

# 2019 VOLLEYBALL EXTERNAL PLAN

2019 VIRGINIA TECH VOLLEYBALL



Presented By:  
Hokie Club  
HokieVision  
Learfield IMG College  
Marketing  
Strategic Communications

## EXECUTIVE SUMMARY

Before looking ahead to the 2019 season and the external plan to follow, it's important that we look back at 2018. This past season marked a critical point in external as we saw the advent and execution of the squad concept. With this adaptation, we grew as an external unit yielding more efficient work with a higher level of quality than ever before.

Similar to the previous year, in the contents of this plan you will find a wide variety of initiatives, each of which address the goals and issues that have been previously discussed. It is the hope of the squad that this document will serve as a road-map for success, guiding decisions, strategies, and adjustments throughout the year, while also demonstrating the external team's support for the Virginia Tech Volleyball program in its entirety.

This will be a living document throughout the year, with updates being made to consistently reflect the work being done by the external team to advance Virginia Tech Volleyball.



## STATE OF THE PROGRAM & HISTORICAL DATA

### *SWOT Analysis*

#### Strengths

- Head Coach Jill Wilson returns for her third season, continuing to build on momentum from her previous two seasons leading the Hokies
- Both coaches and student-athletes are welcoming and out-going, allowing for opportunities for memorable experiences fans fans
- Virginia Tech Volleyball offers free admission to all regular-season home matches
- Launch of the ACC Network will allow for increased coverage and exposure for the program
- Continued use of the video board, pep band, Spirit Squads and lighting options to provide an entertaining experience

#### Weaknesses

- Went 5-13 in conference play last season, 14-16 overall for an under .500 year
- While growing, overall student support is minimal and large amounts of students are not actively engaged with the volleyball program
- Cassell Coliseum liminations and inability to condense fans lower to court

#### Opportunities

- Ability to continue to grow fan base in Year 3, including growing on organic student section that occurred during the 2018 season
- Opportunity to capitalize on two weekend crossovers with Football, including Homecoming Weekend, and to capitalize on home matches over Fall Family Weekend
- New, unique and engaging content for social media and board shows
- Potential to invest in ways to condense seating in Cassell Coliseum

#### Threats

- Competition for fans with Men's and Women's Soccer, especially those dates where events overlap
- Scheduling challenges, such as two matches over Thanksgiving Break
- Other uncontrollable factors, such as weather

### *Historical Attendance Data*

#### 2018 Match-by-Match Attendance

August 31	William & Mary	329
August 31	Campbell	842
September 1	Robert Morris	515
September 11	VCU	818
September 21	Pitt	672
September 23	Virginia	839
September 28	North Carolina	827
September 30	NC State	536
October 19	Wake Forest	556
October 21	Duke	702
November 2	Syracuse	903
November 4	Boston College	791
November 23	Clemson	703
<b>TOTAL</b>		<b>9033</b>
<b>AVERAGE</b>		<b>695</b>

Ranked 9th in ACC average attendance; ACC average was 854 fans/match  
Average attendance decreased 17.8% from 2017

#### Virginia Tech Volleyball Average Attendance By Year (Last 6 Years)

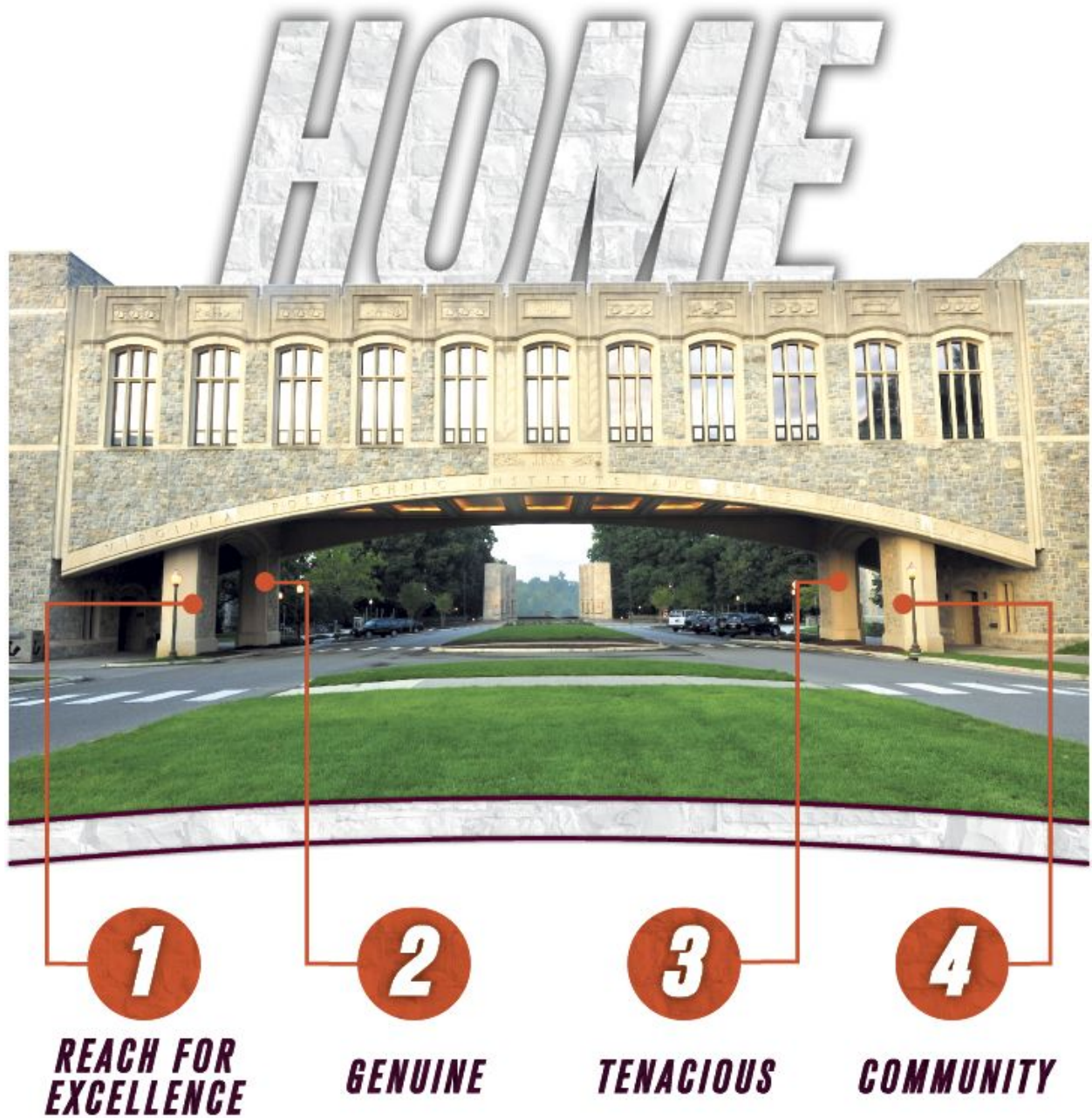
2013	507	-67.1%
2014	663	23.5%
2015	607	-9.2%
2016	684	11.3%
2017	819	16.5%
2018	695	-17.8%

## SQUAD GOALS

GOAL/METRIC TO TRACK	AREA OF IMPACT	OWNERS TO TRACK/UPDATE
Social Media Engagement / Growth <ul style="list-style-type: none"> <li>- Metrics/Numbers (clicks, views)</li> <li>- Previews/Recaps (55 preview, 80 recap)</li> <li>- Hype vid/Game rewinds/Play of the Match (1,250 hype, 750 rewind, 500 play)</li> <li>- Features (1,500)</li> </ul>	Content Fan Engagement Recruiting	Lance Keely/Heidi
Match Atmosphere / Entertainment <ul style="list-style-type: none"> <li>- New promotions and/or fan engagement initiatives   GOAL: 2 new initiatives/promotions</li> <li>- Increase student involvement   GOAL: 3 student driven initiatives/promos</li> </ul>	Fan Engagement	JC Haley (MKTG Intern)
Metrics/Numbers on: <ul style="list-style-type: none"> <li>- Hype vid/Game rewinds</li> <li>- Previews/Recaps (55 preview, 80 recap)</li> </ul> Posted to Youtube	Content Fan Engagement Recruiting	Keely Matt Jones (HokieVision)



BRANDING & CREATIVE



### *Brand Pillars Defined*

#### REACH FOR EXCELLENCE

For those who have passed, for those to come

We are committed to excellence, both academically and athletically, and to the personal development of our student-athletes. We are purpose driven, yet people centered, transforming knowledge into practice. We teach our student-athletes to push boundaries, learning broad human centered skills while also teaching deep disciplinary knowledge required for future professions. Through leadership development and well-rounded experiences, we strive to prepare our student-athletes for life success.

#### GENUINE

Truly what something is said to be

We know who we are - we are Hokies. We find happiness in simplicity and are grounded in our truth. We are confident yet approachable. We are determined yet respectful. We remain true to our word and our direction comes from within, guiding our values and principles. We stand strong together to represent Virginia Tech with integrity and respect. Like the Hokie Stone that surrounds our campus, we are truly authentic.

#### TENACIOUS

Not readily relinquishing a position

Founded on military tradition and still true to those roots, we are persistent and not easily dispelled in our pursuit. We value hard work and the blue collar mentality, earning our achievements. Nothing in life is easy but our work ethic is unwavering. Each day we carry our lunch pail and go to work.

#### COMMUNITY

A feeling of fellowship across Hokie Nation

Hokie Nation is special. No matter if you live in Blacksburg or thousands of miles from campus, each of us feels the undeniable connection to Virginia Tech. It's Saturdays spent fellowshiping under the maroon and orange autumn colors, winter nights sitting elbow to elbow in Cassell Coliseum or sunny spring days helping a neighbor in the spirit of *Ut Prosim*. This is home and we are one family. No two of us are the same but there is immense value when we all come together.

### *2019-20 Visual Identity*

As we push forward externally, we will do so with a cohesive visual identity. Our visual identity will expand past simple logo usage to include consistent design style across all platforms.

Why do we need a cohesive visual identity? It makes us more professional, more recognizable, more memorable and further differentiates us from others.

Our unique visual identity will include consistent logo usage, color palettes, textures, typography and fonts. It will also include consistency in the types of images used and the design treatment applied.





## MARKETING

### *Advertising - Traditional Media*

- **Local Affiliate Radio Interviews:** Periodic radio interviews, set up by Strategic Communications, for Coach Wilson on local radio affiliates
- **Tech Talk Live!:** With coordination from IMG and Jon Laaser, will look to schedule one short segment appearance on Tech Talk Live!
- **Trade Advertising:** As trade dollars remain, very select Volleyball matches will potentially be promoted through trade advertising in local newspapers, local radio or local television

### *Advertising - Email Marketing*

- **Volleyball Specific Emails:** Periodically, Volleyball only emails will be sent to select segmentations to promote important upcoming home matches and promotions
- **Hokie Sports Weekly:** Upcoming home Volleyball matches will be promoted in the Hokie Sports Weekly email. All home matches will be listed on the weekly home event schedule, as well as, select matches will be promoted in one of the available advertisement spaces in the body of the email
- **Football/Basketball “5 Things” Emails:** When properly timed, Volleyball will be included in the Football and/or Men’s and Women’s Basketball “5 Things” emails, reaching Football and/or Men’s and Women’s Basketball ticket purchasers

### *Advertising - Digital Media*

- **HokieSports.com:** Rotating slider web advertisements will be placed on the Volleyball home pages to promote every home match, with select matches being promoted on the front page of HokieSports.com. Also, all promotions and giveaways will be listed on the website. Finally, all home and away matches will be listed at the top of the HokieSports.com main page on match day with links to watch and view stats, while in progress
- **HokieSports App:** All Volleyball news and match information will be available to those who download the HokieSports App for their phones. Additionally, for very few select matches, a push notification will be sent to Volleyball subscribers with information about the match or promotion
- **Text Messaging System:** For very select matches, a text message will be sent to our student texting database to alert student subscribers about a match and the associated promotion

- **Social Media**

- Facebook Events: All home Volleyball matches will have a “Facebook Event” to allow users to indicate if they plan to attend the upcoming match
- Boosted Facebook Event: Two (2) matches - one in October and one in November - will be promoted through a paid Facebook post to reach a broader social audience who may not currently be connected with Virginia Tech Athletics
- Game Day Posts: All relevant game day information will be posted on Twitter (home and away) and Facebook (home) for matches on the day of the event

*Advertising - Miscellaneous*

- **Schedule Card Distribution:** Volleyball schedule cards will be distributed throughout the Blacksburg and Christiansburg communities at local retail and food establishments. Additionally, Volleyball schedule cards will be available to fans at all home Football games, as well as, other Olympic sport home events
- **3-Month Calendar Distribution:** A 3-month promotional calendar will be distributed throughout the community and campus residence halls to promote all Virginia Tech home events within a 3-month space (August - October, November - January, February - May)
- **Video Board Cross Promotion:** Next match graphics will be displayed on the video board at all home events with video board capabilities

*Community & Grassroots Initiatives*

- **Hokie Village:** Based on scheduling, the Volleyball team will make an appearance at Hokie Village to meet fans and sign autographs prior to one home Football game
- **Premium Seating Appearance:** Based on scheduling, we will look to schedule an opportunity for the Volleyball team and/or Coach Wilson to meet donors in premium seating areas at one home Football game
- **Basketball T-Shirt Toss:** Based on scheduling, we will look to schedule an opportunity for the Volleyball team to toss t-shirts at a Men’s Basketball game to help generate interest and awareness for an upcoming match
- **Hokie All-Stars:** Hokie All-Stars is our outreach to local school systems to reward students for good behavior, grades and exemplary stewardship in their classroom. Teachers can nominate students and grant them a redemption code to attend a designated Volleyball match
- **Youth Clinic:** Prior to the start of the season, we will aid the Volleyball staff in hosting a youth clinic. Registered kids will participate in the hour long clinic, in addition to

receiving a Volleyball promotional item. After the clinic, participants will receive pizza and be invited to watch the Hokies in an open practice

### *Student Initiatives*

- **Welcome Back Picnic:** The Volleyball team will be invited to make an appearance at the Welcome Back Picnic for incoming Virginia Tech students in order to be introduced to the crowd and make a pitch for students to attend home Volleyball matches
- **Dorm Storm:** Working with Campus Housing, we look to schedule at least one “Dorm Storm” where Volleyball student-athletes and coaches can meet residents, pass out fliers and leave white board messages promoting an upcoming match. Based on scheduling and regulations, will try to schedule a “Dorm Storm” for a general population dorm and for the Corps of Cadets dorm
- **Student “Block Party”:** Similar to the “Block Party” event hosted for donors in Spring 2019, we’ll look to host a free, students-only “Block Party” event - or open practice - allowing for students to learn about the sport of Volleyball, as well as, interact with our team and coaches
- **Student Organization Collaboration**
  - Student Hokie Club: Members of the Student Hokie Club leadership council will plan an outreach activity for one Volleyball match
  - Corps of Cadets: We will look to schedule at least one date for the Corps of Cadets to attend a match
  - Cassell Guard: We will choose one match with a significant student focused promotion to partner with Cassell Guard, the basketball student support group, for their support and promotion for the match
- **“Big Hokie Energy” Student Section (Working Name):** Will work with Virginia Tech students Greg Klatt & Grant Bommer to support their self-made student section behind the scenes
  - T-Shirts: Will help provide funding and ordering process for t-shirts for members of the section
  - Reward System: Develop a TBD reward system to help incentivise students to attend matches throughout the entire season; will include small, incremental prizes, as well as, a season long grand prize
  - Friday Night High-5’s: For every Friday night match, we’ll invite the students onto the court to form a High-5 line for the team during introductions

### **FAN EXPERIENCE & GAME ENTERTAINMENT**

#### *Reoccurring Fan Experience & Engagement Elements*

- **Posters and Schedule Cards:** Volleyball posters and schedule cards will be distributed at all home matches throughout the season

- **Match Programs:** Programs will be available for fans at each home match, highlighting both the home and opposing team
- **Mini Volleyball Toss:** Starters will toss out team signed Molten maroon and orange mini volleyballs into the crowd during introductions
- **Friday Night High-5's:** Revamped for 2019, for most Friday night matches we'll have a High-5 line. Most Fridays, we'll plan to use the Greg & Grant Student Section but we'll also potentially incorporate kids and other groups, as appropriate
- **Surprise & Delight Moments:** At every home match, the Marketing staff will surprise and delight unsuspecting fans, thanking them for their support of Virginia Tech Volleyball and presenting them with a small token of our appreciation
- **Post Match Autographs:** Following select home matches, the Volleyball team will sign autographs for fans on the Cassell Coliseum concourse
- **Post Match Serve:** Following select home matches, fans will be invited to the Cassell Coliseum floor for take their turn at serving the ball over the net

#### *Match Entertainment & Experience Elements*

- **Introduction Sequence:**
  - Light Show: For all home matches, we'll have a programmed "light show" throughout the entirety of our introduction sequence which will be timed with specific elements occurring on the floor and video board
  - Anthem: For most home matches, we will have a live anthem performance from either the Marching Virginians pep band or anthem performer
  - Introduction Video: Prior to the introduction of home team starters, we will show a brief introduction video with the purpose of building the energy in the arena
- **PA Announcer:** We will continue to utilize Tyler Painter as our PA announcer, working to find new ways he can engage and entertain the crowd, maximizing energy
- **Music:** Like previous years, we will continue to play a mix of student-athlete selected and fan favorite music throughout matches this season. Additionally, we will continue the use of student-athlete serving songs. Music from the laptop will be mixed in appropriately with pep band performances, when the pep band is available
- **Video Board Features & Entertainment:** In conjunction with HokieVision, we will utilize the video board throughout matches showcase our student-athletes, entertain fans and build energy in the arena to provide a fun match atmosphere for the athletes and fans
- **Pep Band:** The Marching Virginians will field a 20-30 piece pep band for select home matches during the 2019 season. The pep band will provide entertainment during match breaks and between points
- **Spirit Squads & HokieBird:** For select matches, the Virginia Tech Spirit Squads and HokieBird will be present to create additional energy in the building

## **LEARFIELD IMG COLLEGE**

Virginia Tech Learfield IMG College is committed to serving our partners and Virginia Tech Athletics with integrity and respect. We develop meaningful relationships and innovate marketing solutions that deliver value for our partners, enhance the fan experience and positively impact student-athletes.

### *Match Entitlements*

Carilion Clinic | Date TBD

Fairfield Inn | Date TBD

### *Sponsored Video Features/Promotions*

Carilion Clinic | Feature/Promotion: TBD

Terrace View | Feature/Promotion: TBD

### *LED Signage*

Carilion Clinic

Terrace View

New River Heating & Air

G&H Appliance

Fairfield Inn

Ideal Cabinets



## **STRATEGIC COMMUNICATIONS**

### *Public Relations*

- Talking points and potential questions for all coaches and players prior to interviews
- Coordinate messaging and topics to push for talking points with TV
- Nominate players for prominent awards
- Crisis PR – implement strategies to minimize collateral damage of bad news
- Conduct media/social media talk at Coach Wilson's house for dinner with entire squad during camp

### *Video Coverage*

- Produce content for social media accounts on Twitter, Instagram and Snapchat
- Capture Instagram Story and Snapchat videos for behind the scenes - getting off the bus, practices, warm ups
- Recap video for the weekend on the road, highlighting the opponent, its gym, atmosphere, warm ups

### *Media Relations*

- Screen all media requests with head coach
- Produce weekly game notes, game previews, game recaps and written feature content for HokieSports.com
- Upload and maintain accurate statistics with the NCAA, ACC and on HokieSports.com, update bios
- Assist media on where to sit and set up interviews post-match for home matches
- Prep TV talent prior to match and coordinate interview with head coach and talent

### *In-Season Social Graphics*

- Statistical leaders among the nation, ACC
- ACC Player/Freshman of the Week/other major award winners
- Records and rankings as needed

### *Gameday, Gameday Lead-Up*

- Hype video or motion graphic to be published on Wednesdays
- Preview graphic pushed out on Thursdays showcasing opponent, location and dates
- Gameday info for fans posted on match day - stream link, live stats link, time of match, where, opponent
- Final score graphic, following win

- Big play graphics (ace, block, etc.)
- Limited individual player motion graphics/GIFs

#### *Early Signing Day & Spring Signing*

- Coordinate elements needed for highlight video for HokieVision
- Provide bios of all signees for web
- Collaborate with Ben and John for recruiting graphics
- Post highlight videos and graphics to social
- Recap story/release with bios and quotes on student-athletes

#### *Recruiting*

- Seek out positive facts/rankings about VT campus, quality of life, degree programs & develop graphics to promote.
- Provide a steady social beat accentuating accomplishments of coaching staff, current players, #FutureCEOs, #Next, #ThisIsHome, etc.

#### *Additional Social Media Items*

- Create Twitter Moments to capture best reactions/content from wins, other major positives for program
- Countdowns to first match of the season
- Take fans behind the scenes of practice, weight room, team activities, road game travel when applicable

## **HOKIEVISION & PHOTOGRAPHY**

### *Streaming Schedule*

- Will spearhead commentators on call for home matches
- Coordinate who will be working home matches
- Coordinate with ESPN to determine the streaming schedule, such as which games will be full-productions and which ones will be institutional productions
- Work with Lance for post-match interviews with winning coach
- Be in communication with ACC Network Extra's needs

### *DV Sport - Review System*

- DV Sport will be given three different camera angles in addition to the program feed of the broadcast
- Officials will be shown the different angles provided during their pregame check
- Both home & away coaches are able to see during pregame which angles are available for review for given game
- Official Review is available for all matches that we have at least three camera operators. The full schedule for official review will be determined in mid-August once the final streaming selections have been finalized with ESPN.
- Proper protocol, guidelines, and workflow will be based off the set standards from the ACC
- There will be a dedicated DV Sport operator to assist the officials when a play is under review

### *Intro Videos*

- Will compile footage from preseason video shoot in summer and last season highlights
- Cut and edit footage into a intro video that is compatible on the big boards in Cassell
- Turn new highlights into the second intro video halfway through the season with new song and look
- Starting lineup graphic or video to be made for each starter for in-game presentation

### *Recruiting*

- Choose various highlights from previous home matches and put together a preview video for the upcoming series
- Preview video will include the opponents of the upcoming series, where the matches will be played and at what time

- Will get video complete by Wednesday and send to Lance so he can push socially on accounts

#### *Post-match Highlights*

- Following a home match, break down footage of good plays by Tech to send to Lance
- If we win, put together a Game Rewind with a deadline of no more than 2 days following the series. This will be a cinematic look at the entirety of the weekend.
- Send to Lance in a .mp4 file so he can share socially on Twitter, Instagram, Facebook and Snapchat
- Post video on hokiesports.com & YouTube, making it available for fans to view.

#### *Features*

- One video board feature to be played at every home match, filmed during the summer (Speak Out & Telephone for this season).
- Will decide on player, but choose a student-athlete who is standing out on the court this fall
- Human Interest features featuring specific players (Kai Young younger brother, other ideas to emerge throughout season)
- Cut and edit video to make it available for Twitter, Instagram, YouTube and Facebook
- Will produce one recruiting video per year

#### *Home Match Photography*

- Provide photo coverage pregame-to-postgame for all home events, whenever possible
- Provide in-game images for social media and recruiting
- Create web galleries on HokieSports.com from opener, all home ACC events, and notable non-conference wins
- Publish additional digital presentation (via Spark, shared socially) on notable game(s) -- one or two per season

#### *Away Match Photography*

- For very limited notable ACC or non-conference games, Photography or StratComm may attempt to secure imagery
- For NCAA Postseason Play – Photography will travel if efficient, or hire a freelancer for comprehensive coverage

### *Non-competition Photography*

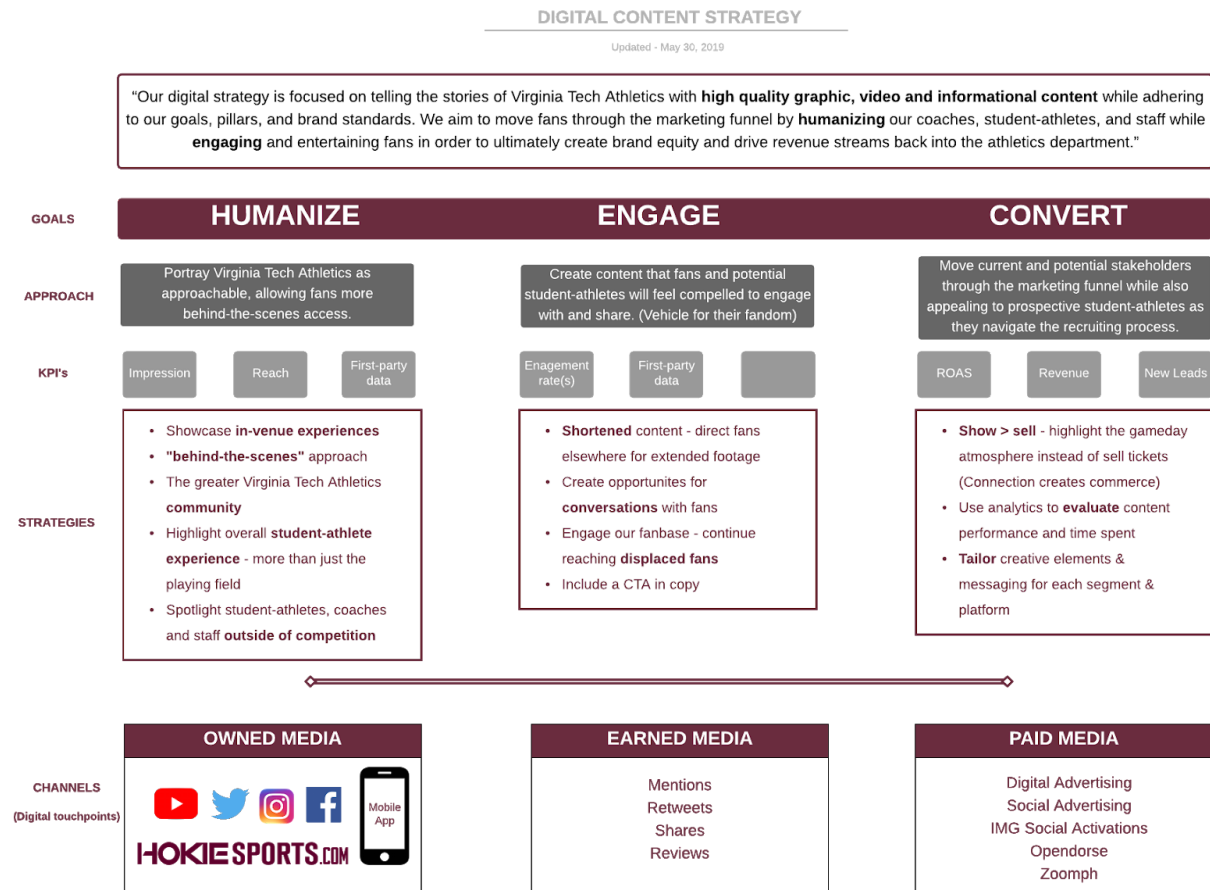
- Photoshoot for Individuals for Poster/Social/Schedule Card, etc. (currently freelance via marketing)
- Player Head Shots -- create consistent, edited set and distribute as needed
- Staff Head Shots -- create consistent edited set and distribute as needed
- Photoshoot for Team Photos/Class Photos
- Photoshoots for Individual Editorial Images, etc., as needed for magazine, web, university stories
- Photoshoots for Equipment Unveils/Trophies, etc.
- Provide Facility/Venue Images
- Photography for Autograph Sessions, Photo-ops, and other marketing/department events

### *Additional Photography*

- Recruiting Photoshoots
- Practices – Opener and possibly one or two others as needed
- Graduation/Wall signings – as needed
- Sports' Events – will provide coverage of banquets, fundraisers, etc., as needed



## DIGITAL & SOCIAL CONTENT STRATEGY // RECRUITING CONTENT



Our ongoing objective remains to reach fans, donors, recruits and other key audiences with engaging content on our social and digital platforms. The content we produce should meet the following goals:

- Humanize our teams, coaches and student-athletes
- Engage our fans and potential student-athletes
- Convert casual fans to donors and volleyball supporters, as well as, convert potential student-athletes to student-athletes

Content examples, meeting these goals, include:

- Hype video for all home matches and motion graphics for all away matches

- HokieVision “Rewind” for home, conferences highlighting best moments and first person experience of the student-athletes and fans
- Quick highlights of the best play of each weekend
- Motion graphics, both generic and student-athlete specific, highlighting in match plays

## **HOKIE CLUB**

While the breadth of responsibility for the Hokie Club has expanded since 1949, the principle mission to provide scholarships for Virginia Tech student-athletes remains the same. The primary goal is to provide the funding necessary for the Athletics Department to cover the cost of scholarships for all student-athletes who receive scholarship aid each year. Other fundraising initiatives such as capital improvements, endowments and programmatic needs are also important and fall under the responsibilities of the Hokie Club. These initiatives, along with scholarship fundraising, are a vital part of moving Virginia Tech Athletics forward.

### *Europe Trip*

- Assist in the process of securing funding for Europe trip
- Official launch for campaign in October

## PROMOTIONAL SCHEDULE

*Single Match Promotional Schedule (Coming Soon!)*

Match Information	Promotions
Friday, Aug. 23   6PM vs JMU (Scrimmage)	
Friday, Sept. 20   12:30PM vs Chattanooga	
Friday, Sept. 20   7:30PM vs Arkansas State	
Saturday, Sept. 21   3:30PM vs Charlotte	
Friday, Oct. 11   6PM vs Clemson	
Sunday, Oct. 13   1PM vs Georgia Tech	
Friday, Oct. 18   6PM vs Notre Dame	
Sunday, Oct. 20   1PM vs Louisville	
Friday, Nov. 1   6PM vs Florida State	vs Cancer - Pediatric Cancer Awareness Night (Kai)
Sunday, Nov. 3   1PM vs Miami	
Sunday, Nov. 24   Noon vs Wake Forest	
Wednesday, Nov. 27   6PM vs Virginia	

Friday, Nov. 29   3PM vs North Carolina	
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## STRATEGIC CALENDAR

### JULY 2019

Monday <b>1</b>		Wednesday <b>17</b>	
Tuesday <b>2</b>		Thursday <b>18</b>	
Wednesday <b>3</b>		Friday <b>19</b>	
Thursday <b>4</b>		Saturday <b>20</b>	
Friday <b>5</b>		Sunday <b>21</b>	
Saturday <b>6</b>		Monday <b>22</b>	
Sunday <b>7</b>		Tuesday <b>23</b>	
Monday <b>8</b>		Wednesday <b>24</b>	
Tuesday <b>9</b>		Thursday <b>25</b>	
Wednesday <b>10</b>		Friday <b>26</b>	
Thursday <b>11</b>		Saturday <b>27</b>	
Friday <b>12</b>		Sunday <b>28</b>	
Saturday <b>13</b>		Monday <b>29</b>	

<b>Sunday 14</b>		<b>Tuesday 30</b>	
<b>Monday 15</b>		<b>Wednesday 31</b>	
<b>Tuesday 16</b>			

## AUGUST 2019

<b>Thursday 1</b>	Youth Clinic Registration Opens (Tentative)	<b>Saturday 17</b>	
<b>Friday 2</b>		<b>Sunday 18</b>	
<b>Saturday 3</b>		<b>Monday 19</b>	
<b>Sunday 4</b>		<b>Tuesday 20</b>	
<b>Monday 5</b>		<b>Wednesday 21</b>	
<b>Tuesday 6</b>		<b>Thursday 22</b>	
<b>Wednesday 7</b>		<b>Friday 23</b>	Scrimmage vs James Madison
<b>Thursday 8</b>		<b>Saturday 24</b>	
<b>Friday 9</b>		<b>Sunday 25</b>	1-3PM: Youth Clinic Welcome Back Picnic (Appearance)
<b>Saturday 10</b>		<b>Monday 26</b>	
<b>Sunday 11</b>		<b>Tuesday 27</b>	
<b>Monday 12</b>		<b>Wednesday 28</b>	
<b>Tuesday</b>		<b>Thursday</b>	



<b>13</b>		<b>29</b>	
Wednesday <b>14</b>		Friday <b>30</b>	vs SC Upstate (at Miami, OH) at Miami, OH
Thursday <b>15</b>		Saturday <b>31</b>	vs Northwestern (at Miami, OH)
Friday <b>16</b>			

## SEPTEMBER 2019

Sunday <b>1</b>		Tuesday <b>17</b>	
Monday <b>2</b>		Wednesday <b>18</b>	
Tuesday <b>3</b>		Thursday <b>19</b>	
Wednesday <b>4</b>		Friday <b>20</b>	<i>Fall Family Weekend</i> vs Chattanooga vs Arkansas St.
Thursday <b>5</b>		Saturday <b>21</b>	<i>Fall Family Weekend</i> vs Charlotte
Friday <b>6</b>	vs Elon (at Liberty)	Sunday <b>22</b>	
Saturday <b>7</b>	vs Davidson (at Liberty) at Liberty	Monday <b>23</b>	
Sunday <b>8</b>		Tuesday <b>24</b>	
Monday <b>9</b>		Wednesday <b>25</b>	
Tuesday <b>10</b>	at VCU	Thursday <b>26</b>	
Wednesday <b>11</b>		Friday <b>27</b>	at Virginia
Thursday		Saturday	

<b>12</b>		<b>28</b>	
<b>Friday 13</b>	vs UC Irvine (at Air Force) vs Loyola Chicago (at Air Force)	<b>Sunday 29</b>	at Pitt
<b>Saturday 14</b>	at Air Force	<b>Monday 30</b>	
<b>Sunday 15</b>			
<b>Monday 16</b>			

## OCTOBER 2019

<b>Tuesday 1</b>		<b>Thursday 17</b>	
<b>Wednesday 2</b>		<b>Friday 18</b>	vs Notre Dame
<b>Thursday 3</b>		<b>Saturday 19</b>	Hokie Village Autographs (Appearance)
<b>Friday 4</b>	at NC State	<b>Sunday 20</b>	vs Louisville
<b>Saturday 5</b>		<b>Monday 21</b>	
<b>Sunday 6</b>	at North Carolina	<b>Tuesday 22</b>	
<b>Monday 7</b>		<b>Wednesday 23</b>	
<b>Tuesday 8</b>		<b>Thursday 24</b>	
<b>Wednesday 9</b>		<b>Friday 25</b>	at Duke
<b>Thursday 10</b>		<b>Saturday 26</b>	
<b>Friday</b>	vs Clemson	<b>Sunday</b>	at Wake Forest

<b>11</b>		<b>27</b>	
<b>Saturday 12</b>		<b>Monday 28</b>	
<b>Sunday 13</b>	vs Georgia Tech	<b>Tuesday 29</b>	
<b>Monday 14</b>		<b>Wednesday 30</b>	
<b>Tuesday 15</b>		<b>Thursday 31</b>	
<b>Wednesday 16</b>			

## NOVEMBER 2019

<b>Friday 1</b>	vs Florida St.	<b>Sunday 17</b>	
<b>Saturday 2</b>		<b>Monday 18</b>	
<b>Sunday 3</b>	vs Miami	<b>Tuesday 19</b>	
<b>Monday 4</b>		<b>Wednesday 20</b>	
<b>Tuesday 5</b>		<b>Thursday 21</b>	
<b>Wednesday 6</b>		<b>Friday 22</b>	
<b>Thursday 7</b>		<b>Saturday 23</b>	
<b>Friday 8</b>	at Boston College	<b>Sunday 24</b>	vs Wake Forest
<b>Saturday 9</b>		<b>Monday 25</b>	
<b>Sunday 10</b>	at Syracuse	<b>Tuesday 26</b>	

<b>Monday 11</b>		<b>Wednesday 27</b>	vs Virginia
<b>Tuesday 12</b>		<b>Thursday 28</b>	Thanksgiving
<b>Wednesday 13</b>		<b>Friday 29</b>	vs North Carolina
<b>Thursday 14</b>		<b>Saturday 30</b>	
<b>Friday 15</b>	at Clemson		
<b>Saturday 16</b>			

## DECEMBER 2019

<b>Sunday 1</b>		<b>Tuesday 17</b>	
<b>Monday 2</b>		<b>Wednesday 18</b>	
<b>Tuesday 3</b>		<b>Thursday 19</b>	
<b>Wednesday 4</b>		<b>Friday 20</b>	
<b>Thursday 5</b>		<b>Saturday 21</b>	
<b>Friday 6</b>		<b>Sunday 22</b>	
<b>Saturday 7</b>		<b>Monday 23</b>	
<b>Sunday 8</b>		<b>Tuesday 24</b>	
<b>Monday 9</b>		<b>Wednesday 25</b>	
<b>Tuesday 10</b>		<b>Thursday 26</b>	

Wednesday <b>11</b>		Friday <b>27</b>	
Thursday <b>12</b>		Saturday <b>28</b>	
Friday <b>13</b>		Sunday <b>29</b>	
Saturday <b>14</b>		Monday <b>30</b>	
Sunday <b>15</b>		Tuesday <b>31</b>	
Monday <b>16</b>			