

Volunteer Recognition Awards Trojan Marching Band Alumni Association Application

Please list the organization's achievements in 2021-2022. *

- **Growth:** Grew membership to 579, starting from zero, from 2019 to 2022; increased by 48 percent, to 579 from 392, from 2021-2022.
- **Financial support:** Raised more than \$113,000 to support our mission.
- **Homecoming:** Sponsored USC's largest ever alumni homecoming band, with approximately 800 alums joining the current Trojan Marching Band (TMB) to salute Dr. Arthur C. Bartner's retirement and the Golden Legacy Gala
- **Student/TMB support:** Provided funding for Spirit Packs for new band members, meals at Band Camp, purchase of software to chart halftime shows, lunch for alums and current TMB members at homecoming, annual class awards, including third-year jock jackets.
- **Alumni support:** Created a memorial outreach program to honor TMB alums who have passed away and provide emotional support for their families.
- **Community support:** Sponsored two blood drives resulting in 98 donations from TMB alums in 2021-2022.
- **Social Media presence:**
 - **Spirit of Troy Alumni Band** (private Facebook group): Grew membership to more than 1,000.
 - **Trojan Marching Band Alumni Association** (public website: www.tmbaa.org): 8,490 visitors; 34,136 page views.
 - **Instagram** (#usctmbaa): Relaunched site, attracting 416 followers, up from 87 from original site. Largest increase was among young alums from ages 18-34, up 42 percent.
- **Communication:** Consistently engaged and informed alums through regular emails to more than 3,000 alums; communicated through 42 emails in 2021 alone, about one every three weeks.

Please state how these achievements have benefited USC and furthered the organization's overall mission.*

We focus all TMBAA programs to support our mission: "...to secure the traditions and spirit of the TMB; to promote camaraderie and social interaction among TMB alumni; to engage TMB alumni in volunteer activities; and to build the TMB's base of annual financial support."

With more than 250 members, the Trojan Marching Band is the largest spirit organization on the USC campus. Over the past 50 years, it has grown to provide the soundtrack of USC and gained international fame and recognition.

Over that half-century, an estimated 4,000 students marched under the direction of Dr. Arthur C. Bartner. During that time, however, the TMB's growing army of alums was an untapped and underutilized resource. The formation of the Trojan Marching Band Alumni Association in 2019 created a vital link between the past and the present – preserving tradition while promoting the future – and simultaneously providing an opportunity for alums young and old to reconnect and relive shared memories.

The major benefits to USC include enhancing the experience of student members of the Spirit of Troy. Because of limited University funding, TMB members have raised money to support the band by performing at some 350 events annually, everything from weddings to funerals. TMBAA financial support lessens the need for this additional demand on students' time.

The TMBAA also extends the USC brand by supporting TMB travel to away football games, performing publicly before large crowds while supporting the Trojans in unfriendly environments.

The TMBAA achievements furthered the organization's goals by creating opportunities for alums to support the TMB by sharing their time, talent and treasure. In addition, the TMBAA engages members and non-members alike in social activities, including a virtual beer tasting and watch parties, along with opportunities to share memories and conversation on the Spirit of Troy Alumni Band page on Facebook.

Please state how the organization has increased the involvement or improved the experience of its volunteers.*

Volunteers are the lifeblood of the TMBAA.

The Association provides a long-overdue opportunity for alums to both give back to USC and the TMB, and pay it forward to current band members. In addition to their financial support, the 26 members of our board of directors lend their expertise in management, development, fund-raising, finance, merchandising, event planning and communications.

Board members are supported by an army of volunteers serving on various committees to offer ideas and bring them to life. For example, 50 alums volunteered to make the gala homecoming a success, assisting in registration, procuring instruments and planning and managing receptions for members. Through our expertise in merchandising, we created commemorative T-shirts and caps for the homecoming show.

We also serve our members through innovative, non-traditional methods. When the pandemic caused many to lose their jobs, we created TMB First, a Facebook page to connect job seekers with employers, available to all alums.

Please provide a narrative summary of the organization's worthiness for this award (400 words maximum).*

In less than three years, the newly organized Trojan Marching Band Alumni Association has become the fastest-growing alumni association at USC and, as Dr. Bartner notes in his attached letter, in the world of collegiate marching bands.

The Association overcame incredible odds to accomplish this. Organized just before the Covid pandemic, the TMBAA has thrived without having an in-person meeting in two years. From an organizational meeting of just 70 alums, our membership now approaches 600, a testament to the dedication of our board and the commitment of our alumni members and volunteers.

We strive to be an inclusive organization. Our members include alums who marched in every decade, from the 1950s to the most recent graduates. Similarly, we promote diversity in our board, seeking participation from legacy alums and the young, including a Vice President for Young Alums .

While we are membership based, we provide opportunities to include all alums in our activities. Our crowning achievement was the Golden Legacy 50, celebrating Dr. Bartner's 50 years as The Man on The Ladder.

Because of the pandemic, this event was three years in the making. Despite the uncertainty, we assembled an alumni band of nearly 800 members to join the current band in an unprecedented halftime show. As part of this once-in-a-lifetime event, we hosted receptions for TMBAA members and alums alike. For the first time, we teamed with the current band to rehearse and learn a fully charted halftime show. To encourage camaraderie of old and new, we provided a pre-game lunch for current band members and alums. And it culminated in an emotional farewell halftime show that gained local media attention.

During this time, we took innovative steps to build engagement and camaraderie, including a drive-by celebration for Dr. Bartner's 80th birthday that attracted 100 alums, and online activities that included football watch parties and inviting alums to share their favorite TMB memories.

In summary, through the work of its members and with the support of the USC administration, Dr. Arthur C. Bartner and Dr. Jacob Vogel, the TMBAA has established itself as an outstanding example of the power of a volunteer organization. With strong, dedicated leadership and the support of committed volunteers, the TMBAA has earned recognition as USC's Volunteer Organization of the Year.

If you would like to attach any additional files in support of the organization you are nominating, you may do so here.

See attached letters from Dr. Arthur C. Bartner, Dr. Jacob Vogel, and TMBAAB Board Members Bob Campos and Betsey Dillon.

The following alumni also support our nomination:

- Rick Nordin: Business; TMBAAB President; USC Associate; Skull and Dagger; 1976
- Kathleen Campos: History/International Relations; Town and Gown; Trojan League of Los Angeles; USC Board of Governors; USC Associates; 1983
- Gretchen Heffler: Public Administration; 1979
- Kathleen Karl: Communications; 1981
- Dawn Kita: Public Relations; 1987
- Rodney Davis: Music Performance; Skull and Dagger; Drum Major; 1980
- Elizabeth Dillon: Business Administration; USC Associate; 1981
- Christie Coburn Stansell: Broadcast Journalism; Political Science; 1992
- Edith Bergay: Business; 1977