

# External Relations and Institutional Advancement Agenda

- External Outreach
- FY 26 Closeout
- Current Efforts
- New Online Portal and Alumni Engagement
- Expanding the University's Sphere of Influence

# GREATER BY DESIGN:

*The Comprehensive Campaign For Virginia State University*



From a single building, a small library, and just over 100 students in 1882, Virginia State University has grown into a vibrant 230-acre campus with more than 50 buildings, a 416-acre agriculture research farm, and state-of-the-art facilities.

As we prepare to celebrate 150 years as a leading HBCU, we will continue to impact the next generation of leaders through our \$150 million GREATER By Design Comprehensive Campaign.

GIVE  
TODAY

SUBMISSIONS CLOSED



CATEGORIES

GUIDELINES

JUDGING

WINNERS

SPONSOR

FAQ

WEBINAR

SUBMIT ENTRY

THE PULSE AWARDS 2026

# Celebrating Black Marketing Excellence

Put Your Work In The Right Room

SUBMISSIONS CLOSED

No longer accepting entries

# AFRICAN AMERICAN MARKETING ASSOCIATION

## PULSE AWARDS

The screenshot displays the Pulse Awards website interface. At the top, a navigation bar includes links for CATEGORIES, GUIDELINES, JUDGING, WINNERS, SPONSOR, FAQ, and WEBINAR, along with a SUBMIT ENTRY button. Below this, a secondary navigation bar highlights the STRATEGIC IMPACT category. The main content area features a section titled 'Strategic Campaign Impact' with a description: 'Campaigns that moved the needle through strategic thinking, audience insight, and measurable outcomes.' It lists '6 Awards' and details six categories: 01 Best B2C Campaign, 02 Best B2B Campaign, 03 Best Financial Services Campaign, 04 Best Non-Profit / Cause Campaign, 05 Best Campaign - Small Business, and 06 Best Campaign - Enterprise. The bottom of the page features a dark blue footer with the text 'Creative, Digital & Content Excellence'.

**Strategic Campaign Impact**

Campaigns that moved the needle through strategic thinking, audience insight, and measurable outcomes.

**6 Awards**

- 01 Best B2C Campaign**  
Honors a consumer-facing campaign that demonstrated exceptional creativity, audience connection, and measurable impact.
- 02 Best B2B Campaign**  
Recognizes a business-to-business campaign that stood out for its strategic approach, audience targeting, and ability to drive meaningful results.
- 03 Best Financial Services Campaign**  
Celebrates a campaign within banking, insurance, fintech, or financial services that effectively communicated complex offerings while building trust.
- 04 Best Non-Profit / Cause Campaign**  
Highlights a campaign for a nonprofit or social cause that raised awareness, inspired action, or drove community impact through powerful storytelling.
- 05 Best Campaign - Small Business**  
Honors a campaign that achieved outsized results with limited resources. Judges look for creativity, resourcefulness, and measurable business impact.
- 06 Best Campaign - Enterprise**  
Recognizes a large-scale campaign that demonstrated strategic depth, flawless execution, and strong results across a broad audience.

**Creative, Digital & Content Excellence**

Recognizes a large-scale campaign that demonstrated strategic depth, flawless execution, and strong results across a broad audience.

# BEST CAMPAIGN ENTERPRISE



## VIRGINIA STATE UNIVERSITY SPRING 2025 COMMENCEMENT “BOOTS ON THE GROUND” CAMPAIGN

### OVERVIEW

The Spring 2025 Commencement “Boots On The Ground” Campaign transformed Virginia State University’s commencement ceremony from a traditional celebration into a viral cultural moment that showcased the pride, joy, and community spirit of the VSU experience.

Designed to create a memorable celebration, the campaign built on a longstanding commencement tradition that allows graduates to celebrate before crossing the stage. In Spring 2025, VSU elevated that moment through a carefully coordinated experience that united students, faculty, staff, alumni, and guests in a shared display of school pride.

During the ceremony, President Dr. Makola M. Abdullah invited graduates to look beneath their seats, where custom Virginia State University fans had been placed in advance. Moments later, graduates and attendees joined together in the viral “Boots On The Ground” line dance made popular by 803Fresh, responding to the song’s signature call, “Where them fans at?”

The moment was captured on video and shared across the University’s social media platforms, generating nearly 3 million views and significant engagement. What began as a commencement celebration quickly became a national story, earning coverage from the nationally syndicated television program Inside Edition and further amplifying Virginia State University’s brand and visibility.

The campaign’s impact extended beyond awareness and engagement. Following the viral success of the fan reveal, Virginia State University launched a limited-time sale of the now-iconic commencement fans. The initiative raised \$16,440 for the Student Tuition Assistance Fund, transforming a celebratory moment into meaningful financial support for current and future Trojans.

By combining strategic planning, authentic storytelling, and a culturally relevant experience, the campaign transformed commencement into a movement celebrating graduates while extending the reach of the VSU story far beyond campus.

[WATCH THE VIRAL VIDEO](#)

# BEST CAMPAIGN ENTERPRISE

## THE “*BOOTS ON THE GROUND*” CAMPAIGN STRATEGY

### STRATEGY & EXECUTION

The Spring 2025 Commencement “*Boots On The Ground*” Campaign was designed to create a memorable graduation experience while showcasing Virginia State University’s culture, pride, and community spirit. Rather than treating commencement as a traditional ceremonial event, the campaign sought to create a shared moment that graduates would remember, celebrate, and organically share with others.

### STRATEGIC PLANNING CAMPAIGN OBJECTIVES

#### TO CREATE A SIGNATURE COMMENCEMENT MOMENT:

A carefully planned surprise activation was developed to celebrate graduates before they crossed the stage. Custom Virginia State University fans branded with the University’s “Greater Happens Here” campaign were strategically placed beneath graduates’ seats, creating anticipation and ensuring every graduate could participate.

#### CELEBRATE HBCU CULTURE AND COMMUNITY:

The activation leveraged the popularity of 803Fresh’s viral “*Boots On The Ground*” line dance, creating an authentic and culturally relevant experience that resonated with students, families, alumni, and supporters while highlighting the energy and traditions that define the HBCU experience.

#### EXTEND THE MOMENT BEYOND THE VENUE:

The campaign was intentionally designed to be highly shareable. Through coordinated video capture, photography, and social media deployment, the University ensured the celebration could reach audiences far beyond the commencement arena. The video was available within 30 minutes of the conclusion of commencement.



### EXECUTION

At the direction of President Dr. Makola M. Abdullah, graduates were invited during the ceremony to look beneath their seats, where the branded fans had been placed in advance. As the music began, graduates, faculty, administrators, and guests joined together in the viral line dance, creating an unexpected and visually compelling moment of celebration.

VSU Office of Communications staff captured the activation in real time and quickly deployed content across the University’s social media platforms. The combination of authentic participation, strong visual storytelling, and cultural relevance fueled rapid audience engagement and organic sharing across digital channels.

The activation seamlessly integrated commencement traditions, institutional branding, student engagement, and digital storytelling into a single experience that resonated on campus and across social media.

### SOCIAL MEDIA METRICS

| FACEBOOK<br>@VirginiaStateUniversity                                               | INSTAGRAM<br>@OfficialVSUTrojans      | TWITTER X<br>@VSU_1882                           |
|------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------------|
|                                                                                    |                                       |                                                  |
| <b>Views</b><br>2.4M                                                               | <b>Views</b><br>502,086               | <b>Impressions</b><br>71,450                     |
| <b>Interactions</b><br>114,028                                                     | <b>Engagements</b><br>8,691           | <b>Engagements</b><br>4,211                      |
| <b>Approximate earnings</b><br>\$0.00                                              | <b>Watch time</b><br>103d 13h 33m 16s | <b>Profile visits</b><br>86                      |
| <b>Next follows</b><br>3,980                                                       | <b>Interactions</b><br>46,070         | <b>Video</b><br>Metrics for the video you shared |
| <b>Views explained</b><br>Learn what drove views and how to get more.              | <b>Views</b><br>502,086               | <b>Unique views</b><br>23,280                    |
| <b>View completion rate</b><br>Reels that have more complete views perform better. |                                       | <b>Views</b><br>27,100                           |

# BEST CAMPAIGN ENTERPRISE

## THE CAMPAIGN DELIVERED MEASURABLE AND MEANINGFUL IMPACT:

### RESULTS & IMPACT

The “Boots On The Ground” Commencement Campaign delivered exceptional results across engagement, earned media, brand visibility, and fundraising.

### DIGITAL IMPACT

Nearly 3 million views across VSU’s social media platforms.

Significant organic engagement through shares, comments, and reposts as graduates, families, alumni, and supporters amplified the content within their own networks.

Widespread audience participation driven by an authentic and unscripted celebration that resonated well beyond the University’s existing audience.

### NATIONAL MEDIA RECOGNITION

The viral commencement moment attracted widespread media attention, earning coverage from the nationally syndicated television program Inside Edition as well as regional and national media outlets. Coverage highlighted the authenticity, joy, and cultural significance of the HBCU commencement experience while extending the reach of the VSU brand to audiences across the country.

#### Featured Coverage

[WRC ABC 8 News](#)

[Black Enterprise](#)

[HBCU Gameday](#)

[Yahoo News](#)

[WTVR CBS 6 News](#)

[The Progress-Index](#)

### UNIVERSITY COVERAGE

[VSU Goes Viral With More Than Two Million Views for Its “Boots On The Ground” Celebration](#)

[VSU Viral Commencement Fans Raise \\$16,440 for Tuition Assistance](#)

### FUNDRAISING IMPACT

Following the viral success of the activation, VSU launched a limited-time sale of the now-iconic commencement fans featured in the campaign. In just one week, fan sales generated \$16,440 for the Student Tuition Assistance Fund, transforming a celebratory commencement moment into meaningful financial support for current and future students.

### BRAND IMPACT

The custom fans prominently featured Virginia State University’s “Greater Happens Here” brand message, extending campaign visibility beyond commencement and reinforcing the University’s commitment to student success, opportunity, and transformation.



### WHY IT MATTERS

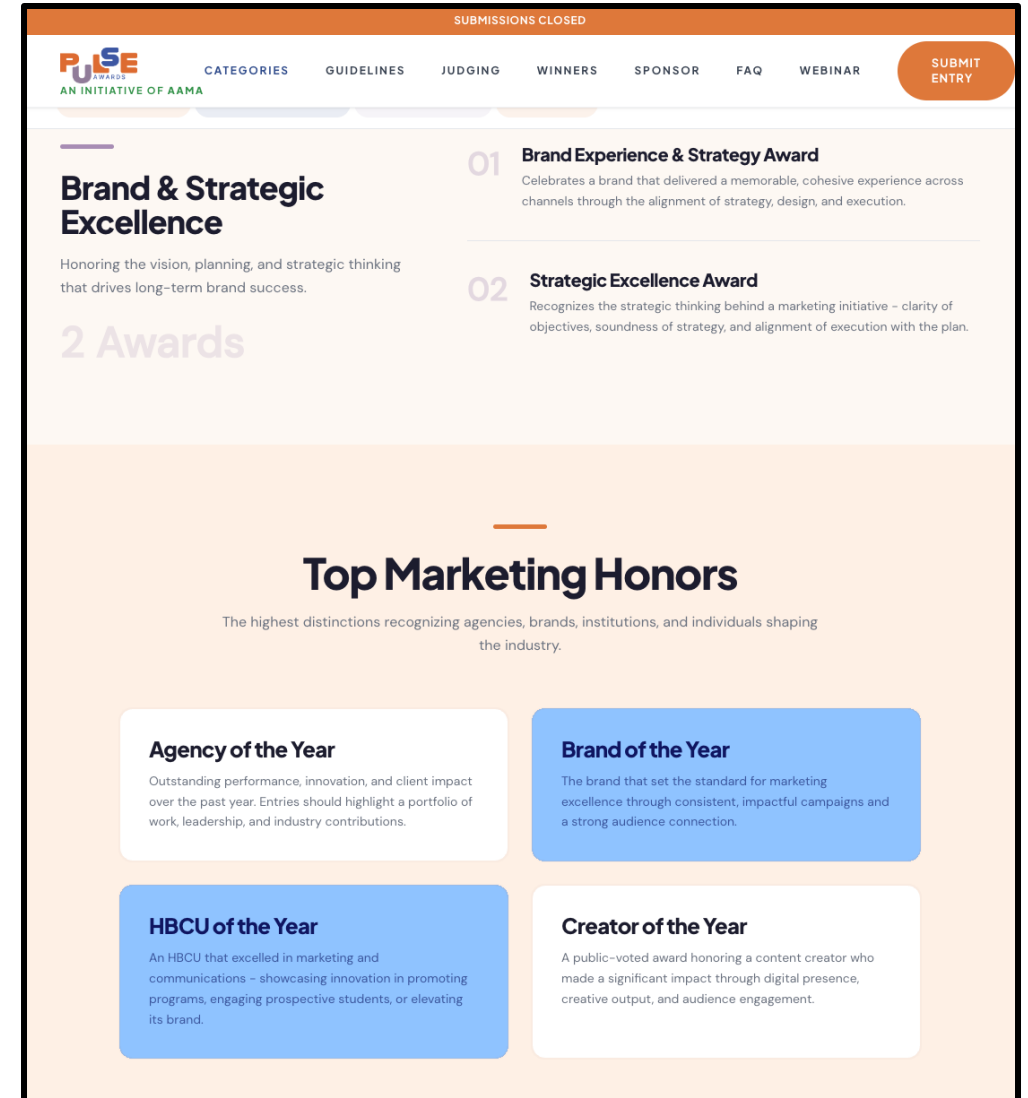
The “Boots On The Ground” Campaign demonstrated the power of strategic communications to create cultural relevance, inspire community participation, generate national visibility, and support institutional priorities. By turning a commencement tradition into a viral moment and a fundraising opportunity, Virginia State University successfully advanced its brand while creating lasting impact for students and the broader university community.



# AFRICAN AMERICA MARKETING ASSOCIATI

## HBCU OF THE YEAR:

An HBCU that excelled in marketing and communications - showcasing innovation in promoting programs, engaging prospective students, or



# HBCU OF THE YEAR

Virginia State University's Submission for Pulse Magazine's "HBCU of the Year"



**Greater** Happens Here  
Office of Communications and  
University Relations

## Greater Happens Here: From Brand Promise to Measurable Impact

This document presents the compelling evidence supporting Virginia State University's distinction as the deserving recipient of the "HBCU OF THE YEAR" award.

This is not just a story of progress; it is a blueprint for what's possible when brand, mission, and momentum align.



# HBCU OF THE YEAR

THIS IS WHAT GREATER LOOKS LIKE.



*Since* 1882



GREATER HAPPENS HERE  [www.VSU.edu](http://www.VSU.edu)

**This document provides clear, compelling evidence which highlights the 2025 achievements, outcomes, and institutional momentum that define Virginia State University's continued rise to GREATER.**

**Virginia State University  
is not only deserving, it is  
exemplary of recognition as  
“HBCU of the Year.”**

Virginia State University has not simply participated in the evolving higher education landscape, it has actively defined what excellence looks like for a modern HBCU.

Through a deliberate, institution-wide approach, the university has aligned strategy, storytelling, student success, and institutional advancement to create a powerful and measurable model of impact. The result is not just a strong institutional identity, but a thriving, connected community that resonates with prospective students, current scholars, alumni, donors, and national audiences alike.

Over the past year, Virginia State has demonstrated that excellence in higher education is multidimensional. Strategic enrollment growth, elevated national rankings, and the prestigious designation as an R2 research institution underscore its academic momentum. At the same time, the expansion of athletics, deeply engaging student experiences, and authentic storytelling have strengthened campus life and national visibility.

# HBCU OF THE YEAR

## 2025 Brand in Action: A Year of Impact

*Click the blue button icon for more information about each initiative.*

### VSU EARNs CARNEGIE R2 RESEARCH DESIGNATION

In 2025, VSU achieved Carnegie R2 Research status, placing the University among just 139 institutions nationwide and fewer than 15 HBCUs recognized for high research activity. The designation elevated the University's national profile while creating greater opportunities for students to participate in research, graduate education, and high-impact learning experiences.

#### WHY IT MATTERS

- Reframed the university as research-driven
- Attracted high-achieving students and faculty
- Supported grant and partnership growth

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### VSU'S HISTORIC RISE IN NATIONAL RANKINGS

In 2025, VSU achieved the nation's largest climb among HBCUs in the U.S. News & World Report updated rankings, reflecting the University's continued momentum in academic excellence, student success, and institutional growth. The recognition strengthened VSU's national visibility and reinforced its position as one of the country's fastest-rising public HBCUs.

#### WHY IT MATTERS

- Validation of institutional excellence
- Used in marketing materials and recruitment messaging
- Strengthened national credibility

CLICK  
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### STUDENT SUCCESS STORIES THAT DEFINE THE VSU EXPERIENCE

Beyond campaigns and rankings, VSU elevates authentic student stories that reflect the University's mission of access, opportunity, and transformation. Each semester, these stories highlight resilience, leadership, and achievement while demonstrating the life-changing impact of a VSU education. By sharing the experiences of students and graduates, VSU strengthens connections with prospective students, alumni, donors, and supporters, bringing the University's brand to life through the people it serves.

#### WHY IT MATTERS

- Centered student voices
- Demonstrated real outcomes
- Used across recruitment and digital campaigns

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### TROJAN ATHLETICS RACKS UP ACCOLADES

In 2025, VSU Athletics celebrated a historic year, capturing three conference championships and a national title. The men's basketball team won the CIAA Tournament for the first time since 2019, while the men's and women's soccer teams claimed the inaugural CIAA Soccer Cups. The women's soccer team capped off its remarkable season by winning the USCAA National Championship. Further highlighting the strength of Trojan Athletics, former women's basketball head coach Nadine Domond was named CIAA Women's Basketball Coach of the Year.

#### WHY IT MATTERS

- Showcased championship-caliber programs
- Inspired pride across the VSU community
- Strengthened the Trojan brand

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# HBCU OF THE YEAR

## 2025 Brand in Action: A Year of Impact

*Click the blue button icon for more information about each initiative.*

### FULBRIGHT HBCU INSTITUTIONAL LEADER

In 2025, VSU was named a Fulbright HBCU Institutional Leader for the fourth consecutive year, recognizing the University's sustained commitment to global education, cultural exchange, and international opportunities for students, faculty, and staff. The distinction reinforces VSU's leadership among HBCUs in global engagement and reflects a longstanding history of hosting international educators while expanding opportunities to study, teach, and conduct research abroad.

#### WHY IT MATTERS

- Expanded global learning opportunities
- Reinforced HBCU leadership
- Elevated international engagement

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### ELEVATING INSTITUTIONAL STORYTELLING: 2025 IMPACT REPORT

The 2025 Impact Report was strategically developed as more than a record of achievements, it became a high-value marketing and brand amplification tool. Designed with a storytelling-first approach, the report translated data, milestones, and outcomes into compelling narratives that showcased the university's growth, relevance, and impact. Through a blend of visually engaging design, student-centered stories, and clear outcome-driven messaging, the report strengthened credibility with key audiences including prospective students, donors, partners, and alumni.

#### WHY IT MATTERS

- Turned data into compelling narratives
- Engaged stakeholders (donors, alumni, community)
- Demonstrated measurable outcomes

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### VSU STUDENTS EXPAND THEIR GLOBAL REACH

VSU continued to expand its global education efforts in 2025, building a study abroad footprint that reached 13 countries. Among the participants were Honors College students Camille Hall and Kristina Piercy, who studied at the University of Oxford in Oxford, England. Their experiences reflect the University's commitment to preparing students for success in an increasingly interconnected world.

#### WHY IT MATTERS

- Strengthened global education efforts
- Broadened student perspectives
- Prepared students for global careers

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### STRATEGIC ADVANCEMENT: HARRIS HALL NAMING CAMPAIGN

To support institutional advancement goals while reinforcing its brand promise, VSU developed a comprehensive Harris Hall Room Naming Opportunities campaign, anchored by a high-impact donor booklet designed to inspire giving and deepen stakeholder engagement. The story-driven, brand-aligned communications tool positioned philanthropy as an extension of student success and institutional momentum.

#### WHY IT MATTERS

- Made the impact of giving clear and tangible
- Turned donors into partners in VSU's future
- Strengthened engagement through strategic storytelling

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# HBCU OF THE YEAR

## 2025 Brand in Action: A Year of Impact

*Click the blue button icon for more information about each initiative.*

### BOOTS ON THE GROUND SPRING 2025 COMMENCEMENT CAMPAIGN

To showcase the pride, culture, and community spirit that define the VSU experience, the University transformed a commencement tradition into a nationally recognized viral campaign. The VSU “Boots on the Ground” celebration generated nearly 3 million social media views, earned coverage on Inside Edition, and inspired a limited-time sale of the iconic commencement fans that raised \$16,440 for the Student Tuition Assistance Fund.

#### WHY IT MATTERS

- Captured authentic student energy
- Expanded reach beyond traditional audiences
- Drove visibility for commencement and the VSU student experience

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### OPENING THE LARGEST BUILDING IN VSU HISTORY

VSU opened the Alfred W. Harris Academic Commons, the largest and most transformative facility in University history. The 175,000-square-foot landmark serves as a hub for academic excellence, student engagement, creativity, and innovation, providing state-of-the-art learning, performance, and recreational spaces that will shape the student experience for generations to come. The facility stands as a visible symbol of VSU’s growth, momentum, and commitment to preparing students to lead in a rapidly evolving world.

#### WHY IT MATTERS

- Provides students with state-of-the-art learning spaces
- Enhances recreation, wellness, and student life
- Expands opportunities for creativity and innovation

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### VSU GREATER BILLBOARD CAMPAIGN

To strengthen brand awareness and increase visibility in key recruitment markets, VSU launched a high-profile billboard campaign along Interstate 95, one of the nation’s busiest travel corridors. Featuring the message “This Is What Greater Looks Like,” the campaign ran from Homecoming through the holiday season, maximizing exposure during a peak period for alumni engagement, recruitment travel, and east coast visibility.

#### WHY IT MATTERS

- Strategic geographic placement
- Clear call to action for prospective students
- Extending brand visibility beyond campus

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### 2025 ADDITIONAL POINTS OF PRIDE

VSU’s 2025 Points of Pride highlights a year of achievement, growth, and impact across academics, student success, community engagement, research, innovation, and institutional advancement. Through transformative initiatives, strategic partnerships, and a continued commitment to excellence, VSU strengthened its legacy while creating new opportunities for students, faculty, staff, alumni, and the communities it serves. Click the blue icon for a full list of these accomplishments which reflect the University’s mission, momentum, and unwavering pursuit of GREATER.

#### WHY IT MATTERS

- Validation of institutional excellence
- Used in marketing materials and recruitment messaging
- Strengthened credibility nationally

CLICK  
HERE

GREATER HAPPENS HERE  
VSU  
1882  
PLACE WHERE ALL MAY GO AND DRINK FROM THE FOUNTAIN OF KNOWLEDGE UNTIL THEIR THIRST FOR KNOWLEDGE IS SATISFIED





# Fiscal Year-End Totals

## As of June 30, 2026

|                            | FY 2026        |        | FY 2025        |        | FY Differences |        |
|----------------------------|----------------|--------|----------------|--------|----------------|--------|
|                            | Dollars        | Donors | Dollars        | Donors | Dollars        | Donors |
| <b>Grand Total</b>         | \$6,603,640.10 | 2,575  | \$4,489,223.61 | 2,706  | \$2,114,416.49 | -131   |
|                            |                |        |                |        |                |        |
| <b>ALUMNI</b>              | \$1,507,997.56 | 1,602  | \$1,118,574.65 | 1,723  | \$389,422.91   | -121   |
| <b>ALUMNI ASSOC</b>        | \$105,616.00   | 14     | \$43,303.00    | 11     | \$62,313.00    | 3      |
| <b>CORP/FDN/ORG</b>        | \$4,410,633.24 | 165    | \$2,801,369.46 | 162    | \$1,609,263.78 | 3      |
| <b>FACULTY &amp; STAFF</b> | \$160,128.41   | 109    | \$82,042.80    | 87     | \$78,085.61    | 22     |
| <b>FRIENDS/INDVLS</b>      | \$414,507.34   | 654    | \$434,123.70   | 650    | -\$19,616.36   | 4      |
| <b>PARENTS</b>             | \$3,825.00     | 16     | \$4,320.00     | 34     | -\$495.00      | -18    |
| <b>STUDENTS</b>            | \$932.55       | 15     | \$5,490.00     | 39     | -\$4,557.45    | -24    |



# GiveCampus

- New Giving Portal
- Allows for Multiple Campaigns at once
- Designed to Encourage Competition
- Posted Media (Video Recording)
- Provides for Running Total
- Donors Repost of Activity
- Live Updates

**Trojan Explosion Tuba Campaign**

**\$2,919**  
Donated 9% of \$30,000 goal

**27** Donors **10 Days** Remaining

**Give Now!**

[Share](#) [Post](#) [Share](#)

[Copy to Share](#)

This campaign ends on September 10 at 11:59PM EDT

**About** Matches & Challenges Updates Donors Advocates

**About**

**Trojan Family, We Need Your Support!**

The Virginia State University Trojan Explosion Marching Band is growing, and we need the Trojan Family to help ensure our students have the instruments they need to perform at their best. This year, the band has more than 20 tuba players but fewer than 20 tubas. Our goal is to secure 24 tubas, so every student musician has access to the equipment they need. Your gift at any level will help the Trojan Explosion continue its tradition of musicianship, excellence, and Trojan Pride as they prepare to blow the lid off Rogers Stadium!

**Help Us Reach 24 Tubas!**



# \$30 for 30 Campaign

09/1/2026 - Present

- \$30 for 30 Campaign page is now live
- Constant Contact and our social media pages
- Designed to Encourage broad participation of alumni and friends
- **Thirty-dollars (\$30) to inspire and support the Class of 2030**
- Expand annual giving while ensuring that our major gift cultivation and solicitation strategies remain appropriately focused

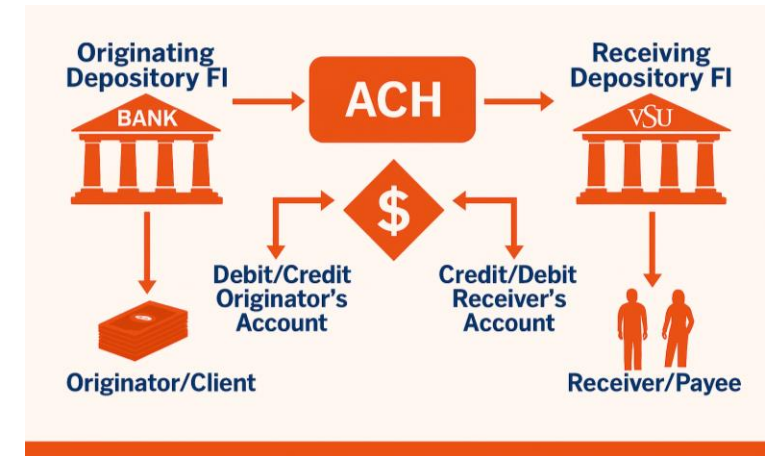




# Over \$100,000 Raised During Opening Conference

## Faculty and Staff

- Already Collected Over \$9K
- Continuous Pledge of \$112,000
- ACH and Payroll deduction donors  
Monthly Totals over \$4K (a month)
- Some Payroll deductions are twice a  
month with an approximate total another  
\$2,510.00 for each pay period
- Yearly Total (June 30<sup>th</sup>) – over **\$100K**



# Our Pathway to \$150M

*Marking Virginia State University's 145th anniversary with a bold vision for what's next.*

\$110M raised to date



\$0

Goal: \$150M

**\$110M**

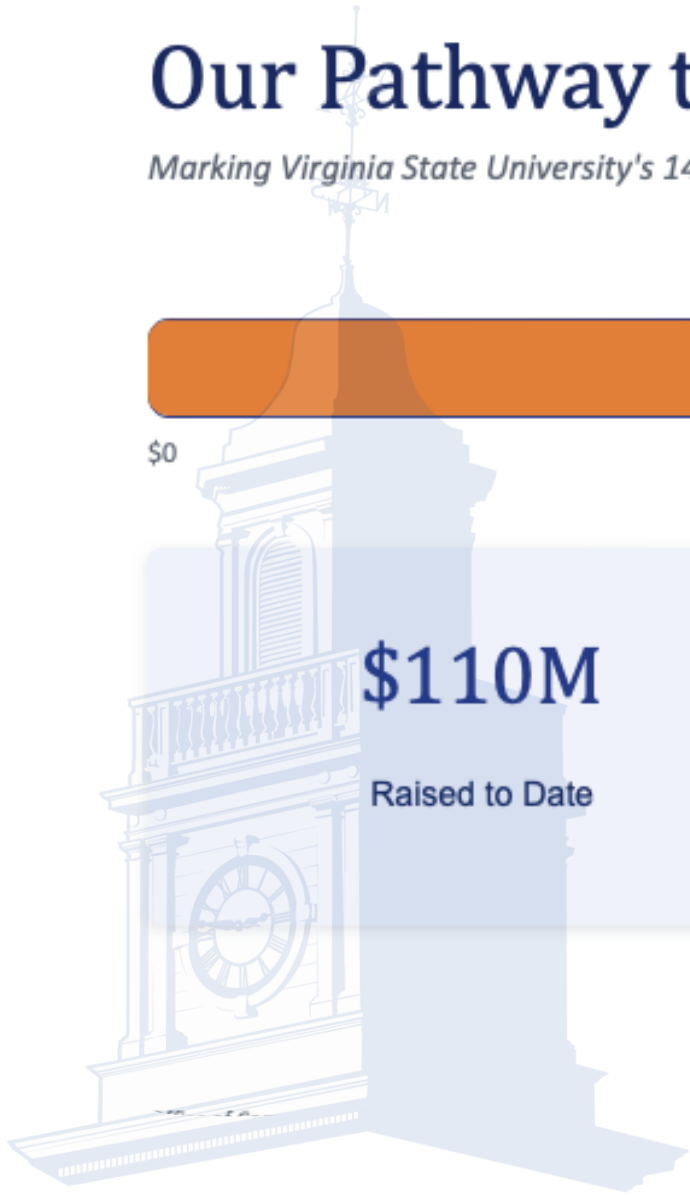
Raised to Date

**\$40M**

Remaining to Goal

**5 Years**

2026 – 2031 Timeline





# GREATER PARTNERSHIPS

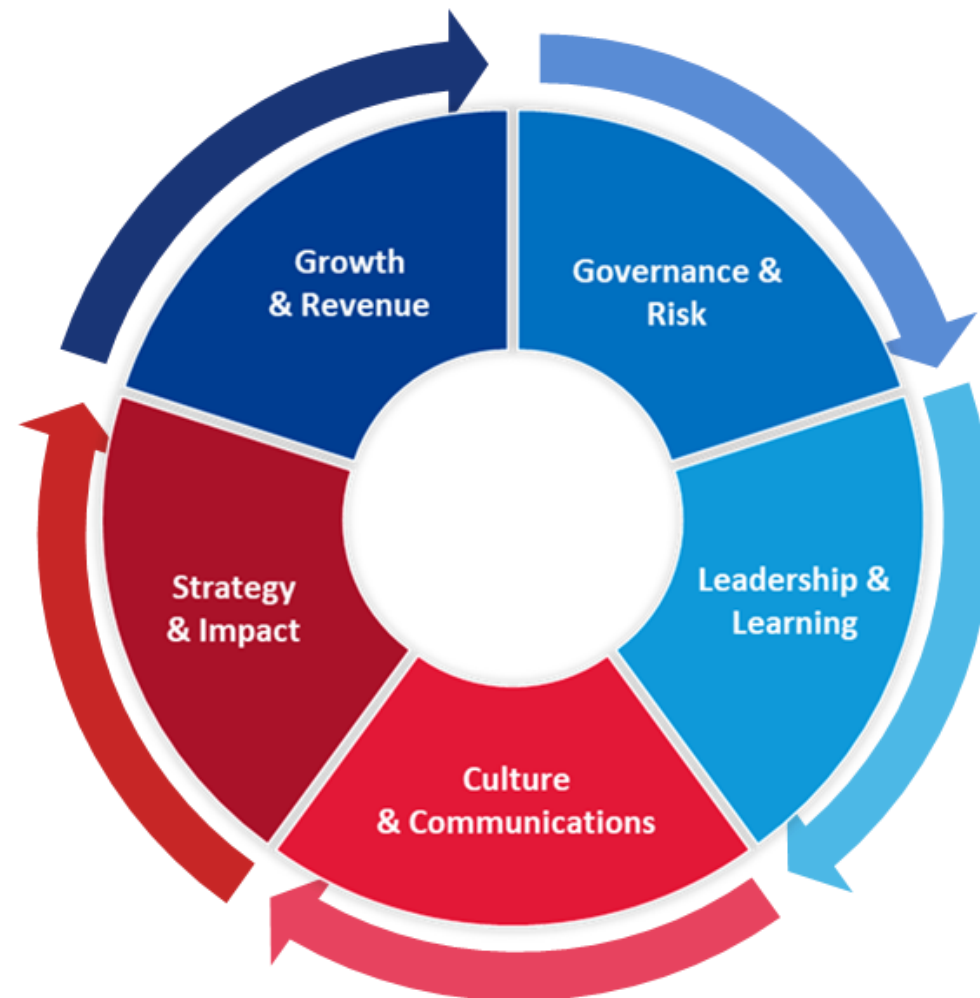
## BANK OF AMERICA

### STRATEGY & IMPACT

- 1:1 Stakeholder Interviews
- Focus Groups
- Landscape Analysis
  - Strategic Visioning
  - Partnership-Guidance
- Stakeholder Engagement
- Programmatic Advising
- KPI Identification & Analysis

### GROWTH & REVENUE

- Case for Support
- Feasibility Study
- Annual Appeal
- Capital Campaigns
- Major Gifts
- Planned Giving
- Alumni + Community

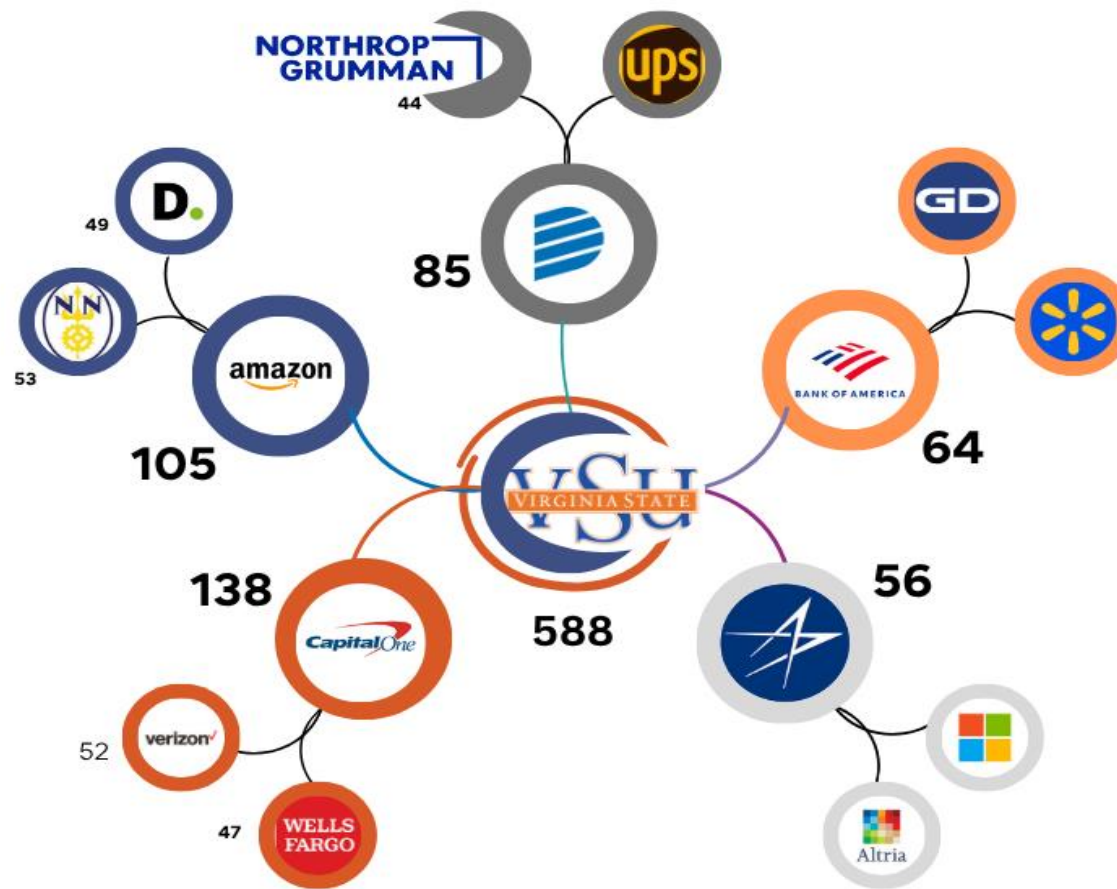




**live**alumni

# GREATER NETWORKS

THE TROJANVERSE





**live**alumni

# GREATER RESULTS



**28,819 VSU PROFILES**



**9,937 MATCHED PROFILES**



**3,144 C-SUITE EXECUTIVE PROFILES**



***ASK: Will you use your networks to help  
Us forge GREATER PARTNERSHIPS at  
Virginia State University ?***

## **Benjie E. Wimberly, 1989**

**Senator • New Jersey State Senate • VSU Alumni, Class of 1989**

Being a VSU alumnus means the world to me. I can honestly say that Virginia State University transformed my life. If given the choice, I would not choose any other university over VSU. During my time there, I was developed and groomed as a leader through the many organizations in which I was actively involved. I was also blessed to have outstanding mentors who helped shape my leadership journey, including Dr. Harold Braxton, James Clark, Dr. Jean Cobb, and Dr. James Smith. VSU holds a special place not only in my heart but also in the hearts of my family. Each fall and winter, we eagerly look forward to VSU Homecoming. It is always a memorable time filled with fellowship, cherished traditions, and the opportunity to reconnect with family and friends. Homecoming is more than just an event; it is a celebration of the VSU community and the lifelong bonds that make the Trojan experience so special.





Greater Happens Here



## Update Coming Alumni Engagement Events

**TROJAN 10 UNDER 10**  
NOMINATIONS OPEN  
SEPTEMBER 1<sup>ST</sup> TO  
OCTOBER 12<sup>TH</sup>, 2026  
AT 11:59 P.M.

**TROJAN 10 UNDER 10**

VSU VIRGINIA STATE Since 1882

Greater Happens Here

**NOMINATE. RECOGNIZE. EMPOWER**  
Help us celebrate the next generation of Trojan leaders making a difference.

<https://forms.gle/Katn8MJJC8MSfdqZ8>

Trojan 10 Under 10  
Nominations

**Pre-Game TAILGATE**  
FOOD. FUN. FELLOWSHIP. TROJAN PRIDE.

**SATURDAY, SEPTEMBER 12, 2026**

**2:00 P.M. - 5:00 P.M.**

**SOUTH CAROLINA STATE UNIVERSITY FOOTBALL PRACTICE FIELD**  
Next to Oliver C. Dawson Stadium

Join us for the  
Virginia State University vs.  
South Carolina State University  
Pre-Game Tailgate!

Come fellowship with your  
Trojan Family before the game  
and enjoy great food,  
music, and Trojan spirit!

The proceeds from  
tailgate tickets  
support VSU Athletics.

VSU vs. SCSU Pre-Game  
Tailgate

VSU VIRGINIA STATE Since 1882 Greater Happens Here

**Save the Date!**  
CLASS OF  
**1977**  
**Golden Class**  
**MEET & GREET**

Reconnect with old friends, share memories,  
and get the latest updates on our  
Golden Reunion Weekend 2027!

**DATE:**  
Friday, October 9, 2026

**LOCATION:**  
Room 200, Foster Hall  
Virginia State University

**TIME:**  
2:00 p.m. - 4:00 p.m.

All members of the Class of 1977 are invited!  
*We look forward to seeing you there!*

CELEBRATING 50 YEARS OF TROJAN PRIDE,  
LEGACY, AND FRIENDSHIP!

Class of 1977 Meet & Greet

# Homecoming 2026 Events



4<sup>th</sup> Annual First Lady's  
Golf Tournament



Bonfire On The Hill



President's Tailgate

## Widening the Net:

- Alumni activation
- Corporate/Foundation partnerships
- Community and organizational engagement
- Data-driven prospect management
- Expanded campaign visibility and stewardship

### Presidential Policy Discussion in Martha's Vineyard



### Educ. Symposium in Australia

