Regional Advancement
Engaging Buckeye Nation
What is Regional Engagement?

• Comprehensive, coordinated effort to inform, inspire and engage with Buckeyes living outside Central Ohio (alumni, parents, friends and fans)

• Involves all aspects of Advancement, including communications, alumni relations, IT and fundraising
Why is this important?

• Buckeye constituents outside central Ohio are a significantly large group…and growing
• Regions outside Ohio deserve more attention than they now receive
• Organized regional efforts will yield increased engagement and results
Regions:

- **12 Target Metro Areas** –
  - Akron, Atlanta, Chicago, Cincinnati, Columbus, Cleveland, Dayton, Los Angeles, New York, Sarasota, Toledo & Washington DC

- **6 Regions** – based upon metro areas, alumni population, and equal distribution of alumni clubs
  - Central OH Region – eight counties
  - Northern OH Region – 46 counties and regional campuses
  - Southern OH Region – 34 counties
  - Western Region – Arizona, California, Colorado, Texas and Washington
  - Southeast Region – Florida, Georgia, North Carolina & South Carolina
  - Northeast/Midwest Region – Illinois, Indiana, Maryland, Michigan, New Jersey, New York, Pennsylvania, Virginia, & Washington DC
Ohio MAP – Living, Addressable Alumni

OSU Advancement Regions Living, Addressable Alumni

Major Cities

Ohio Region
- Central Ohio - 153,192
- Northern Ohio - 91,176
- Southern Ohio - 46,508

Notes:
Data as of June 30, 2015
US MAP – Living, Addressable Alumni

OSU Advancement Regions
Living, Addressable Alumni

Ohio Region - 290,878
- Central Ohio - 153,192
- Northern Ohio - 91,178
- Southern Ohio - 46,508

Northeast / Midwest Region - 84,611
- Primary - 84,619
- Secondary - 19,792

Southeast Region - 48,637
- Primary - 37,834
- Secondary - 10,803

Western Region - 59,767
- Primary - 48,313
- Secondary - 11,404

Notes:
Data as of June 30, 2015
Alaska and Hawaii are Western Region Secondary
What Needs to be Done?

• Reorganize internal structure to support regional efforts that inform, inspire and involve Buckeyes living outside Central Ohio

• Strategic alignment, support & investment in affiliated clubs and societies in service to the University
Leveraging power of Advancement in three major areas:

- Communications
- Alumni Relations
- Fundraising
Fall 2014 Volunteer Survey:

- Club & Society Volunteers ranked the following highly important and/or important
  - 75% want branded mailings and other communications
  - 71% want to use or continue to participate in the OSU Speaker Series as the second highest need
  - 60% want OSUAA staff present at events
  - 58% want Annual Giving Support i.e. communication templates to assist with scholarship fundraising
  - 57% want OSU hosted and branded website
Support Levels: Tier-based

- Scarlet
- Gray
- Carmen
- Alumni Ambassadors
## Events

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<tr>
<th></th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Game Watch</td>
<td>Game Watch</td>
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<tr>
<td>Min. 2 Board Meetings</td>
<td>Min. 2 Board Meetings</td>
<td>Min. 2 Board Meetings</td>
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<tr>
<td>5 Category I events ***</td>
<td>3 Category I events ***</td>
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<tr>
<td>Unlimited Category II events</td>
<td>Unlimited Category II events</td>
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<tr>
<td>Scholarship Fundraiser</td>
<td>Scholarship Fundraiser</td>
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## Minimum Requirements

- **Game Watch**
  - Min. 2 Board Meetings
  - 5 Category I events ***
  - Unlimited Category II events
  - Scholarship Fundraiser

## Incentive

At start of each fiscal year, incentive will be deposited in current use funds or dispersed depending on Tier reached.

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<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<td>$2,000</td>
<td>$1,000</td>
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## Speakers/Year

Travel expenses covered by OSUAA for up to 1 OSU sponsored speakers/year

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## Mailing/Year

Number of printed mailings allotted to each club/society year

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<td>2</td>
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## Awards/Recognition

To be awarded at the end of the fiscal year at the Symposium

- Club/Society of the Year = $2500
- Most Innovative Program of the Year = $1500
- Program of the Year = $1000

## Forms/Documentation

Returned attendance sheets/event evaluations/membership rosters

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<td>Required</td>
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## Board/Leadership Team

Develop and utilize a volunteer board or leadership team with a min. of 4 volunteers

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<td>Required</td>
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<tr>
<td>Required Events</td>
<td>Category I</td>
<td>Category II</td>
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<tr>
<td>Min. 2 Board Meetings</td>
<td>Community Service</td>
<td>up to $250</td>
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<tr>
<td>Scholarship Fundraising</td>
<td>Student Recruitment/Student Retention/ Summer Send-off</td>
<td>up to $250</td>
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<tr>
<td>Game Watches</td>
<td>Networking</td>
<td>up to $500</td>
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<td>Special Interest Events</td>
<td>up to $250</td>
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<td>Arts</td>
<td>up to $250</td>
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<td>Lifelong Learning</td>
<td>up to $250</td>
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<td>Diversity Event</td>
<td>up to $250</td>
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To reach club/society program responsibilities levels, a variety of Category I events is required. For instance, to meet Gray tier, three different types of Category I events are required, out of the seven. When hosting a series of the same type of event, for instance a networking series, the entire series only counts as one type of Category I when measuring the club/society level. All clubs must hold a game watch, scholarship fundraiser and at least two board meetings on an annual basis, while societies must complete the latter two.
What Does this Mean to You?

• We need your help! We are here for you!
• We will provide technical support, personnel, expertise and monetary support
• Formalize agreements with all participating clubs and societies
  • 2013 Constitution, 2015 New Charter and adopt 2013 brand guidelines
Next Steps

• Sept – Rollout during Club & Society Leadership Symposium
• Oct – Post Communication
• REOs/RAOs/RSS start visiting and working with regions
Questions?