

Knowledge buckets for volunteers

| Today's students | Active engager | Active philanthropist | ELEVATE |
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| <ul style="list-style-type: none">• Understand current student demographics.• Understand current student admission trends.• Understand current “what keeps students up at night” issues. | <ul style="list-style-type: none">• Actively engage as a VCU graduate.• Demonstrate experience in pipeline development and retention.• Demonstrate experience in recruitment strategies. | <ul style="list-style-type: none">• Actively give.• Demonstrate experience in annual giving retention and recruitment strategies. | <ul style="list-style-type: none">• Know current VCU passions.• Learn more about VCU programming and initiatives.• Demonstrate knowledge base of the ELEVATE strategic plan. |