



dateline: UVI

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Alumni Phonathon Raises Pledges & Awareness

UVI alumni pledged more than \$32,000 to their alma mater during an Alumni Phonathon held Aug. 24-27, at the St. Thomas campus' Eastern Caribbean Center call center. Each evening 12 volunteers placed calls to alumni throughout the Caribbean and the United States, asking each to update their contact information and make a contribution to UVI's annual fund. The \$32,000 in pledges exceeded the goal of \$25,000 by 24 percent, said Linda I. Smith, UVI's director of annual giving and alumni affairs.

"I am ecstatic and humbled by the results," Smith said. Smith was especially humbled because the phonathon took a different approach than those held in previous years. This year's outreach was geared specifically to many alumni whom had never given a gift to UVI. It was an opportunity for UVI to uncover areas of disconnect between UVI and some alumni, and to identify steps the institution can make towards addressing challenges, Smith said. "Direct conversations resulted in alumni sharing their UVI experiences, giving recommendations on how UVI can continue to provide academic opportunities for the community and its stakeholders, and showing their willingness to reconnect with their alma mater," Smith said.

The phonathon also increased the UVI alumni giving rate, a trend that Smith hopes to grow. "Not only am I an alumna, I'm also a donor," Smith said. "I invite other



From left : UVI Trustee Deanna Rogers, Director of Alumni Affairs and Annual Giving Linda Smith and Database Specialist Peggy Fabie at the 2009 Alumni Phonathon.

alumni who have yet to become donors to do so, because we really need your involvement." Through contributions from UVI alumni and other supporters, UVI was able to provide \$150,000 to students during the 2008-2009 academic year.

An average of 19 volunteers per night placed calls, processed pledges and updated alumni records. Almost 2,000 calls were made over the four nights. Smith continues to receive calls from alumni making additional

pledges. "Some alumni have already honored their pledges or are in the process of doing so," Smith said. "I invite alumni who have made pledges to honor their commitment by Dec. 18," she added, noting that friendly reminders will be made from now until December. "Every dollar contributed is 100 percent tax deductible."

Prizes were given to the three volunteer callers who received the highest dollar amount in pledges. Additionally, all volunteers received a token.

For more information contact Smith at (340)-692-4023 or lsmith@uvi.edu.

Events Calendar

Sept. 25	Leadership Seminar	STT
Sept. 25	TIAA-CREF Seminar	STT/STX
Sept. 26	RT Park Meeting	STT
Sept. 27	Class of 2010 Meeting	STT
Oct. 2	HIV/AIDS Conference	STT
Oct. 2	VIUCEDD Movie Screening	STT
Oct. 15-16	Health Disparities Institute	STJ
Oct. 18	World Food Day	STX
Oct. 31	Board of Trustees Meeting	STX

Photographer in Training



VI Daily News Photographer Cristian Simescu explains the inner workings of a camera to UVI senior Nicole Orr. Several students on the St. Croix campus attended a photography training session on Sept. 23. Orr and others will take pictures at St. Croix campus events to share with the UVI and wider communities. Simescu volunteered his time for the training.

Renovations Provide Classrooms

Vacated offices in the St. Thomas campus' Classroom Administration Building were renovated this summer and turned into classrooms by



UVI's Physical Plant staff. Above, CA 302 received a new foundation and flooring to accommodate its new carpet and seating. A new acoustical ceiling was also installed, along with blinds and other finishes.

National Pride

UVI student and St. Kitts and Nevis national John J. Gumbs displays his national pride at the UVI St. Kitts and Nevis Association's celebration of the country's independence. Gumbs was dressed in a headscarf and shirt bearing the colors and symbols of the country's flag, as he held the country's national crop - sugarcane. The association sponsored the event in the St. Thomas campus' Dining Pavillion on Sept. 18. It featured national food prepared by the cafeteria staff. A display table featured items bearing the country's flag and national colors.



UVI Public Relations Office Seeks Experts and Models

The University of the Virgin Islands Public Relations Office is in the process of creating a UVI experts list. The main purpose of the database is to provide reporters with a resource for finding experts to quote when they are working on news stories related to a variety of topics. It may also be used by researchers seeking information on specific topics. Most universities have some form of an experts list.

In the effort to create this list, faculty members, administrators and staff who consider themselves experts in particular fields are asked to access and complete the sign-up form available from the Inside UVI section of the UVI website: www.uvi.edu. For more information call the Public Relations Office at 693-1056 or send email to nfarrel@uvi.edu or pr@uvi.edu.

The UVI Public Relations Office is also seeking student models for an October photography shoot. Male and

female students who have always wanted to be models are encouraged to take part in this volunteer opportunity. The pictures will be used in UVI publications, advertisements and other forms of marketing for the University.

At least 10 students are needed for daytime modeling assignments on the St. Thomas and St. Croix campuses. Audition head shots and photography release forms can be obtained by visiting the UVI Public Relations Office on the St. Thomas campus (ACC Building room #229) weekdays between the hours of noon and 3 p.m.

St. Croix campus students should call the Public Relations Office at 693-1059 to arrange for head shots to be taken. For more information, call 693-1059.

dateline: UVI is a production of the UVI Public Relations Office. Contact us by telephone at 340-693-1056 or by fax at 340-693-1055.

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2 John Brewer's Bay
St. Thomas, VI 00802