

Engaging Current Students to Develop Active Young Alumni

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Current Students Programs: FALL

- **August/September**
 - Summer Send-Offs/Welcome Events – Freshmen
 - **Welcome Back Dinner w/ President – Seniors**
 - Freshmen Orientation & gift from Alumni Board
- **October**
 - **Homecoming & Family Weekend (SHO)**
 - Munch & Mingle
 - **Dinner with 12 Strangers**
- **November/December**
 - Young Alumni & Senior Networking Event
 - Pres Ball and Senior Class Cocktail Reception

Current Student Programs: SPRING

- **January**
 - **100 Day Event – Senior Challenge kick-off**
- **February**
 - **Young Alumni & Senior Networking Event**
- **March**
 - Speed Networking & Young Alumni Panel - Juniors
 - Halfway There Celebration – Sophomores
 - **Countdown to Commencement - Seniors**
 - **Tuition Free Forward**
- **April**
 - Spring Fever Day
 - **Dinner with 12 Strangers**
 - Leadership Dinner with President – Senior Challenge
 - **Senior Challenge Celebration**
 - **Senior Class Reception with Alumni Board**
- **May**
 - **Senior Class Photo, Commencement Rehearsal & BBQ**

Additional Activities

- Graduating Class Trustee elections
- Phonathon
- Senior Challenge marketing campaign
- Monthly Senior Class events promoted through myOWU

Spirit & Homecoming Organization

- Educated student volunteer group
- Meet in Mowry Alumni Center
- Originally formed through WCSA as a Homecoming planning committee in 2006.



Homecoming & Family Weekend



- Milk & Cookies
- Banner Competitions
- BBQ on JayWalk
- Drive-in Movie & bonfire
- Mr. Bishop Man

Spring Fever Day



Dinner with 12 Strangers



Serving Up Good Food and Conversation

- Based on a simple premise:
 - Co-hosted by Alumni Relations & Career Services.
 - Sit down with 12 strangers with similar career goals and leave with 12 friends, connections and future networking contacts.
 - A local alum is invited to campus to host dinner with students – bridging the growing generation gap.

“Though having dinner with 12 people you don’t know may sound a bit “unappetizing”...



It’s so much more than just a meal!

- These gatherings can be as informal or formal as wanted.
- Alumni can host the dinners at the comfort of their homes, the Mowry Alumni Center or even at a local restaurant.
- It offers a chance for students to get a feel for the extended Bishop family, and to see how they can stay involved and connected with OWU when they’re no longer students!

Networking is consistently cited as the #1 way to get a job...

Alumni Relations

- Invite alumni of particular career field.
- See how the alumnus wants the format. Provide catering if necessary.
- Introduce, spark mingling and take photos.
- Follow up with alumni & send thank you baskets.

DINNER WITH 12 STRANGERS

December 8, 2009, 6:00 p.m., Mowry Alumni Center

Matt Salts '02

After graduating from OWU, Matt worked at Viacom/CBS Radio as the Marketing and Promotions Assistant for WLWQ/WAZU Radio. Soon he was promoted to Marketing and Promotions Coordinator for the cluster of stations where branding and advertising became priority. Matt returned to his alma mater to work in the Alumni Relations Office as the Assistant Director of Off-Campus Events before taking his current position as Marketing Manager with The Little Clinic. The Little Clinic is a leader in the convenient health care industry focusing on treating a minor scope of services, by Nurse Practitioners seven days a week without appointments in a retail setting.



Matt Salts
Regional Marketing Manager
The Little Clinic
1416 S. Fifth St.
Columbus, OH 43207
614.286.2938

Thank you for attending tonight's dinner! Please keep your eyes open for future programs with alums.

Career Services

- Career Services:
- Recruit students and receive faculty nominations.
- Publicize via website, table tents and posters.
- Suggest fitting career field depending on student population, needs and time of year.

Targeted Email:

Be one of the first 10 students to reply and you will be invited to “Dinner with 12 Strangers”!

This is a once-a-semester program which brings in alumni to network over dinner with students interested in a particular career field.

On April 1st, we’re please to have two alumni attorneys coming to campus for this event:

Libby Hendershot, Attorney

Micael Griffaton, Sr. Attorney

Company: Vorys, Sater, Seymour & Pease
LLP

Only 10 students will be able to participate, so reply ASAP to this e-mail with your name, major, class year and cell phone #.

Getting the students excited!



Tuition Free Forward

Ohio Wesleyan University

Friday, March 26, 2010

What is Tuition Free Forward?

- The symbolic day during the academic year when we *celebrate* that tuition no longer covers the cost of a student's education
- **“Tuition Gap”**
- **Example:**
 - At Ohio Wesleyan University, tuition covers two-thirds of the cost to educate a student.
 - Calculate the date that is approximately two-thirds of the way through the year (and then we move it to the closest Friday)
 - **March 26, 2010**

Goals for Tuition Free Forward

- **EDUCATE**
 - Current students and the campus community see the impact of philanthropy on their everyday lives
- **STEWARD**
 - Donors are thanked throughout the event by students and the campus community
- **ASK**
 - The Senior Challenge uses Tuition Free Forward as a opportunity to further educate the Senior Class and ask for a gift

First Steps

- Calculate the date tuition “runs out” at your institution
- Establish Campus Partners
 - SHO, Phonathon employees and Senior Challenge Committee
- Marketing campaign to educate the campus community 3 – 4 weeks before the event



Student Homecoming Organization Volunteers

Building the Buzz

Educating your campus about Tuition Free Forward

Student Newspaper Ads

Ohio Wesleyan University

IT'S IMPORTANT

FILL IN THE MISSING PIECES AT
[HTTP://WWW.OWU.EDU/VIDEO/TUITIONFREEFORWARD.HTML](http://www.owu.edu/video/tuitionfreeforward.html)

Ohio Wesleyan University

IT'S IMPORTANT

3.26.2010 FILL IN THE MISSING PIECES AT
[LINKS.OWU.EDU/TFF](http://links.owu.edu/tff)

Campus-Wide Email Blasts

How Can I Give Back Once I Graduate?

Respond to your Phonathon call: During the academic year a group of students call alumni to provide updates about the University and to ask alumni to make a commitment to the Annual Fund for the current fiscal year. Enjoy talking with a student; then make your pledge to Ohio Wesleyan.

Set up an online giving schedule: You can give all at once or give even more by breaking a larger donation into monthly payments. Online giving is quick and convenient—and you can use your VISA, MASTERCARD or AMEX at www.giving.owu.edu.

Watch your mail: Throughout the year OWU mails donation requests to alumni. Decide on your donation amount and mail it back.

Young Alumni Who Make a Difference: Elizabeth Long '06

Elizabeth 'Liz' Long is a member of the Alumni Board and the Student Admissions Committee. She is also the Class of '06 Giving Representative to the Annual Fund. Liz supports OWU by staying active in alumni events, volunteering her time, and contributing to the Annual Fund.

Showing Your Support Has Its Benefits!

Everyone (students, faculty, and staff) who enters the raffle at the Tuition Free Forward event or online will receive a \$25 gift certificate from The Refectory Restaurant and Bistro, via email.

Other raffle prizes include: OWU gear, Hoggy's \$20 gift cards, Funny Bone tickets (must be 21 or older), Columbus Museum of Art passes , Free Bowling, Center of Science and Industry (COSI) tickets and much more!!!

Tuition Free Forward Question:

What building on campus houses the fund-raising staff?

A. Monnett B. Merrick C. Mowry D. Burton-Morgan

Continue to email your answers to OWUTFF@gmail.com to enter for a chance to win two tickets to Shadowbox Cabaret at Easton Towne Center. GOOD LUCK!!!

Now through May, donors pay your way!

Philanthropy education

Donor profile

Incentive to get involved

Trivia question

Fortune Cookies



- Donations exceeded \$3.9M last year in support of OWU students.
- Last year, \$42M was awarded in financial aid and scholarships.
- Last year, 9,543 alumni, parents and friends gave to OWU.

Other Tools

- Table tents
- Posters
- Facebook
- Blog
- Twitter
- Viral Marketing
- Use your students!

The screenshot shows a Facebook page for "OWU Annual Giving". The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post with a cover image of a man looking at a map, titled "IT'S IMPORTANT 3.26.2010". The post text reads: "OWU Annual Giving It's a new year - for the Annual Fund, at least! Thank you to the almost 8,000 alumni, parents, friends, faculty, staff and administration who made a gift to the Annual Fund. We are so very, very grateful." Below the post, there are options to "Edit Page", "Promote with an Ad", "Add to My Page's Favorites", and "Suggest to Friends". A comment from Ryan Jordan, Meggie Feran, and 2 others is visible. The right sidebar contains a "Get More Connections" section and a "OWU Annual Giving" section with a "Like" button.

The graphic features a red background with black text. At the top, it reads "OWU ANNUAL GIVING" in large, bold letters, followed by the tagline "NO, WE DON'T JUST ASK FOR MONEY...". Below this, the date "THURSDAY, MARCH 4, 2010" is displayed. The main text section is titled "It's Important" and contains the following text: "The Annual Giving staff is gearing up for our annual **Tuition Free Forward** celebration. We have some new marketing and poster ideas this year, thanks to the help of our student focus group, the Student Homecoming Organization and University Communications. Here's our first poster, which is also a full-page ad in today's Transcript!". To the right, there is an "ABOUT ME" section with a photo of the "OWU ANNUAL GIVING TEAM" and the text: "Learn more about Annual Giving and make your gift online at <http://giving.owu.edu/>". Below this is a "VIEW MY COMPLETE PROFILE" link. At the bottom, there is a "OWU AG ON TWITTER" section with two bullet points: "Did you see OWU on ABC, NBC or CBS's news programs this weekend? What did you think? If you missed it: <http://tinyurl.com/242xt6d> 48 days ago" and "Mowry Alumni Center is full of activity getting ready for another Alumni Weekend! Will you be joining us on campus? <http://www.owualumni.com> 66 days ago". At the bottom left, there is a small version of the "IT'S IMPORTANT" poster.

Celebrating the Day

Setting Up

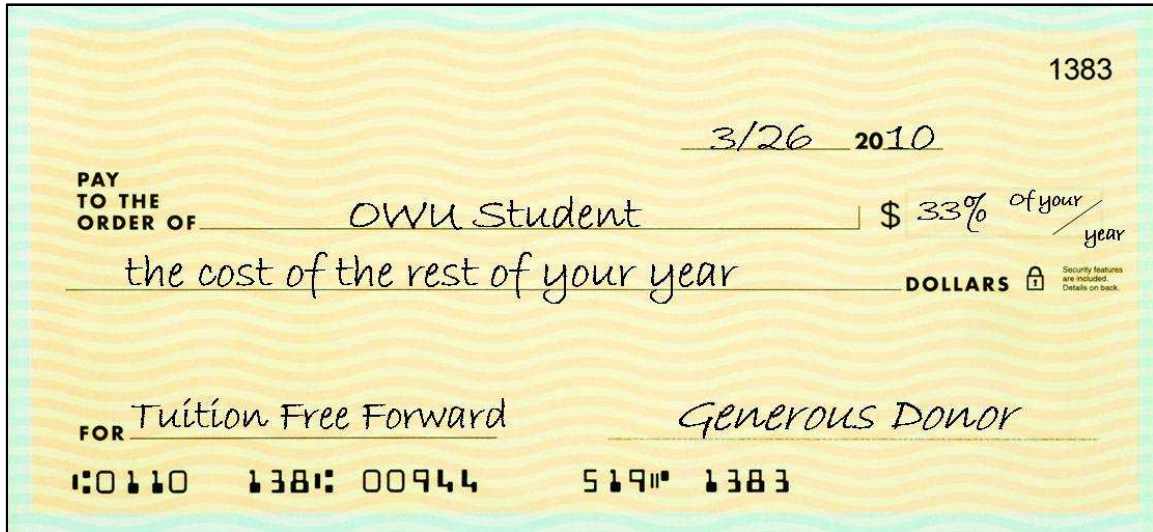
- Prominent space on campus
- Student volunteers
- Visit by school mascot, president, etc.



- Schedule for 2 – 3 hours during the busiest time of day

Engage Your Audience

- FOOD!
- Music
- Decorations
- Enter to win a raffle
- Play a game
- Sign 'Thank You' cards



Bring this raffle ticket with you to Ham-Will on Friday, March 26th from 12—1 p.m. for a chance to win tickets to **Shadowbox Cabaret, Funnybone Comedy Club, Columbus Museum of Art, a round of golf at Oak Haven Golf including cart or a \$50 Visa gift card.** Visit links.owu.edu/tff to learn more.

Name

Class Year

Email Address

Cell Phone Number

Make it Engaging

Jeopardy Game for Prizes



Students playing Jeopardy with OWU trivia and giving facts

OWU BUILDINGS	OWU ATHLETICS	OWU GREEK LIFE	FACTS ABOUT ROCK	OWU ALUMNI
100	100	100	100	100
200	200	200	200	200
300	300	300	300	300
400	400	400	400	400
500	500	500	500	500

Results

- Over 500 students attended
- 275 signed 'Thank You' cards
- Several Senior Challenge gifts



Craig Ullom, VP of Student Affairs, signs donor thank you cards at TTF

Transitioning to Young Alumni



OWU's young alumni program strives to set a foundation for continued involvement and engagement with the university, translating to on-going volunteerism and giving. Young Alumni programming is designed to provide activity to alumni under 10 years out from the institution. Finally, it is a key component in increasing visibility of the Alumni Association to our alums and increasing OWU visibility in the cities where programming is held.

Young Alumni Programming

- Regional Programming:

- Boston
- Chicago
- Cincinnati
- Cleveland
- Columbus
- New York City
- Washington D.C.

- Program Types

- Educational
- Volunteer
- Social



- Event Examples:

- Mohican Canoe Trip & Cook-Out
- NYC Young Alumni Holiday Party
- Mid-Ohio Food Bank Service Night
- **Speed Networking & Panel**
- **Munch & Mingle**
- **Dave & Buster's Game Night with the Senior Class**
- Wine Tasting at Camelot Cellars

YA Event Guidelines

- Strategically Engage.
- Price & Convenience.
- Variety.
- Value Feedback.
- Unique Marketing.



Recent Successes

Senior Challenge

- Led solely by student volunteers
- Record 53% participation
- \$12,500 raise for the Annual Fund

Young Alumni Committees

- Washington, D.C.
- Chicago
- Self-motivated, plan own events