Lessons Learned from the 2022 Club and Society of the Year

Alumni Club of Washington, D.C.
Melissa Wasser, President
president@osudc.org

Stadium Scholarship Alumni Society
Paula Santa, President
1paulasanta@gmail.com
Common Successes

- Consistent events
- Engaged alumni
- Events unique to your club/society
- Collaboration
- Extending personal invitations to participate
- Networking with other alumni groups
Common Challenges

- Young alumni
- Financial (dues / raising money)
- Licensing
- Complacency
- Planning new events
Stadium Scholarship Society 2022 Highlights

Leaders’ Dinner

Stadium Welcome Event

Finals week dinner and care packages
Stadium Scholarship Society 2022 Highlights

Mid-Ohio Food Collective

Scholarship Banquet

Graduation Stoles
Stadium Scholarship Society 2022 Highlights / Photos

Stadium Tour and 100th Birthday Party

Virtual cooking class co-sponsored by Circle K Alumni Society
15th Anniversary - Stadium Scholarship Program moving to Scholars East and West
SSP Mentoring Program

Keys To Success

Simple, Supported, Meaningful

- Committee for matching
- Short intentional applications
- Regular communication and help
- Resource links for mentors
- Incentives
- Scholarship for returning students
- Follow up with participants
OSUDC Highlights

Beat TTUN Virtual Pep Rally with Terry McLaurin

Buckeye Game Day with President Johnson

Annual Meeting with Keynote Speaker Chris Geidner

Capital Pride Festival
OSUDC Highlights

Education for Citizenship: Living Up to Our Motto with Dr. Hasan Kwame Jeffries

Celebrating AAPI Heritage Month with “One Small Visit”

An Evening with Buckeye Legend Katie Smith

Celebrating the Bye Week at Butler’s Orchard
Club Communications

- Buckeye Bits weekly e-newsletter: ~2,200 subscribers
  - MailChimp

- Social Media
  - @osudc on all platforms (Facebook, Twitter, Instagram, Private LinkedIn Group, YouTube)

- Email Forwarding (@osudc.org)
2022 UMD Tailgate

- Tickets from UMD
  - $5 from each ticket went to our scholarship fund = $4,655

- Catering by our Game Day Partner Bar, Blackfinn

- Collaboration
  - OSUAA, 7 clubs, 5 societies
  - Donations for Raffle
Questions?