Chapter 1: Background

The ASU Alumni Association has historically played a critical role in the university's most important achievements. From 1964, when the Alumni Association started, through the most recent capital campaign in the late 1990s, alumni were lead contributors to the effort to restore Old Main, the Alumni Association's home, to its original elegance. Campaign ASU 2020 will provide the most recent capital campaign in the late 1990s, alumni were lead contributors to the effort to restore Old Main, the Alumni Association's home, to its original elegance. Campaign ASU 2020 will provide the missing capital to restore Old Main and other university buildings.

About two of the institution's biggest achievements to date: passing Proposition 200 that allowed Arizona State University to call itself a university, and building the Memorial Union on the Tempe campus. In ASU's second decade of existence, university it is today.

Chapter 2: Campus 2020

The ASU Alumni Association historically has played a critical role in the university's most important achievements. From 1964, when the Alumni Association started, through the most recent capital campaign in the late 1990s, alumni were lead contributors to the effort to restore Old Main, the Alumni Association's home, to its original elegance. Campaign ASU 2020 will provide the missing capital to restore Old Main and other university buildings.

Campaign ASU 2020, web pages have been developed to highlight these initiatives.

Chapter 3: Marketing

Marketing resources are being produced by the ASU Alumni Association. Contact Trish for questions pertaining to marketing efforts to coordinate these events.

Chapter 4: Upcoming Events

- **Sun Devil Summit - Special Interest Groups**: Friday, April 7 - Saturday, April 8
- **Young Alumni Career Panel**: 1-3 p.m. MST, Thursday, Feb. 9
- **Alumni Virtual Career Fair**: Connect Here
- **Maroon & Gold Mixer**: 5:30 - 7 p.m., Wednesday, Feb. 15
- **Moxy Hotel - Tempe**: 6-8 p.m., Thursday, Feb. 9
- **ALumni - Constituent Group Leadership Conference**: 1-3 p.m. MST, Thursday, Feb. 9
- **Alumni Career Services - Geographic Chapters & Clubs**: Share ideas and Sun Devil pride.
- **Stay Connected**: Join the Facebook page for Alumni Admissions Ambassadors

Chapter 5: Alumni Admissions Ambassadors

- **Alumni Admissions Ambassadors**: Submit a request by the previous Friday at Noon to meet the deadlines, reminders, and save the dates.
- **Groups with check-in at the spring Destination ASU receptions around Tempe Center for the Arts**: Details to Trish.
- **Alumni Chapters & Clubs**: Share these codes with alumni and fans. Use them as a way to thank attendees and encourage them to come back again to receive another code.
- **Alumni Chapters & Clubs**: Share ASU gear and awesome "Pitchforks" you can redeem for experiences.
- **ASU Alumni Association**: Created exclusively for ASU Alumni Chapters & Clubs. Share these codes with alumni and fans. Use them as a way to thank attendees and encourage them to come back again to receive another code.