Agenda

• Welcome from Jim Smith
• Establishing Priorities
  • Scarlet, Gray and Carmen Levels
• Branding/Logo/Resources
• New Forms & Requirements
• Finances
• Co-Branded Programming
• Working with the REO’s
Welcome – Jim Smith

• ‘91 OSU Master’s in Sports Management
• World Wrestling Federation
• OSU Department of Athletics
• Columbus Crew
• Atlanta Falcons
• 11th President/CEO
### Establishing Priorities

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of Society: Stadium Scholarship</strong></td>
<td><strong>Tactic #1</strong></td>
<td><strong>Tactic #2</strong></td>
<td><strong>Tactic #3</strong></td>
<td><strong>Tactic #4</strong></td>
</tr>
<tr>
<td>Priority Area #1: Increase Alumni Engagement with targeted efforts with young alumni</td>
<td>Increase SSAS membership by 10% (current is 100) with specific marketing to young alumn from the last decade</td>
<td>Survey alumni for input in engagement strategies</td>
<td>Continue to provide exceptional programming with an increase of 5 new attendees to each event</td>
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<tr>
<td>Priority Area #2: Continue to support the students within the program</td>
<td>Participate in Dinner for 12 Buckeyes</td>
<td>Participate in the 5 Under 25 program</td>
<td>Enhance the Year End Scholarship Dinner</td>
<td>Send an electronic solicitation email to raise more dollars for the scholarship fund</td>
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<td><strong>Priority Area #3:</strong></td>
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<tr>
<td><strong>Requirements for Scarlet (5) or Gray (3)</strong></td>
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<tr>
<td>Board Meeting #1:</td>
<td>10/1/2015</td>
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<tr>
<td>Board Meeting #2:</td>
<td>11/5/2015</td>
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<tr>
<td>Scholarship Fundraiser: Requested donations with annual Homecoming Event</td>
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<tr>
<td>Board of at least 4 qualified and elected officers &amp; board</td>
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<tr>
<td><strong>Category I Events (must have 1 in 5 different or 3 different categories)</strong></td>
<td><strong>Date Attendee List Submitted</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Service: OSU Day of Service - making capes</td>
<td>4/3/2016</td>
<td></td>
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<tr>
<td>Student Program: Dinner for 12 Buckeyes</td>
<td></td>
<td>11/18/2015</td>
<td></td>
<td></td>
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<tr>
<td>Special Interest Events: Annual Homecoming Meeting and Tailgate</td>
<td></td>
<td></td>
<td></td>
<td>10/10/2015</td>
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<tr>
<td>Arts:</td>
<td></td>
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<tr>
<td>Lifelong Learning:</td>
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<tr>
<td>Diversity Event:</td>
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<tr>
<td><strong>Category II Events (Unlimited)</strong></td>
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<tr>
<td>Social: HH at Hofbrauhaus, Cards with the Alumni</td>
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<tr>
<td>Family:</td>
<td></td>
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</tbody>
</table>
Possible Priority Areas

• Engage alumni in Cleveland & Cincinnati
• Increase scholarship donations by 5%
• Increase younger alumni #’s as members
• Mentor program for current students
• Increase participation at events

• What have you identified?
## Category I Programs

<table>
<thead>
<tr>
<th>Required Events</th>
<th>Category I</th>
<th>Category II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min. 2 Board Meetings</td>
<td>Community Service</td>
<td>up to $250</td>
</tr>
<tr>
<td>Scholarship Fundraising</td>
<td>Student Recruitment/Student Retention/Summer Send-off</td>
<td>up to $250</td>
</tr>
<tr>
<td></td>
<td>Networking</td>
<td>up to $500</td>
</tr>
<tr>
<td></td>
<td>Special Interest Events</td>
<td>up to $250</td>
</tr>
<tr>
<td></td>
<td>Arts</td>
<td>up to $250</td>
</tr>
<tr>
<td></td>
<td>Lifelong Learning</td>
<td>up to $250</td>
</tr>
<tr>
<td></td>
<td>Diversity Event</td>
<td>up to $250</td>
</tr>
</tbody>
</table>

|                          | Social                              | Family      |
|                          |                                     | Sports      |
|                          |                                     |             |

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.
New Requirements

- Minimum of 2 board meetings
- Scholarship Fundraiser
- Returned attendance sheet
- Event Evaluations
- Membership rosters
- Board all in compliance
- 5 or 3 Category I events
- Unlimited number of Category II events
Just for You!

• Resources

• Financial Incentives
  • Scarlet and Gray

• Programming money
  • 3x a year, per event
  • Board meetings, $50 – 10x a year

• Programming Award Money

• Event Registration
Branding/Logo Resources

Erin Howell – Regional Support Specialist

Nikia Reveal – Director, Creative Services
• Brand Toolkits
• Websites
• Email
• Print
TOOLKITS
Business Card Template
Regional Support

Postcard Template
Flyer topic here

Join us for Event Name here!


Saturday, September 21, 2014
Noon - 4 p.m.
Joe's Sports Bar & Grille

Additional Info here: Phasellus eulmod dictum consequat tellus. Aliquam rutrum auctor et.

Location address/Directions: Maecenas vel tincidunt neque. Donec a

For more information, contact Joe Smith at 000-000-0000 or by email at Joe.Smith@anywhere.com
Buckeye Art
Logo vs. Graphic vs. Avatar
WEBSITES
We will miss you, Doc!

William Owen “Doc” Hays, 102, of Griggsville, Illinois, and formerly Columbus, Ohio, passed away on Monday, January 25, 2016, in Quincy, Illinois. He attended Ohio...
More About Websites

• Appeal Code tracks donations
• Google Analytics
• Social Media
• Links to PayPal or Current Use Fund
• FREE!
EMAIL
Email

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

With just one week left before the Buckeyes defend their National Title, the Student-Alumni Council Alumni Board is excited to announce the start of our annual fund drive and to invite you to join us at Dave & Buster’s at the OSU/OSU football game on October 9th.

This year, we hope to bring more to Orange County Alumni than ever before! We need your help.

- Join as a new member of SACAS and receive special events, mail-in instructions. Visit osu.edu/alumni for SACAS news.
- Be eligible to participate in annual fund drives and pay your dues by October 15th.
- Join us at Dave & Buster’s for food & drink specials and to be a part of a huge population of Buckeyes in Orange County.
- Invite your fellow Buckeyes to join SACAS and support events.

We believe...that as alumni, you will want to attend the 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](mailto:sacoster@gmail.com).

Thanks for your support!

**Garett Heyisel, President**
Scarlet & Gay
OSU GLBT Alumni Society

[scarletandgay.alumni.osu.edu](mailto:scarletandgay.alumni.osu.edu)
More on Email

- HTML code

Join us for the 2016 Pharmathon!
The 5K, 1 mile run/Walk and kids fun run on the Ohio State campus promotes health, wellness and education on prescription drug abuse and prevention. Find more details here.

Sunday April 3, 2016
Events and Activities begin at the RPAC

Funds raised will be used to promote awareness and education regarding prescription drug misuse via the Pharmacy Alumni Society Governing Board and the College of Pharmacy Generation Rx Initiative.

Register Now!

The event is put on with assistance from the Columbus Running Company, a locally owned running specialty retailer: Learn more about sponsorships here.
PRINT
Letter from the Cheer Alumni President

Hello Cheer Buckeyes! Welcome to the 33rd Alumni Cheerleading Reunion! What an exciting year for Buckeye 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 uniforms.

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 Bear Truck.

Cheerleading Alumni and Friends from the 2014 Alumni Reunion.

This weekend’s festivities are a privilege, and we want to be able to participate in alumni game for years to come.

We hope that you will continue to support the Cheerleading Alumni Society by signing up and participating in our upcoming events. We are regularly asked to participate in events or join the alumni band and make appearances at various functions. This is a great way to support our university and raise money for our athletes while having a little fun!

Go Bucks!!

Megan (Coxing) Denison, '05-'09
Postcard Templates
REQUESTING COMMUNICATION SUPPORT
Log in: go.osu.edu/wmj
Request a New Project
Choose Web, Email, or Print

New Request (Regional Support - Print (EH))

Back Next

RS8_Print

Club or Society Name *
Region (Societies are central region) *
Content (Please attach a word document on next screen or enter text here.) *
Graphics/Photos (Please attach on next screen or describe here.) *
Goal

Desired Mail Date (Please allow 4 weeks) *
Desired Mailing List
Anticipated List Size
Return address (Must be OSUAA if using non-profit postage rate.)
Postage Type *
Design type:
Color:
Who needs to approve the draft?
Who needs to approve the estimate?
Miscellaneous Requirements
Watch the progress
COMMUNICATION TIMELINE
New Website: 6 weeks
Email: 2 weeks
Print: 6 weeks
RESOURCES
The Nutshell

- Recently redesigned
- Effective April 2016, no need to forward to your board officers!

Spotlight: Varsity O Alumni Society

Our Men's Varsity O and Women's Varsity O Alumni Societies merged at the beginning of this year. Both groups worked very hard throughout the previous year to align the two societies to one group working toward the common goal of "athletes helping athletes". Read More
Ordering gifts, apparel, swag

**APPAREL CONTACTS:**
- J. America Sportswear – Ohio State Sales Team
  - D.J. Kelley – djkelley@jamestown.com – 614-626-4946
  - Austin Weidie – austinw@jamestown.com – 614-626-4946

**PROMOTIONAL PRODUCTS CONTACTS:**
- Barefoot Promotions – Britni Ridgeway Lovitt – Britni@barefoot-promotions.com – 614-427-3820
  - Rhonda Reedy – barefootrhonda@gmail.com – 660-247-4320, 614-888-9910
  - All promo type items - Website: http://www.awquarters.com/contact
- Relay Gear – Jimmie Bryson – jimmie.bryson@halo.com – 614-850-1931
  - All promo type items – Online catalog: www.halo.com
- Wincraft Inc. – Melissa Flom – mflom@wincraft.com – 888-339-8602
  - Pens, Pencils, Pencils, Lanyards, Custom Items, etc. - Online catalog: www.wincraftusa.com
- Victory Postcards – Scott Armstrong – victorypostcard@gmail.com – 614-764-8975
  - Bobbie Heads, Pens, Mugs, Water Bottles, etc. - Online catalog: www.victorypostcards.com
- Aminco International – Aisha Straube – aishas@amincousa.com – 949-457-3261
  - Lapel Pins, Koozies - Online catalog: www.amincousa.com
- Tervis Tumbler – Brad Schneider – bschneidert@tervis.com
  - Stock and Custom Insulated Drinkware - Online catalog: www.tervis.com
- BSI Products – Scott Robinson – scott@bsiproducts.com – 888-281-2596
  - Pens, Buttons, Stadium Cushions - Online catalog: www.bsiproducts.com
- Fathead – Nathan Patington – nathanpatington@fathead.com – 800-328-8877
  - Vinyl Decals, Full-size Cut Out Mascots, Portable Device Covers - Online catalog: www.fathead.com
Let’s get started!

Regional Support Specialists

Erin Howell - Colleges and Units
howell.491@osu.edu

Jen Russell - Special Interest
russell.677@osu.edu
Review of Reporting Forms

- Post Event Reporting Form
- Attendee Sign-in Sheet
- Board Roster Form
- Membership Roster Form
- http://groups.alumni.osu.edu/symposium/
- Wormamajig – To find CSC request
Finances – Show me the $ 

• Current Use Fund to collect dues 
  • How they can be used
  • How they are set up
  • Restrictions (minor)
• You will need your own checking account
• OSUAA programming funds 
  • Pre Event + Audit completion
  • Post Event reimbursement
• Forms
Co-Branded Programming

- Partnering with OSUAA
- Three types of programs
  - Society Sponsored
  - Society+OSUAA Sponsored
  - OSUAA Sponsored
- Constituent Programming Staff
Branded Programming

ALUMNI CAREER MANAGEMENT

PAINT & POUR

SOCIETY ROUND TABLE

BUCKEYES BROADWAY

OHIO STATE DAY

OHIO STATE DAY at Cedar Point

BUCKEYE MASTERS

BUCKEYE SMART

FAMILY FUN DAY

Buck I Run

Be pART of the conversation.
More Branded Programming
Programming outside of Columbus

• Working with our REO’s
• Review of the 12 Metro Areas
• Sample joint programs
Discussion

&

Thank you

Craig Little
Director, Alumni Societies
Little.128@osu.edu