How Team Work Makes the Dream Work
Exploring Alumni Group Collaborations

Olivia Cotton, College of Engineering
Suzie Rao, Asian and Pacific Islander Alumni Society
Jay Beedy, Alumni Club of Sacramento Valley
Presentation Goal:
Provide audience with best practices and examples of successful collaborations between alumni clubs, alumni clubs from peer institutions, societies, college/unit and/or the university. Audience will share their success stories around collaboration!
Olivia Cotton
Assistant Director of Young Alumni and Student Engagement
Seattle Young Alumni Event Collaboration

Olivia Cotton – cotton.1096@osu.edu
Assistant Director of Young Alumni and Student Engagement
College of Engineering
Ideation of Seattle Young Alumni Event

- Growing Engineering young alumni market
- Top Majors
  - CSE, ECE, MAE
- Emerging market for other college units
- Alumni Club – a great way for our alums to connect!
Collaboration – Key People

- Regional Engagement Officers
- Seattle Alumni Club officers
- Featured Alum - Dave Keller, Owner of Peddler Brewing Company
- Hack OHI/O Program
Outcomes

- Provided a platform the club
- Engaged young alumni from several units
- Shared Engineering and University highlights
- Featured HACK OHI/O in a top CSE, ECE, and MAE market
- Featured a Buckeye Bar and an Engineering alum
Suzie Rao ‘94, ‘97
Secretary
Asian and Pacific Islander Alumni Society
Book Club

A Different Type of Alumni Event
Asian & Pacific Islander Alumni Society

- Society founded in Winter 2017
- Approximately 55 members
- Members primarily in Central Ohio
- However, we also have members across the United States
Challenges

- New Society – Just started recruiting members
- Members spread across the county
- Survey shows a little less interest in sporting events
- Not all members enjoy going regularly to our Networking Happy Hours
Book Club

- Books can be easily and cheaply mailed to interested members
- Tends to appeal to a different cohort of members
- We were searching for events that appeal to every alumni
- Event can be done via a conference call

However, we still had limited reach due to our small size
Solution - Partnering

- Reached out to OSU Alumni Club of Franklin County and Young Buckeyes of Central Ohio
- They were excited to host a joint event with our society
- Added benefit: some of their members also became aware of our society and vice-versa
Success

- 20 Books were bought and distributed
- Book club night was hosted at Mirchi Indian Bar and Grill
- 16 Buckeye showed up to discussion
Questions?

Contact us at APISociety@osu.edu if you would like to partner on a future event with us!
Jay Beedy
Vice President
Alumni Club of Sacramento Valley
Joint Events with All B1G 10 Alumni Clubs in Your Town!

Why Bother!
What Type of Events Work with a Diverse Crowd for 14 colleges?
How to Get Started
Planning and How to Cover Any Costs
How to Get the Word Out
Easy things to plan to keep everyone interested
Best Ways to Follow Up to Keep It Going
Tell us how you’re going to collaborate with another group this year!
Thank you!

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