Defining the Volunteer Experience
“The Volunteer Difference"
Defining the Volunteer Difference

“Our objective is to define and build on the unique set of strengths that set UT apart from its peers.”

–VolVision 2020 Strategic Plan
Defining the Volunteer Difference

• Volunteer Community
• Mission
• Academic and Research Excellence
• Student Experience
• Alumni Network
• Place
OUR MISSION. As the state’s flagship comprehensive research institution, UT’s primary purpose is to move forward the frontiers of human knowledge and enrich and elevate society.

OUR POSITION. UT embodies the best of our state’s character and potential: fostering unwavering pride, courageous optimism, and fiercely independent thinking in an intellectual community where ambition and civility are not mutually exclusive.

OUR PERSONALITY. The tireless Volunteer, ready to stand up for what’s right. Every institution, like every person, possesses a distinctive personality. The qualities that the Tennessee Volunteer stands for—Initiative, selflessness, compassion, collaboration, civic responsibility, leadership—reference our proud history as Tennessee’s institution of aspiration and opportunity.

OUR PLEDGE. “Together, we’re unstoppable.” This is the promise we make to our audiences. UT offers the excitement of being associated with an institution that has incredible momentum. Keeping that momentum strong depends on everyone: We’re as dynamic as the people who invest in us emotionally, intellectually, and philanthropically.

ENERGY. This is the organizing principle for all our communications. It’s not a tagline, and it’s not a slogan. Instead, “energy” provides the ultimate filter for telling the UT story. No other institution does more to invigorate Tennessee than UT.

OUR AUDIENCES’ BENEFIT. I am a force to be reckoned with. This is how people feel when they affiliate with our brand. Respect and competitiveness in the greater world is the key benefit that people seek from the UT brand. Our diplomas open doors; our ideas command attention.
OUR PERSONALITY.
The tireless Volunteer, ready to stand up for what’s right. Every institution, like every person, possesses a distinctive personality. The qualities that the Tennessee Volunteer stands for—initiative, selflessness, compassion, collaboration, civic responsibility, leadership—reference our proud history as Tennessee’s institution of aspiration and opportunity.
Statewide Attitudes/Opinions Survey

79%  UT prepares grads to be leaders

72%  UT instills in grads a desire to serve communities

61%  Have you seen or heard the term “Volunteer Spirit”?
Statewide Attitudes/Opinions Survey

“

It isn't just something they do. It is a very part of their nature—what makes them who they are.
Articulating The Volunteer Difference

• Imagery
• Storytelling
• Outcomes
ADVENTURE

Located on the banks of the Tennessee River and just a short drive from Great Smoky Mountains National Park and Cherokee National Forest, Knoxville is one of National Geographic's Best Adventure Towns for a reason.

MILES FROM CAMPUS

Tennessee River...0 miles
Urban Wilderness...3 miles
Great Smoky Mountains National Park...38 miles
Frozen Head State Park...47 miles
Obed Wild and Scenic River...56 miles

800+
MILES OF HIKING TRAILS IN GREAT SMOKY MOUNTAINS NATIONAL PARK
FOLLOWING HIS HEART

Graduate Tony Brown is helping underserved youth make the most of themselves.
Vol in Space
Astronaut Scott Kelly goes farther than most to make a difference.

A Lasting Impression
For parents who have suffered the devastation of losing a child, the Precious Prints project provides a tangible way to remember their child's brief but treasured life.

Wild Efflux
What do UT, the Flaming Lips, Nike, Viacom, and the National Museum of Singapore have in common? The unique work of Crystal Wagner (MFA '08).

Engineering Impact
Mark Dean ('79) is a personal computing pioneer who teaches his students to make the world a better place.

Election Analysis
Sarah Hillyer and Ashleigh Huffman know that changing the world can start with a ballot.
Volunteers Make a Difference - UT Science Saturdays

volunteers.utk.edu

THE UNIVERSITY OF TENNESSEE KNOXVILLE
Volunteers
MAKE A DIFFERENCE

Volunteers are making an impact on communities, academics, the economy, and the world.
Campaign Performance

- 9.25M digital impressions
- 53,390 YouTube views
- 0.44% CTR (0.08 - 0.10% benchmark)
- Pre/Post survey: Relative declines in opinions and attributes except…
Campaign Performance

“Its faculty and students have a spirit of giving back to the community”
What’s Next?

- Refine and expand message strategies
- Align marketing and enrollment goals
- Further define the Volunteer Experience
Defining Our Experience
Dear Forrest,

Congratulations, I am pleased to inform you that you have been accepted for admission in 2011.
2016 Recruitment Markets

Fall 2016 Recruiting Territory Map

Fall 2016 Out of State Territory Map
## Alumni Chapters

240,000 Alumni

### In State Top 5

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Alumni Count</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Knoxville</td>
<td>43,073</td>
</tr>
<tr>
<td>2</td>
<td>Nashville</td>
<td>22,766</td>
</tr>
<tr>
<td>3</td>
<td>Chattanooga</td>
<td>7,260</td>
</tr>
<tr>
<td>4</td>
<td>Tri Cities</td>
<td>5,748</td>
</tr>
<tr>
<td>5</td>
<td>Memphis</td>
<td>3,146</td>
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### Out-of-State Top 10

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Alumni Count</th>
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<tbody>
<tr>
<td>1</td>
<td>Atlanta/N. Atlanta</td>
<td>8,813</td>
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<tr>
<td>2</td>
<td>Dallas/Ft. Worth</td>
<td>2,080</td>
</tr>
<tr>
<td>3</td>
<td>Houston</td>
<td>1,910</td>
</tr>
<tr>
<td>4</td>
<td>New York City</td>
<td>1,511</td>
</tr>
<tr>
<td>5</td>
<td>Cincinnati</td>
<td>1,448</td>
</tr>
<tr>
<td>6</td>
<td>San Francisco (Bay Area)</td>
<td>1,426</td>
</tr>
<tr>
<td>7</td>
<td>Tampa Bay</td>
<td>1,259</td>
</tr>
<tr>
<td>8</td>
<td>Denver</td>
<td>1,230</td>
</tr>
<tr>
<td>9</td>
<td>Orlando</td>
<td>875</td>
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<tr>
<td>10</td>
<td>Miami/Ft. Lauderdale</td>
<td>755</td>
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Recruitment Messaging
The UT Experience

- Academic Excellence
- The Volunteer Family
- Leadership & Service
- Sense of Place
<table>
<thead>
<tr>
<th>Energy</th>
<th>Volunteer Spirit</th>
<th>Discovery</th>
<th>Momentum</th>
<th>Pride</th>
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<tr>
<td>Power</td>
<td>Service</td>
<td>Research</td>
<td>Motion</td>
<td>History</td>
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<tr>
<td>Build</td>
<td>Benefit</td>
<td>Create</td>
<td>Advance</td>
<td>“Beacon shining bright”</td>
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<tr>
<td>Competitive</td>
<td>Collaborate</td>
<td>Delve</td>
<td>Catalyst</td>
<td>Big Orange</td>
</tr>
<tr>
<td>Drive</td>
<td>Common good</td>
<td>Dig</td>
<td>Climb</td>
<td>Spirit</td>
</tr>
<tr>
<td>Driven</td>
<td>Community</td>
<td>Explore</td>
<td>Drive</td>
<td>The Hill</td>
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<tr>
<td>Enhance</td>
<td>Contribute</td>
<td>Hunt</td>
<td>Incentive</td>
<td>Torch</td>
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<tr>
<td>Force</td>
<td>Responsibility</td>
<td>Imagine</td>
<td>Initiative</td>
<td>Torch</td>
</tr>
<tr>
<td>Strengthen</td>
<td>Volunteer</td>
<td>Invent</td>
<td>Motivation</td>
<td>Torchbearer</td>
</tr>
<tr>
<td>Change</td>
<td>Civility</td>
<td>Investigate</td>
<td>Moving forward</td>
<td>Tradition</td>
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<tr>
<td>Dynamic</td>
<td>Celebrate</td>
<td></td>
<td>Progress</td>
<td>Volunteer</td>
</tr>
<tr>
<td>Inspire</td>
<td>Community</td>
<td></td>
<td>Pursue</td>
<td></td>
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<tr>
<td>Invigorate</td>
<td>Compassion</td>
<td></td>
<td>Spark</td>
<td>Leadership</td>
</tr>
<tr>
<td>Nurture</td>
<td>Differences</td>
<td></td>
<td>Unstoppable</td>
<td>Big Orange</td>
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<tr>
<td>Transform</td>
<td>Global citizens</td>
<td></td>
<td></td>
<td>Competitive</td>
</tr>
<tr>
<td>Light</td>
<td>Global community</td>
<td></td>
<td></td>
<td>Confidence</td>
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<tr>
<td>Illuminate</td>
<td>Humanity</td>
<td></td>
<td></td>
<td>Spirit</td>
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<tr>
<td>Shine</td>
<td>Welcoming</td>
<td></td>
<td></td>
<td>Welcome</td>
</tr>
<tr>
<td>Spark</td>
<td>What'r right</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**orange** \ˈär-inj\ n. 1 big ideas and new breakthroughs 2 fresh, creative thinking 3 problem solving 4 tradition and pride —adj. a vibrant, energetic color emanating from the University of Tennessee
“No other school is brave enough to embrace that bright orange. It looks so good on us.”
Andrew // Sophomore // Advertising // Franklin, TN
meet.utk.edu

People

Programs

Place
“Come to UT with the mentality that you can be anything you want and—with the resources and opportunities right here—you can really accomplish anything!”

Justin // Junior // Journalism and Electronic Media // Mission-Vla, Autumn, Japan

“Break out of your comfort zone. Try something new. After seeing how diverse UT is, I found my niche, and it’s led to so many opportunities.”

Dante // Junior // Child and Family Studies // Knoxville, TN
We asked UT students about their Tennessee experience. Here is what we heard.

The new people I have met at UT have influenced more than anything else. It is an opportunity to achieve my dreams. My experience has been a chance to pursue personal growth. We are passionate students as well as fans. College is about exploring who you are. I transferred here from a community college because of the strong program in special education. The masses of orange everywhere really instill a sense of community. They have a great vet school. That is why I came. I like the library and the resources I can check out here. The family environment everywhere you go makes Tennessee special. UT is an amazing environment to be in academically. I came here for the architecture school. The different personalities are beliefs of others that I’ve been exposed to have made me a more open-minded person. The Engineering department is welcoming and nurturing. It’s really something to watch when games are sold out and you can see all the orange in the stands. UT has allowed me to do undergraduate research, under my environmental engineering mentor, cool right? You will never run out of things to do here. Go Vols!
We Are The Volunteers
At the University of Tennessee, we are not lions, or tigers, or bears. We are Volunteers. Being a Volunteer implies action, a sense of service, a spirit of community, and the act of leadership.

Embrace your Volunteer spirit.
Before Classes Start

IGNITE
Nearly 1,000 students participate in Ignite programs each summer, learning UT traditions, developing leadership skills, and meeting other new students and current student leaders. Once you confirm your enrollment, you can view program dates and sign up for Ignite Knox, Ignite Leadership Summit, Ignite Outdoors, and Ignite Serves at leadershipandservice.utk.edu.

VOLUNTEERING WITH THE VOLS
Each summer in cities across the state and nation, new Vols, current Vols, and Vol alumni come together for a day of service. Summer 2017 dates and cities will be announced soon. Visit admissions.utk.edu/events for the latest updates.

Fall & Spring Semesters

ALTERNATIVE BREAKS
Looking for an amazing way to serve over fall or spring break? Since 1993, the Alternative Break program has engaged students in low-cost, meaningful, and collaborative service to increase awareness of social issues and strengthen communities as close as Knoxville and as far as Prague. Registration for fall break opens in late August at leadershipandservice.utk.edu.

SPONSORED DAYS OF SERVICE & OTHER SERVICE OPPORTUNITIES
The Center for Leadership and Service’s sponsored days of service include the Clifton M. Jones Student Leadership Conference and Martin Luther King Jr. Day of Service, Read Across America Day of Service, and Sustainability Day of Service.

But those aren’t the only days you can give back! Check out ongoing community service offerings with local community partners on the “Sign up to Serve” calendar at leadershipandservice.utk.edu/sign-up-to-serve.

CIVIC LEADERSHIP
Interested in serving through civic engagement? The Howard H. Baker Jr. Center for Public Policy is a nonpartisan center on campus with the mission to educate and promote research to further the public’s knowledge of our system of governance and to highlight the critical importance of public service. Visit bakerscenter.utk.edu/student-engagement to learn more.

The Student Government Association (SGA) is a great opportunity if you’re interested in making UT a better place for everyone in the university community. As a first-year student, you can apply to be on the First-Year Council. Throughout the year, FYC members plan events in conjunction with Student Services, participate in a range of SGA programs, and engage with members of the student body. Learn more at sga.utk.edu/branches/fyc.

SERVICE-FOCUSED CLASSES
UT offers a leadership studies minor with more than 20 leadership classes, including a Foundations of Leadership course for first-year students. The minor is a partnership between the Division of Student Life and the Department of Educational Leadership and Policy Studies.

Review the 2017-18 course catalog at catalog.utk.edu and watch for the service-learning (S) course designation for classes that offer service-learning opportunities. Also, explore courses involved with our Smart Communities Initiative. Every year UT partners with a local community for hands-on coursework in support of smarter, more vibrant communities.

“Once you become a part of the UT community, service becomes a part of who you are. As an alumnus, this Volunteer spirit has helped me be a more effective team member and challenged me to invest in my new community that I found after graduation.”

— Jake, 2014 graduate from Franklin, Tenn., who is now a congressional staff member in Washington, DC.

There’s More!
At UT, you’ll uncover too many service and leadership opportunities to count. Vols build Habitat for Humanity houses through the Office of Sorority and Fraternity Life and University Housing. Our Center for Sport, Peace, and Society uses sport to change lives, communities, and the world through teaching, research, and service. Want even more? Visit utk.edu/outreach to learn how our students, teachers, and alumni are changing the world.
“Rocky Top” has been the heartfelt anthem of the University of Tennessee since the early 1970s. On game days in the fall, the song resonates from Neyland Stadium as 102,455 fans sing at the top of their lungs to cheer on our Volunteers.

Rocky Top
Rocky Top, you’ll always be
Home sweet home to me.
Good ol’ Rocky Top,
Rocky Top Tennessee,
Rocky Top Tennessee.

YOU HAVE BEEN ADMITTED TO
THE UNIVERSITY OF TENNESSEE!

WELCOME TO THE BIG ORANGE FAMILY!

Go ahead, celebrate. Post a photo with this card.

#newvols
TENNESSEE VOL

YOU’RE A TENNESSEE VOL
Your Big Orange family can’t wait for you to get to Rocky Top!

Go ahead, tell your friends! Post a photo with your flag!
#NEWVOLS

ROCKY TOP YOU’LL ALWAYS BE HOME SWEET HOME TO ME
GOOD OL’ ROCKY TOP
ROCKY TOP TENNESSEE

The University of Tennessee Undergraduate Admissions

Facebook: The University of Tennessee Undergraduate Admissions
Twitter: UT_admissions
Instagram: UT_admissions
Events
NEW VOL ROLL CALL
HANG OUT WITH OTHER NEW VOLS, CELEBRATE UT TRADITIONS, AND PAINT THE TOWN BIG ORANGE!

2017 New Vol Roll Call Tour
#NEWVOLS & GUESTS • GAMES & GIVEAWAYS
DINNER & BIG ORANGE SWEETS PROVIDED

03/06
Memphis, TN
03/09
Washington, DC
03/16
Atlanta, GA
03/20
Charlotte, NC

03/07
Nashville, TN
03/13
Chicago, IL
03/14
Cincinnati, OH
03/27
Charlotte, NC

NEW VOL ROLL CALL ACTIVITIES

CAMPUS TOURS
PHOTO BOOTHs

DECLARATION STATION
ROCK PAINTING

PARENT STATION
+ SPECIAL STUDENT PERFORMANCES

PICK UP A T-SHIRT

THINGS TO DO IN KNOXVILLE THIS WEEKEND

SATURDAY, APRIL 22
Around the World in 80 Days
Clarence Brown Theatre
7:30 p.m. (Ticket prices vary)
For tickets, visit clarencebrowntheatre.com/plays/around-the-world-in-80-days.

Dogwood Arts Trails & Gardens
Local Knoxville Neighborhoods
Formore information, visit https://www.dogwoodarts.com/trails-and-gardens/.

Rossini Festival International Street Fair
Downtown Knoxville
General Admission is Free
Visit www.knoxvilleopera.com/rossini-festival-3/.

SUNDAY, APRIL 23
UT School of Music Opera Theatre presents “The Crucible”
Bijou Theater
2:30 p.m.
For tickets, visit ticketmaster.com.

Other great places to visit while you are in Knoxville:
Women’s Basketball Hall of Fame | Knoxville Zoo
World’s Fair Park | Market Square | UT Gardens

Need Volunteer gear? Visit the Vol Shop!

Student Union
9:00 a.m. - 7:00 p.m.
1015 Phillip Fulmer Way

University Commons
10:00 a.m. - 9:00 p.m.
2209 University Commons

 Neyland Stadium
10:00 a.m. - 6:00 p.m.
1235 Phillip Fulmer Way

April 22 • Knoxville, TN • UT Campus
All @newvols are invited to join us on campus for the tour’s headline event and in Neyland Stadium for the Orange and White spring football scrimmage.

ADMISSIONS.UTK.EDU/NEWVOLS

The University of Tennessee
Knoxville
#DECLARATIONDAYS
Declare your school pride for a chance to win a $5,000 scholarship!
Visit declarationdays.com to enter.

PROGRAM OVERVIEW

STUDENT PARTICIPATION

To Declare April 17 - May 5
1. Visit declarationdays.com
2. Post shareable asset
3. Hashtag #declarationdays

I DECLARED
I STAND WITH THE VOLS.

ROCKY TOP

SENIORS, WHERE ARE YOU HEADED IN THE FALL?
DECLARE YOUR SCHOOL FOR A CHANCE TO WIN $5,000!

LEARN MORE >>
<table>
<thead>
<tr>
<th>City</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orlando</td>
<td>Second Harvest Food Bank of Central FL</td>
</tr>
<tr>
<td>Tampa</td>
<td>Feeding Tampa Bay</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Mecklenburg Parks and Rec</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Talbert House</td>
</tr>
<tr>
<td>Houston</td>
<td>The Houston Food Bank</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>Food and Friends</td>
</tr>
<tr>
<td>Chicago</td>
<td>Heartland Alliance - Vital Bridges</td>
</tr>
<tr>
<td>Lynwood</td>
<td>Mother Carr's Farm w/ Vernon Park Church of God</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Park Pride</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Habitat for Humanity</td>
</tr>
<tr>
<td>San Diego</td>
<td>The Jacobs &amp; Cushman San Diego Food Bank</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Los Angeles Regional Food Bank</td>
</tr>
<tr>
<td>Knoxville</td>
<td>Second Harvest Bank</td>
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<tr>
<td>Memphis</td>
<td>Mid-South Food Bank</td>
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<tr>
<td>Nashville</td>
<td>Stuff the Bus - United Way</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Serve Philadelphia</td>
</tr>
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**Volunteering with the VOLS**
Questions?

Kari Alldredge  
kalldre1@utk.edu  
865-974-1184

Jacob Rudolph  
jrudolph@utk.edu  
865-974-8046