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
Alumni Association

Club and Society Data 2018 – 2019

ALUMNI GROUP VOLUNTEERS
1,698 TOTAL NUMBER OF VOLUNTEERS
1,024 CLUB VOLUNTEERS
674 SOCIETY VOLUNTEERS

ALUMNI ARE ACTIVE CLUB AND SOCIETY MEMBERS
21,969

ALUMNI CLUBS AND SOCIETIES AWARDED SCHOLARSHIPS TO
669 STUDENTS TOTALING
$1,331,759

AVERAGE AGE 52
20 YOUNGEST
92 OLDEST

EVENTS
733 CLUB EVENTS
540 SOCIETY EVENTS
42,224 EVENT ATTENDEES

ACTIVE ALUMNI GROUPS ACHIEVED SCARLET LEVEL.
120/170

VOLUNTEERS IN OHIO 917
VOLUNTEERS IN THE UNITED STATES 709

INTERNATIONAL VOLUNTEERS 43
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
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
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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