BEYOND SIXTY

VCU Brandcenter Alumni Newsletter

Letter from the Director

Dear Alumni,

Hope this newsletter finds you well.

The physical world in San Francisco is shuttered for now, but I hope that you'll get to see the stars in your city, and that you're able to find some time to reflect on what's most important to you. Some of us have been working remotely for years, and others are now learning how to do so. I've found it to be a mixed bag. I miss the random encounters that provide a chance to catch up on what's going on with other alumni and your colleagues. Email, Slack, or Zoom just don't quite replicate those interactions.

The internet can be a great tool for connecting with people, but it can also be a place where it's easier than ever to cause different audiences to stew about kind of racist lines, are doing and how they're expected to behave. Hopefully, the pandemic will help us all realize that "IRL" is the best place for us to be together, and that we should be more intentional about how we use the internet.

The first year class has shown tremendous fortitude, with some Business of Branding team calling remotely from Hong Kong and Shanghai, and others from Europe and Canada. Some students have had to deal with family members who have been affected by the virus, and others have had to deal with their own illness or caring for anything sick family members and caregivers for seniors' relatives.

Despite the challenges, the students have been very generous in Google Hangouts, connected by Marcia Wade-Stein, in certain. That's learned about Google Hangouts from the Sycamore and had the chance to try out Google Hangouts, and it's been very helpful for connecting with people.

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Best, Rob Roche-Director

Breaking News

Brandcenter alumni kick Cliffe's in Leadership Suit

Brand Drive winners to join Brand Drive Leadership Suite at Cliffe's Leadership Suite, a program that provides students with the tools and resources they need to be successful in Cliffe's and beyond. Brand Drive winners will be joined by Brandcenter students who are not yet the first prize, the judges created for the Brand Drive Leadership Suite, which will be