Agenda

- OSUAA Strategic Plan Overview
- History of OSUAA Engagement Efforts through Programming
- Creating Your Plan
- Group Activity
- Sharing of Best Practices
- Q&A
OSUAA Strategic Plan and Goals

OSUAA goal

Over the next five years, the Ohio State University Alumni Association will broaden and deepen constituent engagement with the University, developing more meaningful relationships with Ohio State’s alumni, friends, and students.

OSUAA objectives

- Strengthen ongoing relationships with alumni and friends through improved volunteer engagement.
- Increase annual giving to Ohio State.
- Design a regional strategy to engage alumni and friends around the world.
- Create an early engagement strategy to strengthen the bond between Ohio State and its students and young alumni.
- Develop shared engagement strategies aligned with college, unit, and institutional priorities and shared engagement services that assist with the work of colleges, units, and volunteers.
- Strengthen and grow our culture and team.
History of OSUAA Engagement Efforts

- Buckeye Bashes
- Girls’ Night Out/ Women and Wheels

- Some partnerships were formed
- Key to growth was using data and segmenting audience
# The Alumni Life Cycle

<table>
<thead>
<tr>
<th>Young (graduates in the last ten years)</th>
<th>Second (ages 32-42)</th>
<th>Mature (ages 42-62)</th>
<th>Legacy (ages 62+)</th>
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Current Engagement Efforts

• Buckeye Smart Series
• Family Programming
  • Football Fridays
  • Alumni House Cinema
• Young Alumni Programs
  • Buckeyes After Work
  • Buckeyes Who Brunch
  • Young Alumni Academy
• Student Programming
  • Financial Wellness Workshops
Creating Your Plan

Step #1 - Set a goal.

• What is your strategic plan?
• How do your goals feed into the strategic plan of your organization?
• Why do your goals matter to the bigger picture (college, OSU, etc.)?
Creating Your Plan

Step #2 - Know your audience.

• Who are they?
• What do they want from your group?
• Why should they join/engage?
Creating Your Plan

Step #3 - Know your data.
What data do you have on constituents?

• Location?
• Age?
• Major?
• Past event attendees?
• Email? Or Snail mail?
Creating Your Plan

Step #4 - Use your data to segment the audience.

- By age
- By major/degree
- Past/ repeat attendees
- Past members
- “Enthusiasts”
- Programming interests
- How else might you segment?
Creating Your Plan

Step #5 - How will you tell your audience about what you’re doing? (what tools are at your disposal)

• Newsletters
• Emails
• Social Media
• Peer-to-Peer
• USPS
• Magazine
Creating Your Plan

Step #6 - Diversify your programming or TAKE A RISK AND LISTEN TO YOUR AUDIENCE!

- Community Service
- Scholarship Fundraiser
- Networking
- Special Interest Event
- Cultural/Arts
- Lifelong learning
- Student/Alumni Retention
- Social
- Family
- Sports/Game Watches
Creating Your Plan

Step #7 - Assess what you’re doing.

• Post-event survey (We can help with post-event surveys!)
• Are you meeting your goals? (see step #1)
• Reevaluate and adjust your strategy and tactics as needed.
Taking your group from good to GREAT!
BREAK
Around the Room
Best Practices of Alumni Engagement

1. Plan Ahead!!!
2. Gather data on attendees
3. Enter data into TAS
4. Create a communications plan for your group
5. Diversify programming
6. Segment your audience
7. Assess your programs
Q & A
Thank you

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