacy Plaza at the Samuel Riggs IV Alumni Center, steps away from the commencement ceremony at Maryland Stadium. Graduates were eligible to win Alumni Association-branded prizes as well as enter a raffle for a graduation-themed gift basket, which included a free legacy brick.

Student Scholarship Program

The Alumni Association awarded \$66,000 in scholarships to 33 high-achieving students. The 2021-22 scholarship recipients are a diverse group with five graduate students and 28 undergraduate students representing 11 academic colleges and 21 majors. Additionally, 13 of the recipients are legacy students, who have at least one family member who has also attended the University of Maryland.

Giving, Strategic Partnerships & Board of Governors

Your generosity and success directly impact Maryland's rankings, which raise the profile of the university and help to attract the best and brightest students and faculty.



#GIVINGDAYUMD | GIVINGDAY.UMD.EDU



New Affinity Partners

Geico officially became the University of Maryland Alumni Association's preferred insurance partner in May 2021. The partnership provides an exclusive discount for Maryland alums, while supporting alum programs and events. In addition, Geico is an official sponsor of Do Good Month, Black Alumni Weekend and other programs with community impact.

Vaccines at the Riggs Alumni Center

With in-person events on hold, the Samuel Riggs IV Alumni Center opened its doors to host the university's first COVID vaccine clinics, providing a welcoming and convenient location to manage a large volume of patients, vaccination stations, a waiting area and overall flow of the clinic. While the site initially served only the campus community, it was later expanded through a partnership with Safeway Pharmacy to offer vaccines for the greater College Park community. From April 6-May 25, 2021 a total of 8,291 vaccines were administered on site.

Giving Day

On March 3, 2021, 333 donors generously contributed a combined \$34,965 in support of the Alumni Association a 128% increase over the previous year. With a sole focus on raising funds for the new Alumni Association Student Engagement Fund, Terps came together to help the association once again win the "Beat Our Best" challenge, securing an additional \$2,700 prize. We are sincerely grateful for all of our Alumni Association supporters who contributed to the success of the day, and the future of the association.

Fearless Ideas: The Campaign for Maryland

The campaign went on the virtual trail in the past year to maintain its momentum. Through a series of six intimate events and targeted communications, initiatives focused on student success. Maryland Promise scholars shared their experience in the scholarship program, graduate students discussed the vital work they are doing to support Maryland's research enterprise, and Incentive Awards Program alums participated in meaningful conversations with current scholars. As of June 22, 2021, we raised an astonishing \$1,469,508,166 toward our \$1.5 billion goal for the campaign.

"Terps Together: The University of Maryland Alumni Association Cookbook"

This award-winning cookbook, the first of its kind, includes recipes submitted by the alum community as well as Terp-owned businesses and Terp celebrity chefs. It features the six-time Wine & Food Festival People's Choice award-winning Bash Burger by chef Josh Capon '94, mouth-watering Cinnayums by NBC nutrition and health expert and No. 1 bestselling author Joy Bauer '86, and the Montgomery County Fair first place, champion, grand champion and best of show ribbon winning Pecan Pie from Carolyn Gurtz '70—plus many more. Learn more and purchase a copy at *alumni.umd.edu/cookbook*.



Board of Governors

Officers: Executive Council President

James "Jim" G. Spencer '90

Executive Vice President, Health Pro-Heritage

Immediate Past President

Kirk D. Bell '88 Director of Application Quality Assurance, Fannie Mae

President-Elect

Jeffrey "Jeff" A. Rivest '75 *Retired Health Care Executive*

Past President

Wanda A. Alexander '81 President and CEO, WAA-LLC

Finance Committee, Chair

Laurie A. De Armond '94 Partner and National Co-leader, BDO USA, LLP

Secretary

Amy F. Eichhorst Assistant Vice President, Alumni Relations Executive Director, University of Maryland Alumni Association

Ex Officio Officers

Darryll J. Pines

President, University of Maryland **Brodie Remington**

Vice President for University Relations President, UMCPF, University of Maryland

At-Large Members

The Honorable Carlos F. Acosta '85, M.A. '91 Marguerita "Rita" M. Cheng '91, M.S. '93 Jason M. Feinstein '91 The Honorable Wanika B. Fisher '10 James "Jim" Giangrande '90 Ajay K. Gupta '95, M.S. '98 Michael "Mike" J. Mellor '00 Nefretiti N. Nassar '10, M.S. '12 Theodore "Ted" A. Offit '77 Richard "Rich" W. Parson, Jr. '05 Daniel (Dan) S. Rochkind '98 The Honorable Justin D. Ross '98 Bert D. Williams '96 Tiana D. Wynn '05

Advisory Position

Brian P. Meenaghan '05

Representatives

College of Agriculture and Natural Resources

Thomas "Tom" P. Mullineaux '68 School of Architecture, Planning and Preservation Matthew "Matt" J. Jones '15

College of Arts and Humanities Veronica Segovia de Bedon '04 College of Behavioral and Social Sciences Brandon S. Cole '01

College of Computer, Mathematical, and Natural Sciences

Dr. Teresa "Terry" A. McTigue '84 **College of Education** Linda Beck Pieplow '72, M.A. '78 **A. James Clark School of Engineering** Eileen T. Sien '95

College of Information Studies Charell "Char" V. Adagala '18 **School of Public Health**

Dr. Alyssa Todaro Brooks '15 School of Public Policy Whitney C. Dixon '17

Ex Officio Members

Faculty Representative Jordan A. Goodman '73, M.S. '75, Ph.D. '78 M Club Representative Laura E. Chiriaco '08 Terrapin Club Representative Susan J. Wilkes '83 Graduate Student Government Representative Dan Laffin '20 Student Government Representative Dan Alpert '21 Student Alumni Leadership Council Representative Andrew P. String '21

University of Maryland Alumni Association

Samuel Riggs IV Alumni Center 7801 Alumni Drive College Park, MD 20742-1521 301.405.4678 | 800.336.8627 *alumni.umd.edu*