Summer Send-Off Timeline & Details

Tips for Summer Send-Off
Alumni clubs invite incoming freshmen, as well as currently enrolled students, to an informal picnic or summer event. The purpose is to congratulate and send-off Buckeyes from your area to Columbus for the upcoming school year. In addition, parents will have the opportunity to meet area alumni to connect with throughout the school year while their student is away. Currently enrolled students add benefit with their great tips to surviving freshmen year at Ohio State. Find a way to include them if possible.

Marketing
Use your Regional Support Specialist for the best promotion materials and timeline for your event.

Tips
It should be a family friendly event and probably not the annual meeting. Families/students may not want to sit through club business
- Summer Send Offs are usually casual. Backyard picnic, pizza party, swim party, corn roast, picnic at a park, but that doesn’t mean they don’t need to be carefully planned. Don’t mistake the casualness of event with “anything goes”
- Have a greeter to welcome and usher attendees in the correct direction
- Make this about the students, keep it short and sweet
- You may want scholarship certificates for your scholarship students, contact Leslie Smith at the Alumni Association.
- It is not necessarily suggested, but if you do have a speaker, the speaker should be relevant to the student’s interest.
  - Examine the reason you want a speaker, what is the message the club wants to convey – to the students? What is Ohio State doing today? Purposeful programming? How does it meet your tier requirements?
  - See Courtesy Tips Best Practices, Club Event with Speaker as these would apply to this event as well
- if you do have a speaker remember all AV requirements are expected. Have a plan “B” in case of bad weather.
- Have nametags for students, parents and alumni.
- Provide food / refreshments for everyone.
- Be sure to mingle with all guests.
- Again, make sure that map/directions, parking are clear.

Sample Agenda- total event time, 90 minutes

30 minutes prior to event:  Set up completed, be ready to open doors.
Event Start:  Guest arrivals/registration/reception/food available.
45 Minutes into event:  Begin program.
Welcome attendees with a bit about the club.
Each student introduces themselves, high school, and residence Hall they will live in and intended major.
Talking points:  Allow any University staff to speak and greet students.
Consider asking former scholarship winners or upperclassmen
Attend and speak briefly. Students and parents love getting
suggestions and asking questions from upper class students.
Have a club member share their story of “What it means to be a Buckeye”.
Invite parents to participate in club activities.

**Activity:**
Split students into groups by residence North Campus or South Campus to encourage interaction.

**Gifts and Farewell:**
Encourage students to seek travel and student activity opportunities while at Ohio State.
Wish students well as they head to Columbus and ask them to let the club know how they are doing via email.

**Follow up After Any Club Event**
- Send a survey after the event. We suggest [Survey Monkey](https://www.surveymonkey.com), 3 or 4 questions with a comment section is adequate. Report event survey results to REO.
  - Did you enjoy the event?
  - Would you recommend this event to another friend, alumni, family member?
  - Would you attend this type of event again?
  - Comments -
- Complete post-event report and attendance sign in sheet, send to REO.
- Send a note of thanks to the speaker, event coordinator, and venue.
- If applicable, complete form for reimbursement for incentive money for category events.