

Growing and Retaining Members Utilizing Data & Insights

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Experiences

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Why are we here today?

We want you to GROW!

There are 170 active Ohio State University alumni clubs and societies connecting alumni all over the world.

In FY19, you:

- Provided scholarships to 669 students worth over 1 million dollars
- Held over 1,500 events

The Ohio State University Alumni Association has a goal of 175,000 engaged alumni by end of campaign.

The inability to effectively market to clubs and societies is preventing future growth.

2017 and 2018 Alumni Club and Society Volunteer Survey

“Communications to reach a diverse alumni base are challenging. Younger alums are good with Facebook, older alums not as much, and for some we have no e-contact info so we're very restricted in engaging them. Recent enhancements by the Association are a vast improvement, but communication is still a tough issue.”

“Trying to contact people via email is also difficult (spam filters etc.), so we have to utilize Facebook ads often times to help reach people (costs money). We seem to be doing the best we can to meet these challenges but are always up for new ideas or platforms to get messages out and engage locally.”

“You don't know how many times we will hear, ‘I've lived here for 2 years, and am now just finding out about you’ or ‘are you a new club?’”

“Engaging our alumni is incredibly difficult. We have a tough time getting decent attendance to each event.”

“Our biggest challenge is identifying and communicating with our alumni. In turn, creating events and programs that spark our alumni's interests.”

Engaging young alumni to join and participate is a very common challenge among many groups.

2017 and 2018 Alumni Club and Society Volunteer Survey

"We are an aging club . The average age of active club members is 60. We need young Buckeyes for survival. We offer events to interest young Buckeyes but they are not responding . How can we reach them?"

"Getting younger Alumni involved. The younger alumni are not always willing to make the commitment of time and take on the responsibility."

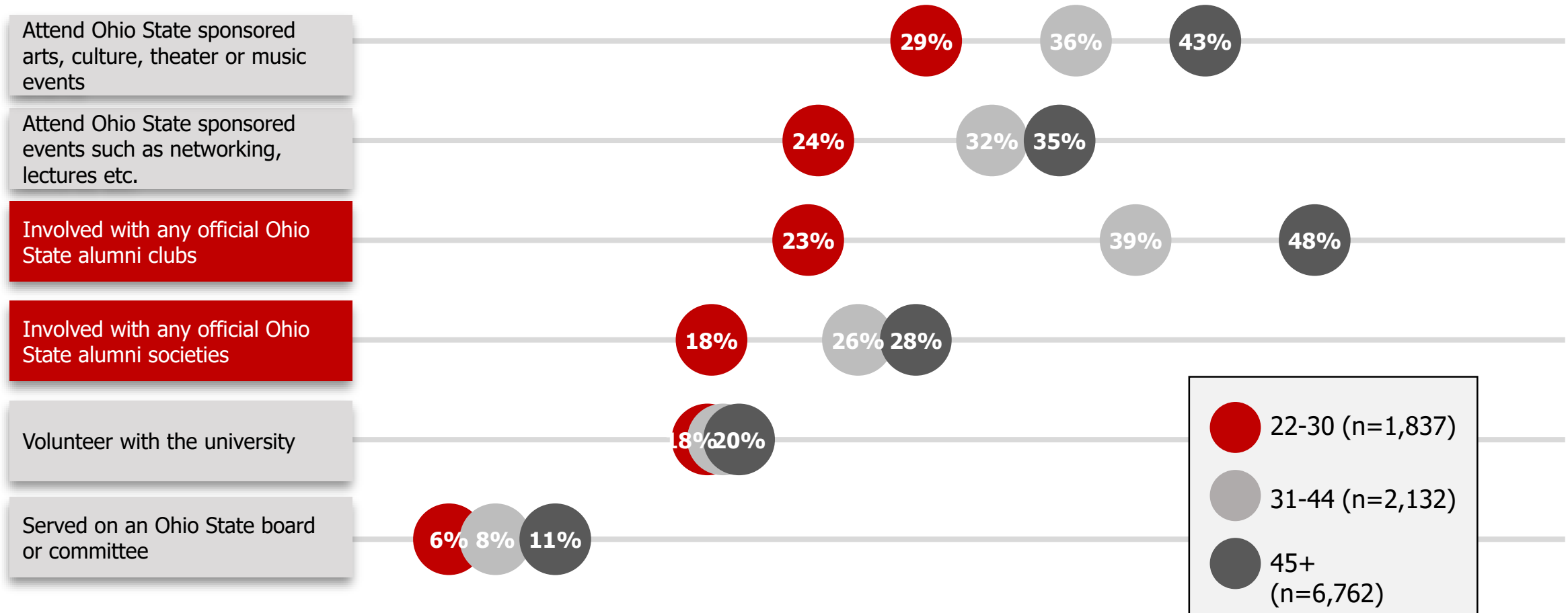
"Reaching out to younger members (graduates from 2000-2018); establishing a succession plan for club leaders; club leader burnout; club member attendance at events in the off-season."

"We need to attract younger alumni and entice them to volunteer."

"Recruiting future leaders to join the board and volunteer time to help build up the society."

Very few young alumni are involved in any Ohio State clubs or societies.

Please indicate whether you have done or are currently doing the following since graduating.



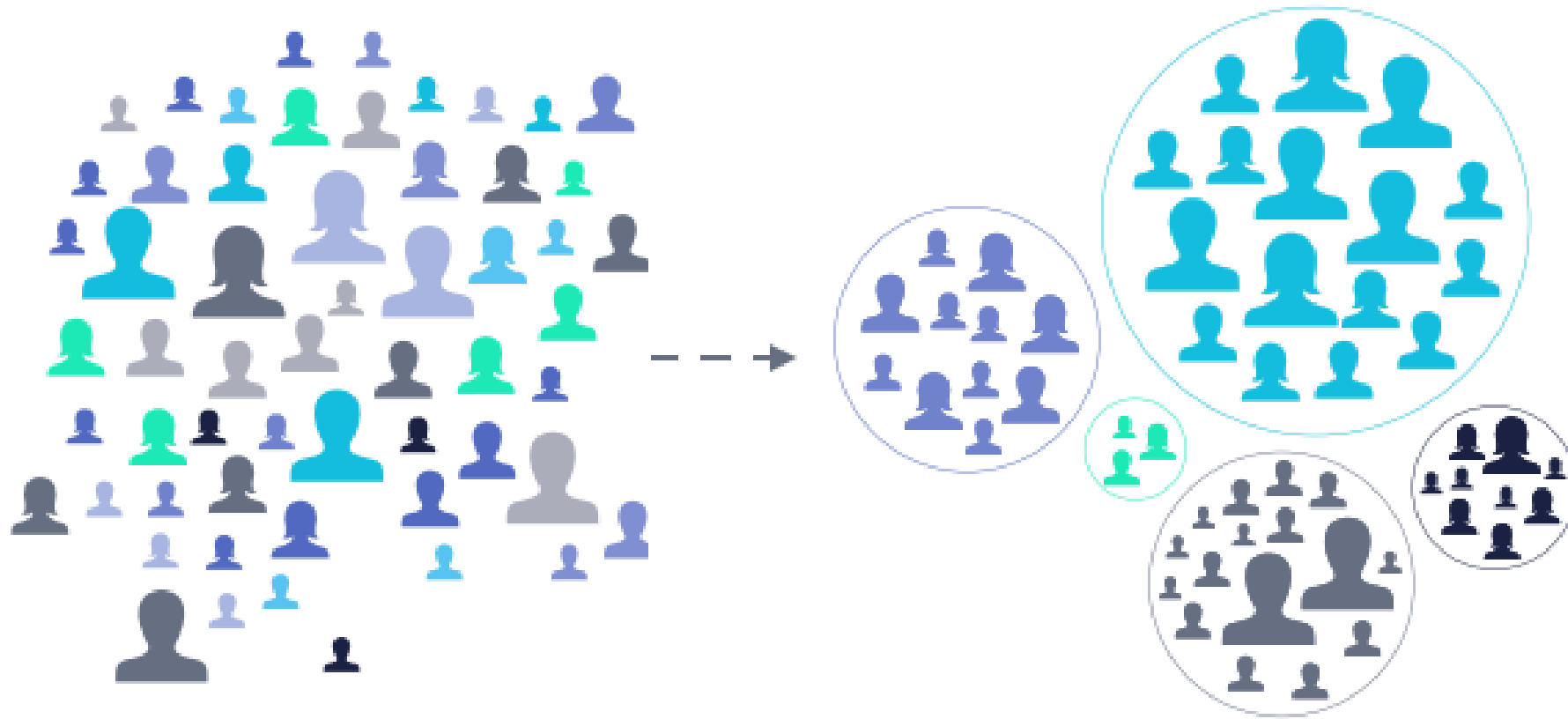
How can you tackle these issues?

1: Smarter Segmentation

2: Personalization

3: Member Feedback

Smarter Segmentation



Community Profile Report: Clubs



ALUMNI COMMUNITY PROFILE

Las Vegas-Henderson-Paradise, NV

Population: All Living, Reachable Individuals (Emailable or Mailable);
Filter: Geography

Total Alumni:	1,342	Emailable Individuals:	694 (52%)
Unassigned Inds with \$100K+ capacity:	153 (11%)	Distinct Emails:	689
Female:	550 (41%)	Academic Area (Any OSU Degree):	
Male:	792 (59%)	Arts and Sciences College Total:	499 (37%)
Single:	377 (28%)	Biological Sciences:	43 (3%)
Married:	564 (42%)	College of The Arts:	66 (5%)
Alums Married to Alums:	127 (9%)	College of The Arts & Sciences:	113 (8%)
Graduation Years (OSU Primary Degree):		Humanities:	71 (5%)
1940s:	12 (1%)	Math & Physical Sciences:	32 (2%)
1950s:	47 (4%)	Social & Behavioral Sciences:	195 (15%)
1960s:	150 (11%)	Business:	223 (17%)
1970s:	253 (19%)	Dentistry:	28 (2%)
1980s:	196 (15%)	Education and Human Ecology College Total:	225 (17%)
1990s:	243 (18%)	Education:	153 (11%)
2000s:	285 (21%)	Education and Human Ecology:	25 (2%)
2010s:	134 (10%)	Human Ecology:	50 (4%)
Res/Fellow:	8 (1%)	Engineering:	126 (9%)
Life-Stage Segments:		Food, Agricultural and Enviro Sciences:	62 (5%)
Current Students:	17	Law:	51 (4%)
Alum - Young Alumni (<= 32 yrs.):	98 (7%)	Medicine:	100 (7%)
Alum - Second Decade (33-45 yrs.):	337 (25%)	Nursing:	24 (2%)
Alum - Established (46-64 yrs.):	422 (31%)	Optometry:	10 (1%)
Alum - Legacy (>= 65 yrs.):	466 (35%)	Pharmacy:	24 (2%)
Alum - Unknown Age:	19 (1%)	Public Affairs College Total:	7 (1%)
Current Parents:	16	JG Schl of Public Policy & Mgt:	2 (0%)
Past Parents:	35	John Glenn College of Public Affairs:	1 (0%)
Faculty & Staff:	4	School of Public Affairs (non-college):	4 (0%)
		Public Health:	1 (0%)
		Social Work:	24 (2%)
		Veterinary Medicine:	23 (2%)

Community Profile Report: Societies



Target Metro Areas (Primary Address):

Columbus, OH	1,079	(14%)
Cleveland-Elyria, OH	442	(6%)
Cincinnati, OH-KY-IN	383	(5%)
Washington-Arlington-Alexandria, DC-VA-MD-WV	204	(3%)
New York-Newark-Jersey City, NY-NJ-PA	196	(3%)
Dayton, OH	190	(2%)
Akron, OH	144	(2%)
Toledo, OH	93	(1%)
Los Angeles-Long Beach-Anaheim, CA	91	(1%)
Chicago-Naperville-Elgin, IL-IN-WI	82	(1%)
Atlanta-Sandy Springs-Roswell, GA	56	(1%)
North Port-Sarasota-Bradenton, FL	19	(0%)

Alumni by Region (Primary Address):

US: Northeast Region	1,831	(21%)
OH: Northern Region	1,321	(17%)
OH: Central Region	1,065	(14%)
US: Western Region	1,056	(14%)
US: Southeast Region	981	(13%)
OH: Southern Region	791	(10%)
US: Midwest Region	565	(7%)
Unknown	151	(2%)
International	75	(1%)
US: Other Areas	2	(0%)

Alumni by US States (Primary Address):

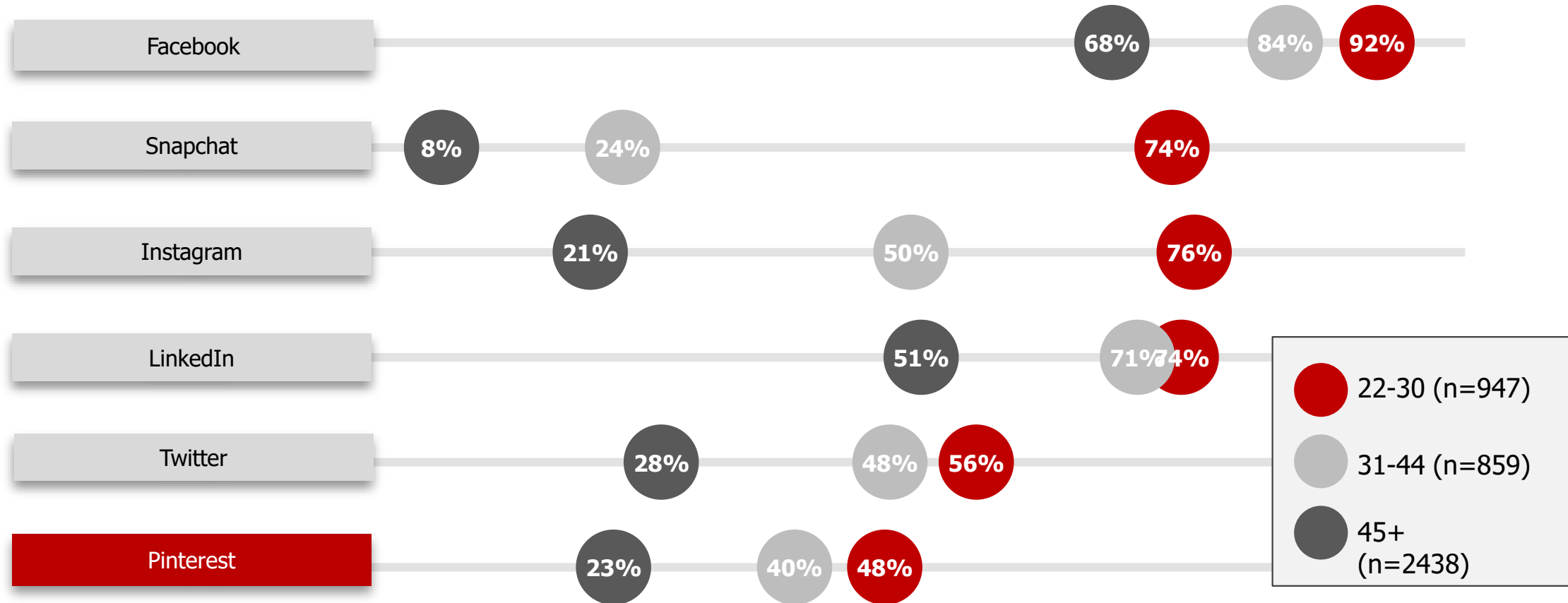
Alabama	15	Missouri	43
Alaska	7	Montana	14
Arizona	121	Nebraska	14
Arkansas	10	Nevada	50
Armed Forces Americas	1	New Hampshire	58
Armed Forces Europe/Canada/Middle East/Africa	4	New Jersey	150
California	309	New Mexico	23
Colorado	121	New York	212
Connecticut	64	North Carolina	220
Delaware	16	North Dakota	6
District of Columbia	12	Ohio	3,190
Florida	342	Oklahoma	12
Georgia	85	Oregon	68
Hawaii	12	Pennsylvania	368
Idaho	21	Puerto Rico	2
Illinois	112	Rhode Island	9
Indiana	127	South Carolina	76
Iowa	28	South Dakota	7
Kansas	33	Tennessee	67
Kentucky	138	Texas	113
Louisiana	19	Utah	19
Maine	40	Vermont	30
Maryland	195	Virginia	217
Massachusetts	131	Washington	102
Michigan	143	West Virginia	135
Minnesota	35	Wisconsin	80
Mississippi	11	Wyoming	6

Segment communication by Demographics

- ▷ Age
- ▷ Location
- ▷ Clubs participated in as a student
- ▷ Degree(s)
- ▷ Graduation year
- ▷ College
- ▷ OSU parent
- ▷ Buckeye Couples
- ▷ Current student
- ▷ Previously Opened Email

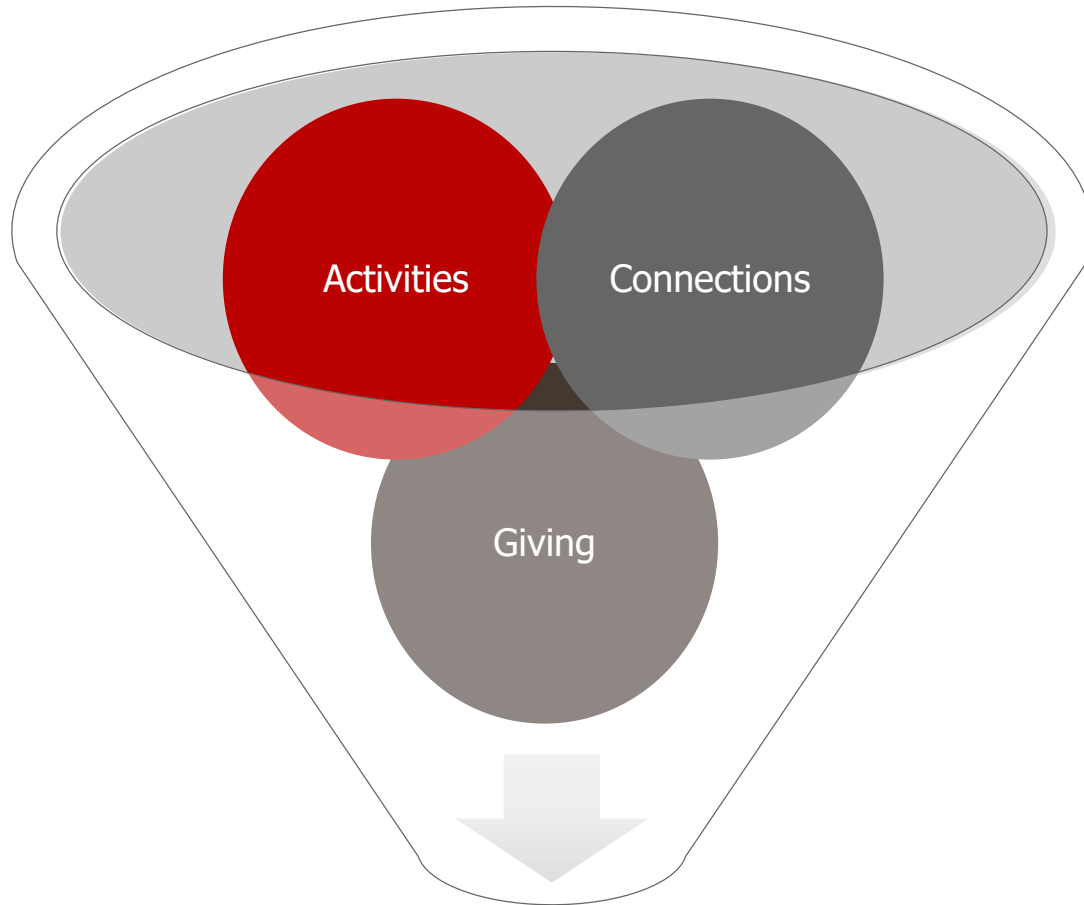
Consider a multi-channel approach that involves a social media strategy.

Do you use any of the following social media channels?



Engagement Score = connections + activities + giving

Universal descriptive score for every living individual in TAS that reflects their known personal engagement with Ohio State (points-based, additive score).



Engagement

Connections

- ◁ How related to OSU / constituency
- ◁ Alumni, Parent, Faculty/Staff, Vet Client, Student Involvements, Solicitation Restrictions, Relationships.

Activities

- ◁ Proactive interactions with OSU
- ◁ Event attendees, OSUAA Travelers, Committee Members,

Giving

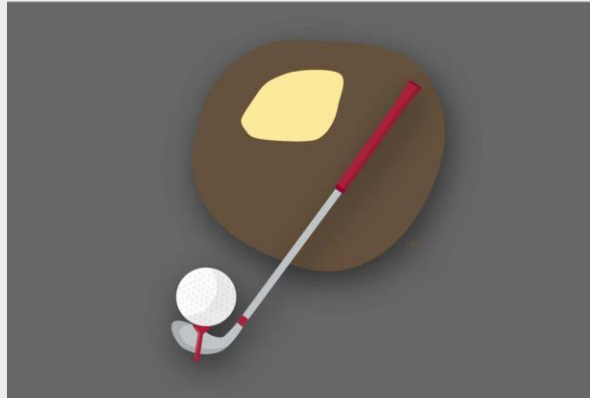
- ◁ Giving society and giving history
- ◁ Recency, lifetime giving, variety of designations, years of giving

* Engagement score updated daily

Young Alumni Event



ALUMNI CLUB OF SARASOTA-MANATEE



Tee it up with young alumni in Sarasota

Saturday, Jan. 12, 2019
6–8 p.m.

Meet up with us for a young alumni event at Topgolf. Take swings in a climate-controlled hitting bay and get to know Buckeyes near you. \$25 per person includes food and two hours of golf. Limited space available.

Buy tickets by Jan. 4

WHERE:

Topgolf Tampa

10690 Palm River Road
Tampa, FL 33619

Maximize Attendance: Segmented Invitation Strategy

1. Save the Date Postcard sent to all members.

Sent two months out.



The Ohio State University
Retirees Association

Fall Conference
Wednesday, September 11
8 a.m.–3:15 p.m.

Fawcett Center
2400 Olentangy River Road
Columbus, OH 43210



KEYNOTE SPEAKER
Dr. Michael V. Drake
President of The Ohio State University

Past, present and future
Explore Ohio State's history beginning with its first president, Edward Orton. Dr. Drake concludes the keynote program with an address laying out his vision for the university's future.

Choose from an array of 45-minute educational breakout sessions following the keynote speech.

Cost:
\$30. Lunch is included.

Register online at osura.osu.edu
or by phone at 614-292-2281.

2. Email invite sent to all members in Ohio and surrounding area.

Sent six weeks out.

Subject line: You're invited to our fall conference

THE OHIO STATE UNIVERSITY RETIREES ASSOCIATION

You're invited

2019 Fall Conference

Wednesday, September 11
8 a.m.–3:15 p.m.

Enjoy a full day of engagement and learning. Ohio State President Dr. Michael V. Drake will deliver a keynote address. Afterward, choose among 45-minute breakout sessions on a variety of topics. Lunch is included with registration.

[Learn more](#)

WHERE:
Fawcett Center
2400 Olentangy River Road
Columbus, Ohio 43210



Keynote speaker

Dr. Drake will visit with us and update members on his vision for Ohio State's future in light of this year's sesquicentennial celebration.

3. Follow-up email invite sent to those who opened first email. This one excluded registrants and included a more urgent subject line. Sent three weeks out.

Subject line: Don't miss out: 2019 Fall Conference

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Personalization

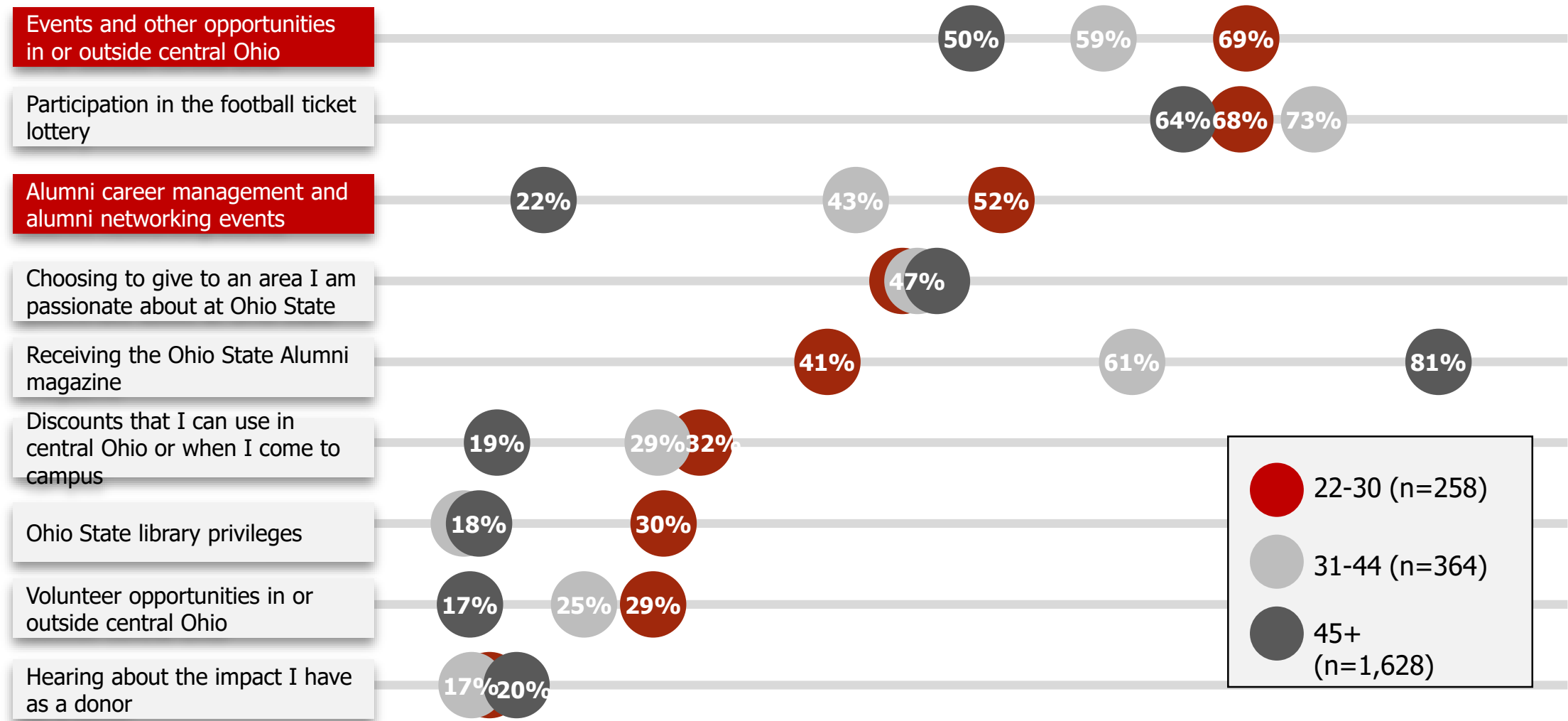


Personalization Options

- ▷ Name included in email
- ▷ Subject lines
- ▷ Content / Hook based on audience
- ▷ Event
- ▷ Tone of communication
- ▷ During event


Beyond football tickets, younger alumni want event opportunities; particularly career management and networking events.

Which of the following are most important to your alumni member experience?




Source: Self reported from Buckeye Room members, OSUAA experience survey, 2015.

Alumni



ALUMNI CLUB OF TRIANGLE - NORTH CAROLINA



Pass on your Scarlet
and Gray spirit

Saturday, August 3
12:30–3:30 p.m.

Inspire the next generation of Buckeyes. Introduce incoming students and their families to the Ohio State tradition of firm friendship. Share tips for success over a networking meal.

Learn more


WHERE:
Thomas G. Crowder Woodland Center
5611 Jaguar Park Drive
Raleigh, NC 27606

Summer Send-Off:
Share tips with
students

Parent



ALUMNI ASSOCIATION



Connect with local
Buckeyes

Saturday, August 3
12:30–3:30 p.m.


Join the [CLUB] for a Buckeye celebration before [STUDENT NAME] heads to campus. This is a great opportunity for incoming students and their families to network with alumni in their hometown. Find out what they wish they'd known before their first day of class.

Learn more


WHERE:
Thomas G. Crowder Woodland Center
5611 Jaguar Park Drive
Raleigh, NC 27606

Networking event for
students and families

Student



ALUMNI ASSOCIATION



You're invited, [NAME]

Saturday, August 3
12:30–3:30 p.m.

Celebrate the dawn of a new school year with the [CLUB]. Enjoy a complimentary meal, meet incoming classmates and network with alumni who could serve as future mentors. Families are welcome to attend.

Learn more

WHERE:
Thomas G. Crowder Woodland Center
5611 Jaguar Park Drive
Raleigh, NC 27606

Meet Buckeyes in
your hometown

**Listen to your current
members**



The 4 dimensions of member feedback

Sharing how member input helps shape what you do.

ENGAGE YOUR MEMBERS



KNOW YOUR MEMBERS



Understanding who your members are and what they think.

Spurring ideas & insight through collaboration.

COLLABORATE



EXPLORE/ DISCOVER

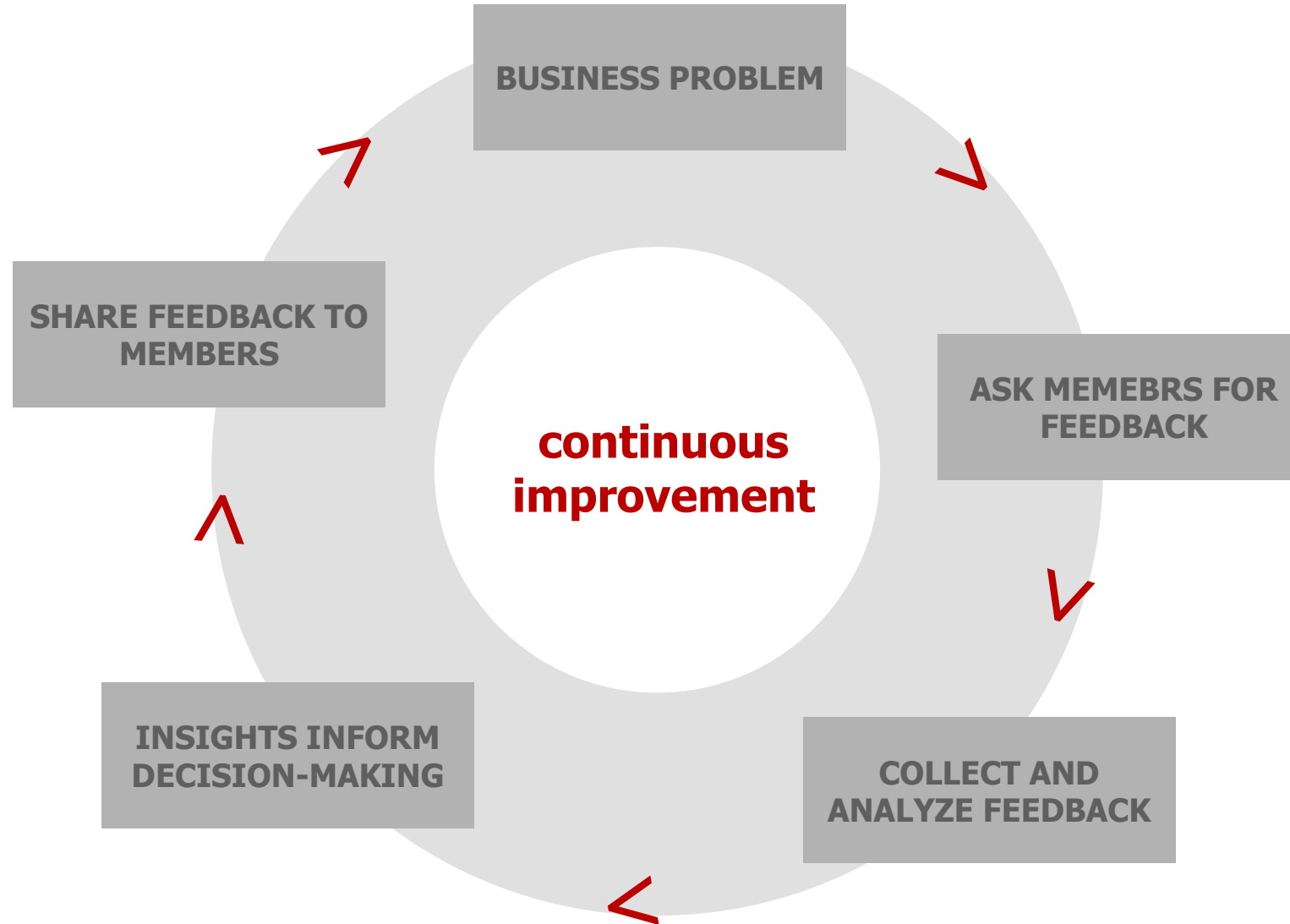


Finding the insight you need to inform your club or society

Questions when prioritizing

- > How satisfied are you with your experience with....
- > What are some of the reasons you are not satisfied?
- > What can we do to improve your experience?
- > Which of the following events would you like to see the implement in the area?
- > What is your audience preference when attending Club events?
- > Which day of the week and times are best for your ability to participate in events?
- > How would you like to receive information from the

CONTINUE THE FEEDBACK LOOP



Questions?