

The OSU Alumni Club of West Michigan

Strategic Plan Accepted January 7, 2012

This Strategic Plan builds on the strategic plan outlined for The Ohio State University Alumni Association. Through it we have defined goals that provide OSU alumni living in West Michigan a framework for lifelong connections, learning and service.

OSU Alumni Association Mission: We serve as the gateway connecting alumni, students, and friends in lifelong support of Ohio State and each other through Alumni Association membership, programs, and services.

OSUWM Mission: We energize Ohio State alumni, friends, and both current and prospective students across West Michigan and to facilitate connections among current and prospective members and The OSU Alumni Association.

OSU Alumni Association	OSUWM Goals	Planned Activities 2012
<p>1. We will be the gateway through which alumni connect with Ohio State and with each other and serve the university through</p> <ul style="list-style-type: none"> • A Web site that is a comprehensive, user-friendly resource for all alumni interaction; • A magazine that presents the intellectual vigor and excellence of Ohio State and celebrates connections and milestones in alumni life; and • Multiple programs that facilitate alumni interaction with Ohio State through service, continuing education, entertainment, and investing in the university's future. 	<p>1. We will be a gateway through which OSU alumni in West Michigan connect with Ohio State and with each other and serve the university through</p> <ul style="list-style-type: none"> • Regular electronic email blasts and a quarterly printed newsletter reporting news and events to West Michigan alumni. • Programs that facilitate alumni interaction with Ohio State through service projects and information sharing. Our strategic plan will focus energy toward meaningful activities that address interests and needs of OSU alumni 	<p>-Email blasts to summarize meetings and events -Initiate a quarterly electronic newsletter -Include messages from Archie Griffin in email blasts and provide links in the newsletter -Promote OSUAA membership</p> <ul style="list-style-type: none"> • Targeted events: <ul style="list-style-type: none"> • Event with diversity component • Group attend non-revenue sporting event or host an OSU athletic team • Game watch parties • Big Ten event • Recognition of alumni through an awards program • Nominate alumnus for an OSUAA Award • Golf outing • Networking event • Spring dinner with OSU speaker • Service projects <ul style="list-style-type: none"> ○ WGVU telethon ○ Blood drive? ○ Kids Food Basket

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<p>2. We will cultivate student loyalty to the alumni world by visibly contributing to their campus experiences through</p> <ul style="list-style-type: none"> • Year-by-year programming that supports and engages students at each stage of their college careers; • Supporting the Student-Alumni Council and other leadership development opportunities; and • Operating a student-focused alumni relations office on main campus and welcoming students to Longaberger Alumni House to celebrate milestones in student life. 	<p>2. We will cultivate student loyalty to the alumni world by helping current and future students and their families build relationships with alumni in West Michigan. To this end we will</p> <ul style="list-style-type: none"> • Generate scholarship funds and provide scholarships to selected freshmen students from West Michigan. • Promote contributions to The OSUWM Scholarship Endowment Fund and post Annual Scholarship Fund information on the OSUWM website. • Work with local high schools and colleges to recruit students to Ohio State • Present one or more Annual Scholarships to new OSU students residing in West Michigan. • Create bonds with current and new students and their families 	<ul style="list-style-type: none"> • Endowed scholarship • Submit Club scholarship award information on time • Present an annual scholarship (above and beyond ASP) • Promote contributions to the OSUWM scholarship fund • Provide a link on the website where members can make contributions to the scholarship fund • Personalized recruitment and scholarship materials delivered to high schools • Attendance at local college fairs • Annual summer picnic sendoff • Invitation to join the Club at graduation time • Create an “Adopt a Student” program as a way to retain students at OSU and provide mentoring for them. • Have recent graduate (5 or fewer years) on the board

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<p>3. We will become the biggest dues-supported alumni association by demonstrating exceptional service and indispensable value through</p> <ul style="list-style-type: none"> • An alumni database that is comprehensive, current, and customer-oriented; • Alumni input and feedback via personal, print, and online interaction on topics important to alumni and the university; • Expanded opportunities for alumni relationship building through both established clubs and societies and new forms of affiliation; and • Membership benefits that enhance the Alumni Association brand, meet lifestyle needs, provide competitive value, and generate revenues to support programming. 	<p>3. We will grow our membership; to demonstrate value we will:</p> <ul style="list-style-type: none"> • Define and disseminate the benefits of membership in the OSUWM Club • Conduct an annual membership campaign that includes OSUAA membership • Offer opportunities for alumni to interact with other members in person and via our web page • Facilitate information sharing about the OSU Alumni Association to alums in West Michigan through our website and a quarterly newsletter • Offer OSU products as door prizes and raffle items • Provide the opportunity for alumni input and feedback via personal, print, and online interaction of topics important to alumni and the University • Conduct an annual survey of members to ascertain their views and suggestions. 	<ul style="list-style-type: none"> ○ Use the OSUAA database to update our files and to identify new names of alums living in West Michigan ○ Create and disseminate a brochure that outlines the Club’s mission and defines benefits. Post contents on our website. ○ In concert with the Spring Dinner, conduct an annual membership campaign that also encourages membership in OSUAA ○ Edit the webpage to make it clear how members can interact with each other via the webpage. ○ Include information about the OSUAA in the Club’s brochure and provide a link on our webpage. ○ Offer OSU products as door prizes and raffle items ○ Send thank you notes/membership confirmations to new or returning members ○ Conduct an annual survey of members to ascertain their views and suggestions.

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<p>4. We will develop a virtual alumni organization accessible to alumni all the time through</p> <ul style="list-style-type: none"> • Online global access to core programs and services; • An open forum for the alumni voice to be heard and shared; and • A Buckeye Network that links alumni with each other and with students for mentoring, career development, and Buckeye connections around the globe. 	<p>4. We will use current technology to enhance member connections and information sharing by</p> <ul style="list-style-type: none"> • A website that is a comprehensive, user-friendly resource for alumni providing news, photos, membership information, links to the OSU Alumni Association, and opportunity for feedback. 	<p>On the OSUWM website provide:</p> <ul style="list-style-type: none"> • Online payment options • Direct link to OSUAA Membership website • Messages from Archie • Message to promote OSUAA membership • Club’s mission and membership benefits • Add a section “For Current and Prospective Students” where we will post information for students such as scholarship applications, send-off picnic, invitation for adoption by an OSUWM alum
<p>5. We will give alumni the tools to influence public opinion about Ohio State around the world through</p> <ul style="list-style-type: none"> • Multi-media communications that give alumni specific and timely information about the strengths and challenges of their university; • Informing and being informed by clubs, societies, Advocates, and newly emerging alumni affiliation groups that can influence public opinion in their communities; and • The collective power of 400,000 alumni as global ambassadors to tell the Ohio State story. 	<p>5. We will make available to alums living in West Michigan pertinent information about Ohio State that they can use to promote the University. To this end we will:</p> <ul style="list-style-type: none"> • Name a Communications/Public Relations secretary to the board for media relations • Have an OSU sponsored speaker at the Spring Dinner • Participate in a community event that publicly promotes OSU • Ensure at least one newspaper article/item that promotes/illustrates our affiliation with Ohio State • Submit nominations for OSU Alumni Awards – Publicly announce any winners • Forward the Nutshell to alums in West Michigan the Nutshell. 	<ul style="list-style-type: none"> • OSU sponsored speaker annually • Continue participation in the GVSU Telethon • Participate in the annual OSU vs. Michigan blood drive competition • Resubmit nomination for Dr. David Pilgrim • Assist the Communications/Public Relations secretary to identify opportunities to promote and illustrate our affiliation with The Ohio State University