Club and Society Leadership Symposium
November 17, 2023
Vision
To be the heart of the alumni community, inspiring and cultivating engaged citizens, throughout their Buckeye journeys.

Mission
Through time and change, we enrich firm friendships across our alumni and Buckeye communities to advance The Ohio State University.

Values
• Tradition
• Excellence and Impact
• Diversity and Innovation
• Inclusion and Equity
• Care and Compassion
• Integrity and Respect
Build a community of lifelong champions who support and advocate for Ohio State.
Building a community of lifelong champions
UNAWARE
General knowledge of Ohio State but not aware of time, talent and treasure opportunities.

AWARE
Passively exposed to opportunities to give their time, talent or treasure, but have not acted.

LEARNING
Actively seeking information about programs that align with their interests but do not pursue time, talent and treasure opportunities.

PARTICIPATING
Taking part in time, talent, and treasure opportunities related to their interests.

INVESTING
Consistently involved in talent and treasure opportunities in programs that relate to their interests.

ADVOCATING
Actively encourages others to contribute their time, talent or treasure to Ohio State.
The Ohio State University Advancement Model
The Continuum

Unaware → Aware → Learning → Participating → Investing → Advocacy

Most institutions focus heavily on participation and investment. Ohio State’s model focuses on a complete constituent experience with the end goal of advocacy.

Advocates actively encourage others to contribute their time, talent or treasure for the betterment of The Ohio State University.
OSUAA Team Functions

**EXPERIENCES**
Attract and engage constituents through experiences that will lead to deeper connections.
Sam Frost

**CONNECTIONS**
Build and deepen relationships with constituents through personal connections that drive loyalty.
Andrea Bowlin

**ADVOCACY**
Identify and develop advocates who will activate and leverage their personal networks.
Don Stenta

**STRATEGY & BELONGING**
Provide people-related support through an inclusive leadership development strategy and focus on organizational and DEIB strategic planning.
Tina Pierce

**STRATEGY & ADMINISTRATION**
Drives audience-centric strategies specific to data, communications, marketing, digital tools and prospect development.
Jenn Keyes

**BUSINESS OPERATIONS**
Provide organizational support through business operations critical to our success.
Rob Jech
**Time**
- Event attendance
- Email click-thrus
- Nominating people for awards
- Sharing stories or photos
- Membership in a club or society
- Social media shares
- Alumni app users
- Survey respondents

**Talent**
- Committee members
- Volunteer speakers
- Volunteer mentors
- Hosts for visiting students
- Those who offer help on mentoring or insights platforms

**Treasure**
- Donor of funds & in-kind gifts
- Those who make planned gifts or pledges
- Donors to 4-H, Pelotonia, WOSU, and other university organizations
Time to reflect on your own journey
## Sample Continuum of Actions

<table>
<thead>
<tr>
<th>Unaware</th>
<th>Aware</th>
<th>Learning</th>
<th>Participating</th>
<th>Investing</th>
<th>Advocating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anyone in TAS who doesn’t fit in the following categories.</td>
<td>Received an email or direct mail piece or voicemail.</td>
<td>Clicking through on emails.</td>
<td>Attending an event.</td>
<td>Participating in a recurring volunteer activity</td>
<td>All advocates must also be donors.</td>
</tr>
<tr>
<td></td>
<td>Visited OSU website.</td>
<td>Signed up for an event but failed to attend.</td>
<td>Volunteering for a one-time activity.</td>
<td>Becoming a monthly donor (any dollar amount) or making several gifts (3+) within an 18-month timespan</td>
<td>Fundraising on behalf of OSU including Pelotonia riders &amp; Buckeyethon dancers.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Started to make an online donation but didn’t complete.</td>
<td>Joining Alumnifire or Buckeye Room.</td>
<td>Making a planned gift.</td>
<td>Sharing OSU stories and content with others</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subscribed to an email list.</td>
<td>Have an interaction on record – a personally scheduled meeting (PSM), story submission, call with the engagement center, etc.</td>
<td>Making a pledge (any dollar amount)</td>
<td>Volunteering on a committee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Updated one’s contact information.</td>
<td></td>
<td>Making a major gift ($100,000 or more)</td>
<td>Serving as class chair or an ambassador</td>
</tr>
</tbody>
</table>
Questions?