WHAT DO ALUMNI WANT?

Utilizing surveys and focusing programming beyond the football field.
Introduction
Programs and Events
Category I Events

- Community Service
- Student Recruitment/Retention
- Networking
- Special Interest
- Arts
- Lifelong Learning
- Diversity & Culture
Scheduling Events

- Consider Football Season
- Local attractions, traditions, past-times
- Seasonal residents or tourists
- April Month of Service
- Summer Send-Offs
- National Holidays or Monthly Themes
- Weekend vs. Weekday
- Work smarter not harder
Speakers List

• groups.alumni.osu.edu

Sample Breakdown of Topics

• Student Recruitment/Retention and Education
• Arts
• Diversity & Culture
• Life Long Learning
Success Stories
Justin Sherman
Jacksonville Alumni Club
Surveys
Types of surveys

- OSUAA – Qualtrix
- Google
- Survey Monkey
Creating a survey

- Ask yourself why
- Pinpoint your demographic
- Be clear and concise
- Words speak louder than numbers
- Only require questions when absolutely necessary
- Use Don’t know or Prefer not to answer
Sharing a survey

• Website
• Email
• Social Media
Hello Stadium Scholarship Alumni!

The Stadium Scholarship Alumni Society Board of Directors is requesting your assistance to provide us with invaluable feedback with ways in which you would like to be involved. Please take a few minutes to fill it out. We greatly appreciate your input!

Take Survey!

Respond by September 14 to be entered into a drawing for a $50 Buckeye Corner gift card.

Questions
Please email the society at StadiumScholarshipSociety@osu.edu.

Thank you for your feedback!
Stadium Scholarship Alumni Society Board
Q1 - To help us understand what activities you would be interested in attending if an alumni club is established in your area, please select all that apply:

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
<th>Count</th>
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<tbody>
<tr>
<td>Ohio State athletics game watches</td>
<td>94.87%</td>
<td>37</td>
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<tr>
<td>Community service</td>
<td>48.72%</td>
<td>19</td>
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<td>Professional development</td>
<td>35.90%</td>
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<td>Networking opportunities</td>
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<td>Diversity and culture events</td>
<td>12.82%</td>
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<td>Recruitment of or interacting with students</td>
<td>38.45%</td>
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<td>Educational and learning opportunities</td>
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<td>Happy hours</td>
<td>56.41%</td>
<td>22</td>
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<td>Local entertainment, attractions and festivals</td>
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<tr>
<td>Fundraising for student scholarships</td>
<td>23.08%</td>
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<tr>
<td>Other</td>
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<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

Other

Other

Volunteer at Arts in Heart together, go to shows (?),
Questions?

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