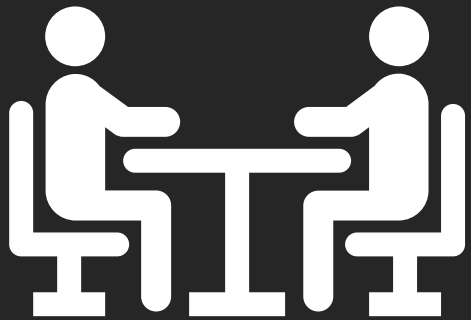


"CCC": A Celebration of Cross-College Collaboration



University of Idaho
Virginia Tech University
Purdue University



Thank you to our Conference Host and Sponsors



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Barker Trading Program

- CALS - Ag Commodity Risk Management & CBE- Barker Trading Program
- Program overview
- Positives
- Challenges
- Where we are now



University of Idaho

Vandals in the Desert

- Annual university-wide Alumni Gathering in Palm Desert, CA
- Positives
 - Opportunity to engage alumni outside of Idaho
 - Shared resources (budget and staffing) across multiple colleges and units
 - Engage alumni as hosts of the event (many with cross-college affiliation)
 - Buy-in from Major Gift Officers for visits with individuals of high net worth
- Challenges
 - Competing events with Spring Baseball in Phoenix
 - Leadership Buy-in
 - Venue



University of Idaho

Thinking Outside Traditional Collaborations Strengthens Programming

Non-college/unit partners keep us creative and nimble

- *VT Corps of Cadets*
 - *CAT - Cadet Alumni Team*

College of Architecture, Arts and Design

- *School of Performing Arts*
 - *Artist Registry Events*
- *Alumni Relations Graphic Design Intern*
 - *A pulse on current design*
 - *Custom swag*
 - *Animations*
 - *Invitations and graphics*



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Blue Catfish: A Worthwhile Cause Inspiring Natural Collaboration

- Internal Partners
 - VT Chapters team (regional engagement)
 - VT News
 - VT Cornerstone (those ≥ 50 yrs from graduation year)
 - VT Reunions -Alumni Weekend
 - LINK - Center for Advancing Partnerships
- External opportunities:
 - Restaurant partnerships
 - Platform for philanthropic conversations with legislature, corporate partners and donors



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**CALS+
CORNERSTONE**
CONNECTIONS IN TIDEWATER



VT Therapy Dogs Shiffing Blue Catfish at Alumni Weekend

Purdue Collaborations

- Monthly meetings with college alumni representatives
 - Unique reporting structures - some are foundation and some are university employees
- Collaborate on regional alumni gatherings
 - Dues sharing dollars shared for college and expanded alumni events
- Vet Med and Purdue Ag



*Hosted by the
College of Agriculture and the
College of Veterinary Medicine*

Alumni Sport Trips With Other Institutions

- Idaho Football Trips: Auburn, Mizzou, Penn St, Montana St
- Purdue and Virginia Tech Football
- "Land Grant Family Tailgate" (Virginia Tech)
 - Clemson (home)
 - NC State (on the road)
 - Maryland (on the road)
- Purdue and Auburn Basketball

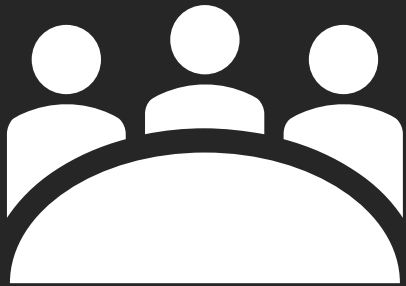


Shared Resources

- University of Idaho
 - Vandals in the Desert - shared the event cost across the university
 - Barker Trading Program - Joint program and jointly-managed board of directors
- Virginia Tech - Special Events and Reunions teams
 - Shared vendor lists, contract and payment resources
 - Marketing and media support available
 - Event supplies
- Purdue
 - Access Trax
 - Tents for events
 - Repository of sharable items



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Thank you!



2026 NAADA ANNUAL CONFERENCE

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Please take one
minute to complete
our session evaluation

