**Engagement Community at a Glance**

The Engagement Community is a learning and networking community of nearly 500 U.Va. professionals. This grassroots community offers programming for alumni and parent relations officers, fundraisers, communicators, stewardship professionals, and many others who are committed to strengthening relations and increasing support for the University.

The Community Offers
- Lunch meetings at the Boar’s Head
- Guest speakers on pertinent topics
- Webinars for professional development
- Volunteer-driven subcommittees
- Private tours of new or restored U.Va. buildings, gardens, and facilities
- Support for R&D pilots to see if growth ideas warrant further investment
- Ready access to demographic information on U.Va. alumni and parents

**Where Members Work**
- 12 schools
- 38 centers, units, institutes, and foundations
- 14 divisions of Development & Public Affairs

**What Members Do**
- Fundraising: 28%
- Communications: 23%
- Engagement: 21%
- Student Affairs: 10%
- Technology - Infrastructure: 8%
- Stewardship and Events: 8%
- Students: 2%

*Information as of March 2012*

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**Leveraging Collective Knowledge**

Kate Rullman wins the prize for taking advantage of every opportunity to learn from fellow University professionals. As the recent recipient of the Engagement Community’s “Most Engaged” award for attending the most offerings in a single year, the associate director for development at the Virginia Foundation for the Humanities understands that developing relationships with colleagues across Grounds is one of her most valuable assets in her role as a development professional.

“I think it’s probably the number one benefit to being a University employee, having the opportunity to go to these sessions,” she says. “Since U.Va. is such a large community, we all have something to learn from each other. I’d say the overall mission is getting everyone together to leverage that collective knowledge to help us solve the riddles and issues we face in our daily work.”

In her previous role in reunion giving, Rullman was in frequent communication with alumni. As a non-U.Va. graduate in her third year at the University, she recognizes that the Engagement Community has made her more credible and also more informed about what’s going on around Grounds. “It’s about ‘The Ask’ as a development officer,” she says. “But it’s also about developing a rapport and having these opportunities to enhance my conversations with alumni has been really instrumental.”

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**Engagement Community**

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