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# How Team Work Makes the Dream Work

## Exploring Alumni Group Collaborations

Olivia Cotton, College of Engineering

Suzie Rao, Asian and Pacific Islander Alumni Society

Jay Beedy, Alumni Club of Sacramento Valley



## **Presentation Goal:**

Provide audience with best practices and examples of successful collaborations between alumni clubs, alumni clubs from peer institutions, societies, college/unit and/or the university. Audience will share their success stories around collaboration!



**Olivia Cotton**  
**Assistant Director of Young Alumni and**  
**Student Engagement**

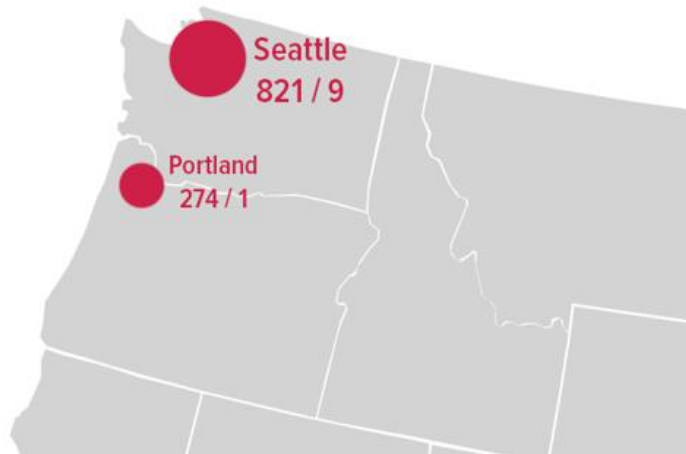


# Seattle Young Alumni Event Collaboration

Olivia Cotton – [cotton.1096@osu.edu](mailto:cotton.1096@osu.edu)

Assistant Director of Young Alumni and Student Engagement  
College of Engineering

# Ideation of Seattle Young Alumni Event



- Growing Engineering young alumni market
- Top Majors
  - CSE, ECE, MAE
- Emerging market for other college units
- Alumni Club – a great way for our alums to connect!



# Collaboration – Key People

- Regional Engagement Officers
- Seattle Alumni Club officers
- Featured Alum- Dave Keller, Owner of Peddler Brewing Company
- Hack OHI/O Program



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# Outcomes

- Provided a platform the club
- Engaged young alumni from several units
- Shared Engineering and University highlights
- Featured HACK OHI/O in a top CSE, ECE, and MAE market
- Featured a Buckeye Bar and an Engineering alum



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**Suzie Rao '94, '97**  
**Secretary**  
**Asian and Pacific Islander Alumni Society**





# Book Club

## A Different Type of Alumni Event





# **Asian & Pacific Islander Alumni Society**

- **Society founded in Winter 2017**
- **Approximately 55 members**
- **Members primarily in Central Ohio**
- **However, we also have members across the United States**



# Challenges

- **New Society – Just started recruiting members**
- **Members spread across the county**
- **Survey shows a little less interest in sporting events**
- **Not all members enjoy going regularly to our Networking Happy Hours**



# Book Club

- Books can be easily and cheaply mailed to interested members
- Tends to appeal to a different cohort of members
- We were searching for events that appeal to every alumni
- Event can be done via a conference call

However, we still had limited reach due to our small size



# **Solution - Partnering**

- **Reached out to OSU Alumni Club of Franklin County and Young Buckeyes of Central Ohio**
- **They were excited to host a joint event with our society**
- **Added benefit: some of their members also became aware of our society and vice-versa**



# Success

- **20 Books were bought and distributed**
- **Book club night was hosted at Mirchi Indian Bar and Grill**
- **16 Buckeye showed up to discussion**



# Questions?

**Contact us at [APISociety@osu.edu](mailto:APISociety@osu.edu) if you would like to partner on a future event with us!**



**Jay Beedy**  
**Vice President**  
**Alumni Club of Sacramento Valley**





## Joint Events with All B1G 10 Alumni Clubs in Your Town!

Why Bother!





# What Type of Events Work with a Diverse Crowd for 14 colleges?







# How to Get Started





# Planning and How to Cover Any Costs





# How to Get the Word Out







## Easy things to plan to keep everyone interested





# Best Ways to Follow Up to Keep It Going





Tell us how you're going to  
collaborate with another  
group this year!





# Thank you!

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