Sending our Buckeyes off in style!

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The Ohio State University Alumni Association, Inc.
What we’ll cover

• OSUAA strategic plan
• Killing two birds with one stone: alumni and student engagement
• Get creative! Various program options
• Marketing your student send-off and other resources
• Alumni club testimonial
• Around the room
• Q&A
OSUAA goal

Over the next five years, the Ohio State University Alumni Association will broaden and deepen constituent engagement with the University, developing more meaningful relationships with Ohio State’s alumni, friends and students.

OSUAA objectives

- Strengthen ongoing relationships with alumni and friends through improved volunteer engagement.
- Increase annual giving to Ohio State.
- Design a regional strategy to engage alumni and friends around the world.
- Create an early engagement strategy to strengthen the bond between Ohio State and its students and young alumni.
- Develop shared engagement strategies aligned with college, unit, and institutional priorities and shared engagement services that assist with the work of colleges, units, and volunteers.
- Strengthen and grow our culture and team.
Killing two birds with one stone…

- Student send-offs are an opportunity to engage alumni and current students
- Family friendly gathering
- Depending on event, typically low-cost
Get creative

• Get your creative juices flowing!
• Student send-off events can be:
  • Formal or informal
  • Pool party
  • Bowling
  • Golfing
  • Picnic/BBQ at the park or someone’s home
  • Event at larger venue, ex. Yankee Stadium
  • Social gathering at game day viewing location
  • Ice cream social
  • Brunch
  • Part of alumni group’s annual meeting (dinner)
Marketing your student send-off and other resources

• Regional communication specialists
  • E-mail to students and alumni
  • Update alumni group website
  • Event added to OSUAA website

• Talking points and resources from Office of Undergraduate Admissions, Orientation and First Year Experience, Parent and Family Relations

• Send-off timeline and details document on alumni groups website (sample agenda, including current students, parent involvement, post-event follow-up, etc.)
Ohio State Alumni Club of the Triangle-North Carolina

Testimonial from Chad Volk
Around the room...please share!
Q & A
Never underestimate the importance of a student send-off!

Katie and Brian
Ohio State Alumni Club of Greater Philadelphia
THANK YOU!

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