Lunch Break

Hideaway Pizza

Cupcakes were donated by our new OSUAA merchant discount,

Cake Crazy

Members can receive 10% off!

Session III

Chapter Leader Training

May 2014

EVENT PLANNING & PREP

- It is never too early to start planning

- Assists us in scheduling emails to fit in the OSUAA calendar

- Allows us time to schedule several reminder emails for your event
  - In addition to snail-mail invitations and press releases
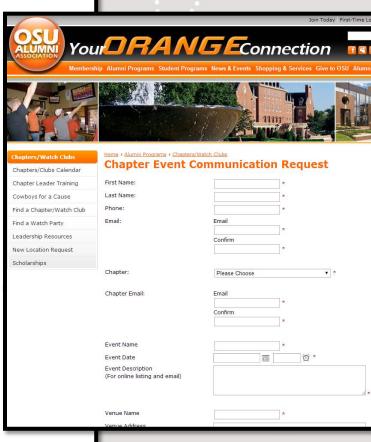
EVENT REQUEST FORM

Please complete the Event Communication Request online form once your event details are confirmed.

orangeconnection.org/chaptercommrequest

Form Data:

First Name:
Lori

Last Name:
Kandel

Phone:
757-229-1095

Email:
fitinwater@cox.net

Chapter:
VA-Southeast (Williamsburg)

Chapter Email:
fitinwater@cox.net

Event Name
Annual Election, Board Meeting and Bar-B-Que

Event Date
6/7/2014 5:00 PM

Event Description
(For online listing and email)
The SEVA chapter annual election and board meeting is to be followed by a family style Bar-B-Que. Bring a chair and a

Venue Name
The Kandel's

Venue Address
103 Jib Ct. Williamsburg, VA

Member Cost
$0

Nonmember Cost
$0

Does your event require online registration or an RSVP?
RSVP Only (No event cost)

Join Today | First-Time Log

Your **ORANGE**Connection

Membership | Alumni Programs | Student Programs | News & Events | Shopping & Services | Give to OSU | Alumni

Chapters/Watch Clubs

Chapters/Clubs Calendar
Chapter Leader Training
Cowboys for a Cause
Find a Chapter/Watch Club
Find a Watch Party
Leadership Resources
New Location Request
Scholarships

Home › Alumni Programs › Chapters/Watch Clubs

Chapter Event Communication Request

First Name: *

Last Name: *

Phone: *

Email:
Email *
Confirm *

Chapter:
Please Choose *

Chapter Email:
Email *
Confirm *

Event Name *

Event Date *

Event Description
(For online listing and email)

Venue Name *

Venue Address

COMMUNICATION PLANS

Event Communication Plan

Chapter Name	Cleveland County
Event Name	5k Fun Run
Event Date	4/26/2014
Chapter Contact	Lynne McElroy

Project	Due Date	Reference (Weeks)			Date Completed
Website			Short URL		
Post to Calendar	2/4/2014	8	/ccfunrun		
Open Registration	1/28/2014	8			
Close Registration	4/24/2014	2 days prior			
Print Materials					
Flyers	3/1/2014	8			
Order Invitation	3/22/2014	5			
Invitation In Hand	3/29/2014	4			
E-mail Blasts			From Name	Subject	
First	2/11/2014	10.5	Cleveland Co	Save the Date	
Second	3/4/2014	7.5	Cleveland Co	Newsletter	
Third	3/29/2014	4	Cleveland Co	Reminder	
Fourth	4/10/2014		Cleveland Co	T-shirt order deadline	
Fifth	4/19/2014	1	Cleveland Co	Final Reminder	
Confirmation	4/23/2014	0.3	Cleveland Co	Confirmation to registerants	
Press Release					
Pre-Event	4/5/2014	3	Norman, Purcell		
Orange Bytes					
	Monthly: Tues of Last Full Week				
Facebook/Twitter			Account		
Ad	3/29/2014	4	OSUAA		
Post	Various weekly				

EVENTS & MEMBERSHIP

- For events with an entry fee, consider offering a discounted price for OSUAA members

- Works well with golf tournaments
  - North Texas, NW Arkansas, Kansas City

- Legacy events
  - Allow legacies registered in the OSUAA legacy program to attend for free

LIFE MEMBER EXCLUSIVE

- We can help you identify OSUAA life members registered to attend your events

- Show appreciation to life members
  - Special recognition
  - Nametag
  - Life member exclusive event

DEMOGRAPHICS

We are able to provide demographics for each chapter area.

Demographic reports are saved in each chapter's Google Drive folder and can be requested anytime.

Chapters Included	CA-Los Angeles 35
Total Constituents	1395
Constituents with Email	584
%Constituents with Email	41.9%

Membership	Count	%Total
Active	88	6.3%
Lapsed	524	37.6%
Never a Member	783	56.1%

Gender	Count	%Total
Female	535	38.4%
Male	860	61.6%

Constituency	Count	%Total
Alumni	1148	82.3%
Attended	44	3.2%
Friend	203	14.6%

Marital Status	Count	%Total
Divorced	41	2.9%
Married	593	42.5%
Single	527	37.8%
Unknown	202	14.5%
Widowed	32	2.3%

Age Group	Count	%Total
23-25	10	0.7%
26-30	66	4.7%
31-35	103	7.4%
36-40	137	9.8%
41-45	123	8.8%
46-50	134	9.6%
51-55	186	13.3%
56-60	118	8.5%
61-65	79	5.7%
66-70	44	3.2%
71-75	31	2.2%
76-80	23	1.6%
81-85	12	0.9%
86-90	10	0.7%
91 +	5	0.4%
Not Known	314	22.5%

College	Count	%Total
CAS	343	24.6%
CASNR	44	3.2%
CEAT	274	19.6%
COE	88	6.3%
COHS	77	5.5%
CVHS	18	1.3%
Graduate College	1	0.1%
Not Known	248	17.8%
OSU-Center for Health Sciences	6	0.4%
OSU-Institute of Technology	5	0.4%
OSU-Oklahoma City	23	1.6%
SIS	1	0.1%
SSB	267	19.1%

OSU ALUMNI IN THE U.S.

Location	Count
⊞ Dallas-Fort Worth, TX-OK	12,934
⊞ Houston-The Woodlands, TX	5,800
⊞ Los Angeles-Long Beach, CA	2,470
⊞ Denver-Aurora, CO	2,453
⊞ Kansas City-Overland Park-Kansas City, MO-KS	2,228
⊞ Washington-Baltimore-Arlington, DC-MD-VA-WV-PA	1,992
⊞ San Jose-San Francisco-Oakland, CA	1,793
⊞ New York-Newark, NY-NJ-CT-PA	1,621
⊞ Wichita-Arkansas City-Winfield, KS	1,444
⊞ Chicago-Naperville, IL-IN-WI	1,349
⊞ Atlanta—Athens-Clarke County—Sandy Springs, GA	1,210
⊞ Seattle-Tacoma, WA	945
⊞ Albuquerque-Santa Fe-Las Vegas, NM	747
⊞ Boston-Worcester-Providence, MA-RI-NH-CT	709
⊞ Little Rock-North Little Rock, AR	687
⊞ Portland-Vancouver-Salem, OR-WA	648
⊞ Philadelphia-Reading-Camden, PA-NJ-DE-MD	613
⊞ Miami-Fort Lauderdale-Port St. Lucie, FL	569
⊞ Minneapolis-St. Paul, MN-WI	485
⊞ Amarillo-Borger, TX	477
⊞ Nashville-Davidson—Murfreesboro, TN	470
⊞ Orlando-Deltona-Daytona Beach, FL	461
⊞ Detroit-Warren-Ann Arbor, MI	445
⊞ Raleigh-Durham-Chapel Hill, NC	442
⊞ Springfield-Branson, MO	414
⊞ Las Vegas-Henderson, NV-AZ	398
⊞ Charlotte-Concord, NC-SC	335
⊞ Joplin-Miami, MO-OK	330
⊞ Indianapolis-Carmel-Muncie, IN	319
⊞ Sacramento-Roseville, CA	318
⊞ Tucson-Nogales, AZ	317
⊞ Salt Lake City-Provo-Orem, UT	292
⊞ Memphis-Forrest City, TN-MS-AR	288

Session IV
Discussion