WARM-UP
Agenda

• Welcome & Warm-Up
• History of OSUAA Engagement Efforts through Programming
• Creating Your Plan (steps 1-5)
• Group Activity
• Creating Your Plan (steps 6-7)
• Q&A
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
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 members?
  • Location?
  • Age?
  • Major?
  • Past event attendees?
  • Email? Or Snail mail?
## 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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<tbody>
<tr>
<td>• Millennials</td>
<td>• Gen X</td>
<td>• Baby Boomers</td>
<td>• Baby Boomers/</td>
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<tr>
<td>• Networking opportunities</td>
<td>• Family</td>
<td>• Some family</td>
<td>Traditionals</td>
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<tr>
<td>• Social opportunities</td>
<td>• programming</td>
<td>• programming</td>
<td>Traditional</td>
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<tr>
<td>• Connected through social media</td>
<td>• Career</td>
<td>• Traditional</td>
<td>Programming</td>
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<td>• Graduated in</td>
<td>• May be empty</td>
<td>• Lifelong</td>
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<td></td>
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<td></td>
<td>• Graduated</td>
<td>• Service</td>
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<td>~1975-1995</td>
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<td>• Graduated</td>
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<td>~before 1975</td>
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</table>
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
Taking your society from good to GREAT!
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 (Heidi can help with Net Promoter Score surveys!!!)
- Are you meeting your goals? (see step #1)
- Reevaluate and adjust your strategy and tactics as needed.
Best Practices of Alumni Engagement

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

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