Regional Advancement Webinar
October 12, 2015
Meet Your Presenters

Josh Harraman, Senior Director, Alumni and Constituent Engagement
• Oversees Alumni and Constituent engagement programs, Regional Engagement and Student Recruitment

Craig Little, Director, Alumni Societies
• Oversees and provides support to our 46 Alumni Societies
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
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 - 84,610
- Secondary - 15,792

Southeast Region - 46,637
- Primary - 37,634
- Secondary - 10,003

Western Region - 59,767
- Primary - 45,319
- Secondary - 11,404

Notes:
Data as of June 20, 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
<table>
<thead>
<tr>
<th>Events</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game Watch</td>
<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>
<td>---</td>
<td></td>
</tr>
<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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**Incentive**

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

<table>
<thead>
<tr>
<th>speakers/year</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Travel expenses covered by OSUAA for up to 1 OSU sponsored speakers/year</td>
<td>1</td>
<td>1</td>
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</table>

**Mailing/Year**

Number of printed mailings allotted to each club/society year

<table>
<thead>
<tr>
<th>Mailing/Year</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Number of printed mailings allotted to each club/society year</td>
<td>2</td>
<td>1</td>
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</tbody>
</table>

**Awards/Recognition**

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

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<thead>
<tr>
<th>Awards/Recognition</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Club/Society of the Year = $2500</td>
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<tr>
<td>Most Innovative Program of the Year = $1500</td>
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<tr>
<td>Program of the Year = $1000 (3)</td>
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**Forms/Documentation**

 Returned attendance sheets/event evaluations/membership rosters

<table>
<thead>
<tr>
<th>Forms/Documentation</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Required</td>
<td></td>
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**Board/Leadership Team**

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

<table>
<thead>
<tr>
<th>Board/Leadership Team</th>
<th>SCARLET</th>
<th>GRAY</th>
<th>CARMEN</th>
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<tbody>
<tr>
<td>Required</td>
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<tr>
<td>Required Events</td>
<td>Category I</td>
<td>Category II</td>
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<td>---------------------------------</td>
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<td>-------------</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></td>
<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
How we all work together
Events and Club/Society Support

3 types of events:

• Club-initiated/Society-initiated
• Club/Society-initiated & OSUAA supported
• OSUAA-initiated
Communications Survey Results

- 75% want branded mailings and other communications
- 58% want Annual Giving Support i.e. communication templates to assist with scholarship fundraising
- 57% want OSU hosted and branded website
Communications Support:

• Brand Toolkits
• Websites
• Email
• Print
TOOLKITS
Regional Support Newsletter Template

Table of Contents

Story one ................................................. 2
Story two .................................................. 3
Story three ................................................ 3
Story four .................................................. 4

Upcoming Events

Event Name
Saturday, Month, 00, 0000

Event Name
Saturday, Month, 00, 0000

Small Feature

Headline here


Sidebar Story

Cras et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. Nulla et diam non est convallis tempor ac et odio. nulla et diam non est convallis tempor ac et odio. nulla et diam non est convallis tempor ac et odio. nulla et diam non est convallis tempor ac et odio. nulla et diam non est convallis tempor ac et odio. nulla et diam non est convallis tempor ac et odio.
The Ohio State University

Regional Support

Postcard Template
Buckeye Art
WEBSITES
Buckeye Greats Rex Kern & Jeff Logan Shine at Annual OSULA Kickoff BBQ!
More About Websites

• Appeal Code tracks donations
• Google Analytics
• Social Media
• Plugins for PayPal and Club Express
EMAIL
Email

- osu.edu email address
- BlackBaud Internet Solutions (BBIS)
- Dynamic lists
- Analytics
- OSU email calendar
Hello Orange County Alumni!

With just one week left before the Ohio State Buckeyes take on Michigan in the rubber game to defend their National Title, the Regional Support office is excited to announce the start of the Give to the Buckeyes 2015 season.

This year, we hope to bring more fun and excitement than ever before! We need your help:

- Join as a new member or renew your membership. You can sign up and pay your dues via mail-in instructions. Visit osu.edu/alumni to learn more.
- Eligible to participate in an array of fun events. Pay your dues by October 10 to be eligible.
- Join us at Dave & Buster's for food & drink specials just for you, and a huge population of Buckeyes and a huge population of Buckeyes on campus back on October 10.
- Invite your fellow Buckeyes to our events.

We believe...that as alumni, you will want to participate in the Student-Alumni Council Alumni Society (SACAS) annual meeting!

Come and receive updates about SACAS and SAC, hear from the Board of Governors and connect with SACers past and present.

**Details**

**Friday, October 9, 2015**

Refreshments 4:30-5:00 p.m.

General Meeting 5:00-6:00 p.m.

Woody's Tavern in the Ohio Union

**Directions**

Cost: FREE to attend

**RSVP**

Please let us know if you are attending.

**Questions**

Please email SACsociety@osu.edu.

This year marks the 25th anniversary of a very special tradition at Ohio State. Since 1990, members and friends of Ohio State's gay, lesbian, bisexual, transgender and queer community have published an ad in The Lantern for National Coming Out Day. The ad provides a visible presence of students, faculty, staff, alumni and community members who stand as allies and members to their LGBTQ colleagues and students. This symbol is one of the ways Ohio State has set itself apart as an inclusive and welcoming home for the LGBTQ community.

Our goal this year is to raise $7,500 in support of the ad and to benefit student scholarships. **Sign the ad and make a contribution today.**

Thanks for your support!

Garett Heysel, President
Scarlet & Gay
OSU GLBT Alumni Society

scarletandgay.alumni.osu.edu

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Letter from the Cheer Alumni President

Hello Cheer Buckeyes! Welcome to the 33rd Alumni Cheerleading Reunion! What an exciting year for Buckeyes Nation! We have much to celebrate and we thank you for being a part of our annual Alumni Cheerleading Reunion weekend.

We had a significant increase in alumni participation at functions and events this past year and we are thrilled so many alumni want to volunteer with the society and engage with the community. The time commitment by those who donate their time does not go unnoticed. As the Cheer Alumni Society Board, we have decided to recognize the top participants as a way to thank you for your commitment to the program and to raising funds for the Alumni Scholarship Fund. We cannot stress enough that we continue to hope that more of you will get involved.

Look for more ways to stay connected to fellow alumni through upcoming events and functions. Please speak to a board member today about how you can help us continue the tradition of this outstanding alumni society.

This weekend does not happen without the commitment and dedication of the alumni board and officers. Please be responsible and respectful this weekend. Keep in mind that we represent the university while in our uniform.

A Special Thank You

A special thank you to everyone who participated in Alumni Cheer functions during the 2014-15 season. Duane Adams, Lynn Leitch, Craig Little and Tina Meier receive top honors by participating in five functions each this past year! We are getting more requests each year and make decisions as a board as to whether we participate in order to continue to grow the Alumni Cheer Scholarship funds. Please consider participating in the future – it is always a good time!

Last years events included: Homecoming Parade, Hyper Friday, Beat Michigan Dance, OSU Cheer Competition, Tryouts, Pride Parade and World Series Beer Truck.
REQUESTING COMMUNICATION SUPPORT
Log in: go.osu.edu/wmj
Choose Web, Email, or Print
Watch the progress
RESOURCES
The Nutshell

- E-newsletter for club and society leaders
- 2016 Redesign
- Survey coming soon!
Upcoming Webinars

• Requesting Support Services
  Review intake forms and timelines

• Communication Best Practices
  Best practices for web, email and print

• Brand and Trademark & Licensing
  Sponsorship and promotional items
Questions?