



# THE OHIO STATE UNIVERSITY ALUMNI CLUB OF FRANKLIN COUNTY

*Stay Connected. Make Ohio State Stronger.*

## **BECOMING THE BEST ALUMNI CLUB IN THE OHIO STATE UNIVERSITY ALUMNI ASSOCIATION**

### *Strategic Plan of the Ohio State University Alumni Club of Franklin County*

The Ohio State University Alumni Association (OSUAA) is our gateway to Ohio State and fellow alumni from other clubs and societies. This Strategic Plan is our roadmap to better serve the best alumni membership in OSUAA – the Franklin County Club.

We will dedicate our club to connecting alumni, students, and friends in lifelong support of Ohio State and each other and to promote The Ohio State University through community relations and student recruitment.

We embrace the six OSUAA Core Values:

- Tradition
  - Living in Franklin County gives us a closeness to OSU that many clubs would love to have. We continue to follow tradition with our home football game tailgate parties.
- Integrity
  - We treat everyone with respect and adhere to OSUAA's Code of Ethics
- Service
  - We work hard to provide events that meet our members' needs.
- Quality
  - Our survey of members shows we provide quality to our membership.
- Diversity
  - We value diversity. Some of our joint events help us do this.
- Innovation
  - Continuous Improvement is shown by our member survey results.

**OUR STRATEGIC GOALS mirror those of OSUAA.**

**Here we show our plans to support each of these five goals.**

#### 1. GATEWAY

- Publicize and hold an annual Champagne Brunch in December for all women members.
- Hold a joint event with the Columbus Italian Club to compare cultures. (2009 Wine Class showed wines/cultures of both France and Italy)
- Hold a group outing to a non-revenue OSU sporting event each year, such as Women's Basketball game on March 1, 2009.
- Publish monthly newsletter to inform members of events. Send electronically to all members who have email addresses. Mail hard copy to those without email.
- Host game watch parties for at least three football or basketball games.
- Develop an Honorary Lifetime Membership award for recognition of members



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### 2. STUDENT LOYALTY

- Participate in Student – Professional networking events with societies on campus
- Hold an annual Fall welcome picnic on campus for scholarship winners
- Raise at least \$1000/year for scholarship fund
- Participate in mentoring programs on campus
- Continue endowment fund for scholarships
- Maintain at least one recent grad for board position
- Award annual scholarships above and beyond the ASP scholarships

### 3. BIGGEST AND BEST

- Maintain online payments options for annual dues
- Review strategic plan annually for continuous improvements
- Continue to promote OSUAA membership on web site with direct link
- Survey membership annually
- Forward Archie messages to members
- Maintain list of member benefits on membership web site page
- Promote OSUAA membership in newsletter
- Send thank you notes to new/renewing members

### 4. VIRTUAL ORGANIZATION

- Continue to update and improve web site
- Distribute newsletter through email distribution
- Post club photos from events on web site
- Maintain feedback email on web site
- Continue to offer registration online
- Maintain OSUAA link on web site front page
- Maintain club president phone number on web site front page

### 5. INFLUENCING PUBLIC OPINION

- Host at least three community service events per year
- Share Nutshell content with members
- Send media releases regarding major club events