



## THE OHIO STATE UNIVERSITY

### ALUMNI ASSOCIATION

#### **Purpose of an Ohio State Alumni Group**

- To promote the interests and welfare of The Ohio State University and The Ohio State University Alumni Association, Inc. (OSUAA)
- To provide a direct link of communication between The Ohio State University and its alumni in a geographic area or within a constituency
- To enhance The Ohio State University's presence in the community
- To provide social and educational opportunities for Ohio State alumni
- To encourage alumni activities in the community
- To enhance scholarships for future and current students

#### **How to Start an Ohio State Alumni Group**

The impetus to an alumni group derives from: a group of alumni who want to become more involved or the alumni association sees a need to establish a group in a particular geographic area. In either case, the procedure to organize successful alumni organizations remains the same.

#### I. Contact the OSUAA Alumni Experiences department (614-292-2371)

Suggestions on how to proceed will save eager individuals a lot of time and energy. The alumni association will help answer questions and begin the process of starting or joining an alumni group.

#### II. Work with the alumni association on determining the viability of an alumni group in a specific geographic area or within a constituency

Your OSUAA contact will help you research how many alumni live in your area or are within your constituency. The contact could help identify folks who may be able to help start an alumni group. The contact will also share the Alumni Group Leader Handbook which states the minimum requirements of being an alumni group and resources offered in meeting those requirements.

#### III. Begin recruiting potential alumni group leaders

After working with OSUAA to ensure enough alumni are interested in joining an alumni group, your OSUAA contact will begin the process of helping you to identify other potential group leaders. To start an official alumni group, the elected board members must be life and/or sustaining members of OSUAA. Additional requirements are outlined in the group's constitution.

#### IV. Attend Club and Society Leadership Symposium in Columbus

Every year, club and society volunteer leaders from around the world gather in Columbus, OH for a day of learning and networking. New groups will be required to send at least one volunteer leader to this event, where they can meet with OSUAA staff and other volunteer leaders in order to discuss the best practices that have helped build successful alumni groups.



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#### V. Sign charter, pass a constitution and adopt Ohio State brand standards

Each alumni group is required to submit a signed charter, which is an agreement of understanding between groups and the alumni association/university, to the alumni association before becoming an officially recognized group. Additionally, each group will need to submit a constitution and adopt Ohio State's official brand standards to use in web, mail, social media and e-mail communications.

#### VI. Host engagement events

Before becoming an official group, you will host a number of events to engage Buckeye nation, recruit members of your group and serve the community. Your OSUAA contact will work with you to advertise events and provide feedback on how to make each event successful.

#### **Important Points to Consider**

Forming a new alumni group is a challenging, yet rewarding experience that you will draw on for years to come. Listed below are some questions you should ask yourself and other alumni volunteers to help determine the direction of the organization:

What is your purpose for wanting to start an alumni group? How will it serve alumni and potential students in your area?

Are there sufficient alumni in your area or within your constituency to join and serve in an alumni group?

How do you plan to raise scholarship funds for Ohio State students?

How do you plan to recruit new members and leaders?

#### **New Group Requirements**

The group must file a constitution with the alumni association and sign a charter.

The group must adopt official Ohio State branding standards.

The group must have a critical mass, meaning there is a population of alumni that is measurable and trackable by university resources in your area.

There should not be an existing Ohio State alumni group- in the same geographic area or a duplicate society.

The group must meet the minimum requirements as outlined in the Alumni Group Leader Handbook.

All elected board members and officers of the group must be life and/or sustaining members of The Ohio State University Alumni Association, Inc.