BUCKEYE NATION IS EXPANDING RAPIDLY.
WITHIN THE NEXT DECADE, IT IS EXPECTED THERE WILL BE MORE ALUMNI OUTSIDE OF THAN WITHIN OHIO. IT IS IMPERATIVE TO FIND A NEW WAY TO KEEP ALUMNI AND FRIENDS CONNECTED TO OHIO STATE.

Clubs and societies are critical to The Ohio State University Alumni Association’s commitment of enriching lifelong relationships among the alumni body and our university. Through a comprehensive approach to the relationship between clubs and societies and the OSUAA, the Regional Advancement Program will provide new targeted programming, funding and strategically dispatched staff to directly support clubs and societies in engaging Buckeyes and building Ohio State communities.

The Ohio State University Alumni Association’s Commitment
A charter will formalize Ohio State’s commitment to provide enhanced resources to clubs and societies. New financial and programmatic support will be made available based on clearly defined classifications determined by levels of engagement. The Alumni Association’s goal is to support clubs and societies in a manner that allows them to achieve the highest classification that provides the most benefit to the club or society.

A Mutually Beneficial Relationship
There are three requirements that must be completed by each club or society to be a recognized organization of the Alumni Association and be eligible to receive financial and programmatic support.

1. A constitution approved by The Ohio State University Alumni Association Board of Directors
2. Adoption of Ohio State branding standards and guidelines
3. Signed charter with the Alumni Association formalizing the relationship, roles and responsibilities of each party, and the financial and programmatic support to be received by the club or society

Next Steps
After sharing this new approach with clubs and societies in the fall of 2015, the Association will provide the charter, along with more details about each of the three requirements and incentives available, to each club and society. Alumni Association staff will be available to guide every club or society through this process.

TO LEARN MORE, CONTACT:
Chad Warren
Assistant Vice President
Engagement Strategies
warren.516@osu.edu

COMPREHENSIVE REGIONAL ADVANCEMENT
• Stronger, mutually beneficial partnership
• Human and financial resources for clubs and societies
• New charter defines roles, responsibilities and benefits, approved constitutions, Ohio State branding standards

BENEFITS
• Defined in new charter
• Three classifications based on level of engagement
• Clubs and non-College based societies can receive up to $2,000 a year, travel expenses for one Ohio State sponsored speaker a year, financing for up to two printed mailings a year, communications support
• Additional financial incentives of up to $2,500/year through awards
• Dedicated regional engagement officer and regional support specialist

GEOGRAPHIC FOCUS
• Central Ohio, Northern Ohio, Southern Ohio, Northeast/Midwest (United States), Southeast and Western (United States)
• Nearly 90% of alumni live within these regions – requiring significant resources and focus
• Benefits available for any club or society that meets the three requirements, even outside of six regions

ADOPTION DEADLINES
February 28, 2016
For early adoption, additional financial benefits available

June 30, 2016 (Target)
The expected completion date of all three requirements

August 31, 2016
Required completion to remain a recognized club or society and gain the benefits of the Regional Advancement Program