



THE OHIO STATE UNIVERSITY

2019 Leadership Symposium Recap

October 8, 2019

Jason Homan & Julie Fridley

The Ohio State University Alumni Association



Overall Recap

- Highlights from the two-day event
 - New Leader Orientation
 - Networking Event
 - Friday's Symposium
- 70% of alumni groups were represented
- 248 Volunteers attended



Alumni Club of the Year: Charlotte Buckeyes Alumni Club
Alumni Society of the Year: Cheer & Brutus Alumni Society

Alumni Club Programs of the Year:

Detroit – 50 Events for 50-Year Anniversary
Tri-County – Support Local Underprivileged Students
Muskingum County – 2nd & 7 Book Projects

Alumni Society Programs of the Year:

OSURA – Member Appreciation Lunch and Annual Meeting
Army ROTC – Cadet Awards and Hall of Fame Reception
Circle K – March Madness Fitness Challenge

Alumni Club Innovative Program of the Year:

Alumni Club of NYC – Summer Fellowship Program

Alumni Society Innovation Program of the Year:

The School of Health of Rehabilitation Sciences Alumni Society –
HRSAS Trivia and Networking Night



Pay it Forward Award – Alumni Clubs:

Christine Harmison – Alumni Club of Champaign County

Jennifer Hemmert – Alumni Club of San Diego

Susan Ignelzi – Alumni Club of Naples

Jeff Zito – Alumni Club of Palm Beach County

Pay it Forward Award – Alumni Societies:

Dennis Baer – Arts & Sciences Alumni Society

Tom Adinaro – Army ROTC Alumni Society

James Schaum – HSMP Alumni Society

Donna Ball – Education and Human Ecology Alumni Society

Al Rodack – Undergraduate Student Government Alumni Society

Sara Lawhon – TBDBITL Alumni Club

Alumni Relations Officer of the Year:

Madey Khurma – Arts and Sciences

38 Outstanding Alumni Societies

85 Outstanding Alumni Clubs



Club and Society Data 2018 – 2019



ALUMNI GROUP VOLUNTEERS

1,698

TOTAL NUMBER
OF VOLUNTEERS

1,024 CLUB VOLUNTEERS
674 SOCIETY VOLUNTEERS

21,969



ALUMNI ARE ACTIVE CLUB AND SOCIETY MEMBERS

AVERAGE AGE **52**

20 YOUNGEST
92 OLDEST



ALUMNI CLUBS AND SOCIETIES
AWARDED SCHOLARSHIPS TO

669 STUDENTS TOTALING

\$1,331,759

120/170

ACTIVE ALUMNI GROUPS ACHIEVED
SCARLET LEVEL.



733 CLUB EVENTS 540 SOCIETY EVENTS

42,224 EVENT ATTENDEES

VOLUNTEERS
IN OHIO **917**

VOLUNTEERS IN THE
UNITED STATES **709**
*NOT LOCATED IN OHIO

43 INTERNATIONAL
VOLUNTEERS





New Leader Orientation

- Introduction to the Alumni Association
- What is Advancement?
- Value of Volunteering & Stewardship
- Board Structure
- Regional Engagement for Alumni Groups
- Alumni Groups partnership with OSUAA
- Regional Program
- Scholarship
- Creating Goals
- Dues vs. Donation Based Membership
- Finances
- Best Practices





Alumni Group Basics

Finance 101 - Financial record-keeping is an important part of being an alumni group. This session covers the basic requirements, best practices and resources.

Reporting 101 - Learn more about the reporting process and ways to make it easier on you and your group members. This session covers how to submit your post-event reports (and what should be included in them) and your board and membership rosters efficiently.

Workfront 101 - Learn more about the Workfront request system and how you can use this tool to request communication items for your group's events and initiatives.



Alumni Scholars Program

New online application starting this fall

- Applications on Alumni Association website
- Application links will be live from November 1 through February 1.
- Undergraduate Admissions will send application link to all admitted students and high school counselors.
- Focus on marketing club scholarships to guidance counselors, fans, friends, and alumni.

Questions? Contact Leslie Smith at smith.6863@osu.edu





Senior Leadership Panel

- Partnership between OSUAA and alumni volunteer groups
- Campaign Sneak-Peak
- Goal of 1 Million Donors
- Importance of reporting event attendees and members
- Engaging unengaged alumni

TIME
AND
CHANGE



Highlights from Regional Breakout

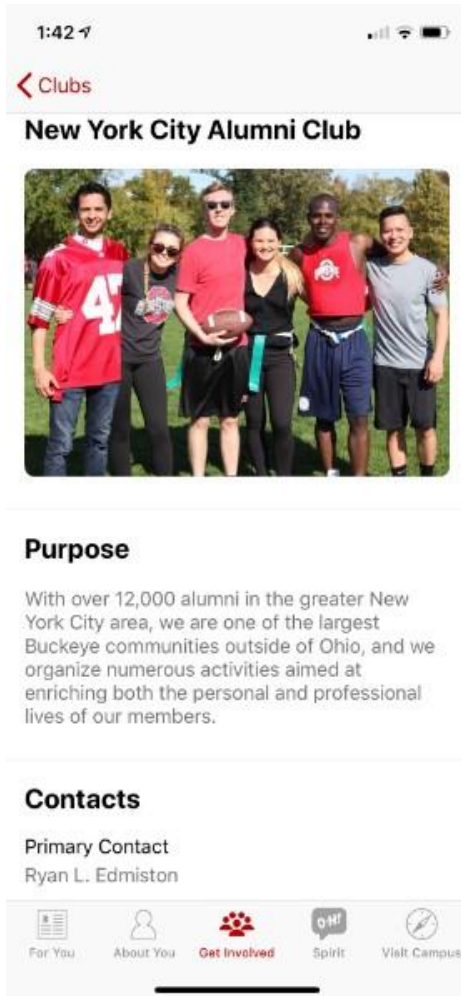
- Ohio State Sesquicentennial
 - Event-in-a-box
- Attracting new and lapsed audiences
 - Review intent to engage
 - Targeted communications
 - Track and evaluate programming
- Group successes and challenges



Celebrating 150 years
of Buckeyes past,
present and future



Ohio State Alumni App



- Available for download now in the app store for Android and iPhone, currently in soft launch stage.
- Alumni can update contact information, make a repeat donation, see nearby game watch locations and find listing of alumni clubs and societies.
- Request app updates via Workfront.



Time and Change Campaign

- Campaign Objectives
 - Grow Advocacy and Ambassadorship for Ohio State
 - Create a step change in philanthropic support
 - Foster a culture of philanthropy



The ideal Ohio State campaign volunteer will actively advocate for, advise, engage with, and give to The Ohio State University in pursuit of its campaign objectives.



Engaging Millennials & Gen Z

X-ennials

- 1965-1980 Parents and mid career professionals

Gen Y aka Millennials

- 1980-1999 Young parents and young professionals

Gen Z

- 1996-2015 Current students & most recent alumni

- Best practices

- Time is one of most valuable assets
- Provide something unique and different - An experience, or gathering for a social cause, networking, or professional development.
- Consider cost, accessible location, inclusive and interesting





Peer to Peer Fundraising: Is Crowdfunding right for you?

Buckeye Funder: Ohio State's central crowdfunding platform

- Find the cause or hook
- Pushed through social media/email



Success stories

- Stadium Scholarship
85 for 85
- Scarlet & Gay –
NCOD ad campaign



Donation Based Membership & Recruiting Members

- Utilizing employment recruiting tools to get new members
- Membership Benefits
 - Networking
 - Supporting current students
 - Funding scholarships for students
 - Members-only events and opportunities
- Current Use Fund
 - Like a checking account held by the university
 - Money is donation and tax-deductible



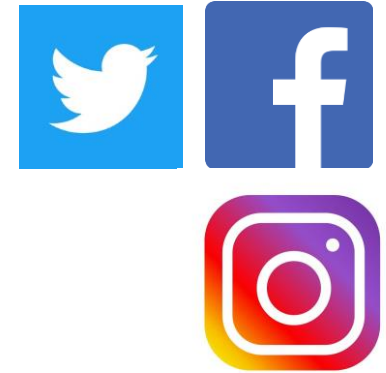


Attitude of Gratitude

- Stewardship
 - Ensure members and volunteers feel valued, leading to their continued support
- Record Keeping
 - Membership rosters, event attendance, tracking milestones
- Examples of Stewardship Strategies
 - Emails, hand-written notes, small gifts, events



Social Media



- The Evolving Algorithm
 - Paid > Organic
 - Video > Photos > Links > Text Only
 - Audiences: quality over quantity
- Use hashtags and “share up” with OSUAA
 - #BuckeyeForLife #BuckeyesGive #OSU 150 #GoBucks
 - Use location tags (especially at Game Day locations)
- Content, Content, Content
 - Take and post lots of GREAT photos and videos
 - Events on Facebook, Twitter Moments, Instagram Stories



Compelling Communications

- Use Alumni Magazine as a resource
 - Submit great stories via Buckeye Buzz
 - Share content on social media, website, and emails
- Emails
 - Average Open Rate: 30%; Average Click Rate: 10%
 - Trigger words in subject line (i.e. “Free”)
 - Less is more: short/concise messages
 - Eye-catching graphics





NCAA Compliance Overview

- Student athlete remains a prospect until:
 - Signed National Letter of Intent
 - Signed Big Tender
 - Submitted admissions deposit
- Do NOT:
 - Call prospect to encourage enrollment at Ohio State
 - Contact prospect's coach, principal, or counselor to help evaluate prospect
- Do:
 - Notify coach's of outstanding prospects
 - Continue having contact with an established family, friend, or neighbor who is a prospect
- No extra benefits: gift, service, or arrangement provided by a booster or OSU staff member to a student-athlete or their friends or family, that is not available to the general student body.



Event Excellence

General event planning tips

- Use what is unique about Ohio State and your Club/Society to unite and engage your audience
- Plan ahead! There is no such thing as starting too early
- Keep the goals / objectives / outcomes in mind when making decisions
- Be proactive and flexible (always have a rain plan)
- Look for opportunities to add a “wow factor” or to add a special touch





Undergraduate Admissions Updates on the Class of 2023

Class of 2023

- 7650-7700 New first-year students
- Increases in first-generation, diverse students and Pell-eligible students
- ACT Composite score 29.3 – 29.4

What's new on the application?

- Change to Engineering – Strongly encouraged that students apply by November 1

Alumni training in Spring 2020



Alumni Group of the Year Winners





Teamwork Makes the Dream Work: Exploring Alumni Group Collaborations

Seattle Young Alumni Event

Ohio State Book Club

Joint Events with B1G 10 Alumni Clubs





Data, Data, Data

- Smarter Segmentation
 - Use Community Profile Report to identify alumni demographics
 - Use info to target messaging
- Personalization
 - Name in email, content based on audience, type of event, tone of communication, subject line
- Listen to your members
 - Engagement survey





Exploring the Leadership Lifecycle

- Engage
 - Find and onboard new members and volunteers
- Enrich
 - Build their knowledge, communicate frequently, and provide support
- Empower
 - Assign tasks and provide tools
- Evolve
 - Create long-term opportunities, celebrate and recognize

Strategy Planning

- Why?
 - Develop unified mission, determine priorities, establish long term goals, transitions and recruitment, transition from tactical to strategic
- How?
 - Board buy-in > find facilitator > President & facilitator design meeting > coordinate off-site meeting and agenda > implement
- Star vs. PRoMPT Models





Q & A

**Save the date
October 8 & 9, 2020**



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