



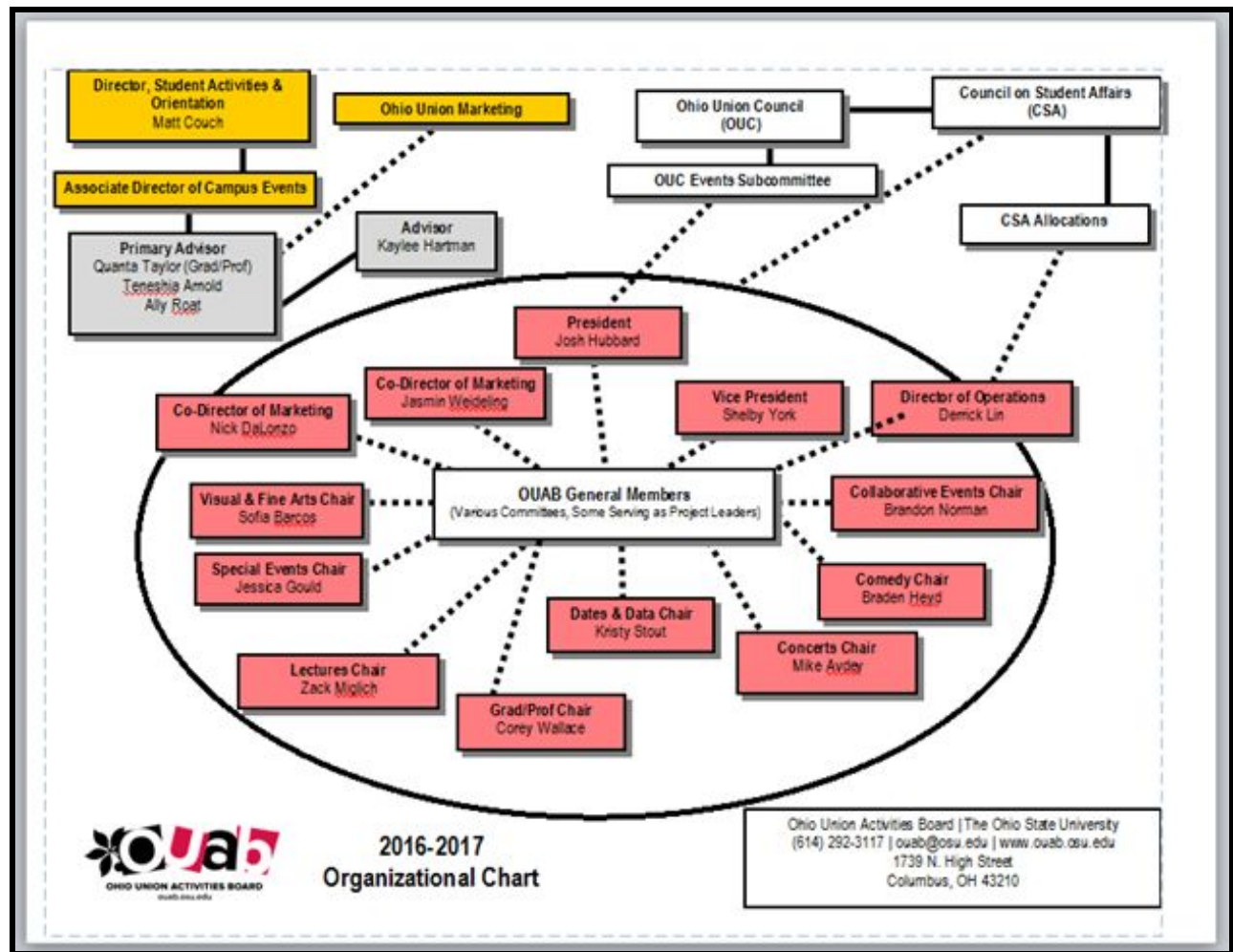
## **Council on Student Affairs**

### **11/28/2016**

#### **Our Mission:**

The mission of the Ohio Union Activities Board as the student programming organization at The Ohio State University is to provide diverse programs and events that are educational, entertaining, and thought provoking for the students of the Columbus campus. OUAB strives to create a fun, accessible, and challenging environment for its members that empower each member to change and shape the lives of fellow students while strengthening their own leadership skills and fostering personal growth.

## Our Structure



## Student Activity Fee

- \$37.50 per semester (\$25 in the summer) | Total SAF: ~\$4MM
- OUAB, Student Organizations, Student Governments, D-Tix, Buck-I-SERV, Pay It Forward

As of the Council on Student Affairs' most recent review in Spring 2015, the breakdown is:

- 51.79% campus-wide programming administered by Ohio Union Activities Board (OUAB)
- 13.31% Discount Ticket Program (D-Tix)
- 12.48% student organization funding
- 8.42% student government funding
- 6.96% Buck-I-SERV (alternative breaks program)
- 5.79% Signature Events funding
- 1.27% Pay It Forward (local service initiatives)





## Our Team



## What's Happening Internally?

- Executive Board Class (with MCEC) + Retreat
  - Intensive training for our 12 Executive board members
- All-OUAB Retreat
  - All 170 members shortly after our new members join early Fall
- NACA + PollStar
  - National Conferences for university programming boards + Industry Professionals
- Social Chairs
  - Plan events internal events like Zoo, Friendsgiving, Ice Skating, Bowling
- Alumni Relations
  - Reconnected with over 100 Alumni
- Data Analytics Director
  - Data mining information from BuckID ticket swipes
- Sustainability Coordinator
  - Working to standardize more sustainable (ideally Zero Waste) events
- New Member Educators
  - Quickly submerge new members in all-things-OUAB after weekly meetings
- Intramural Sports



New Member Class (63) | OUAB represents over 45 different majors

White/Caucasian	59%
Asian/Pacific Islander	16%
Hispanic	5%
Black/African-American	5%
Two or more races	5%
Did not report	11%

Graduation Year:			
2016	7	4%	
2017	60	34%	
2018	56	32%	
2019	41	24%	
2020	10	6%	

#### Gender Breakdown:

Male:	65	37%
Female:	109	63%

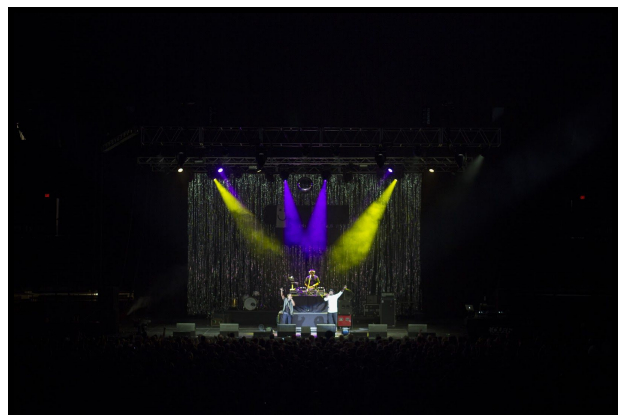
## What are we working on?

- Diversity & Inclusion
  - Additional Involvement Fairs & Info Sessions
  - Diversity Focus Group
  - Inclusion Coordinator(s)
- Student Engagement at Events
- E-Tickets
  - Stay tuned for Spring semester
- Marketing
  - Alternative Avenues
  - Verifications (huge media impact)
- Meetings with Other Student Organizations
  - Member retention & engagement
- Internal Town Hall
- Alumni Relations, Data Analytics, Sustainability
- Artists & Agents
  - OUAB's cross-committee internal mentorship program
- SPIT!!! Maintaining Momentum to hit 100,000 students!



# Our Events

- About 40 undergraduate\* events this semester (about 15 non-bylawed)
  - Ticket Retention: 43-96%
- Event Examples
  - Welcome Back Concert, Flicks For Free\*, Spoken Word Showcase, Karaoke\*, Kenan Thompson, Pumpkin Patch, Kayla Harrison, Alfred Enoch, Edward Snowden
- 60% "Entertaining" : 40% "Educational/Motivational"
- Collaborations
  - At least 8 student organizations this year alone
  - DJ Competition winner will DJ BSC, Local/Student Bands at Live Music Night

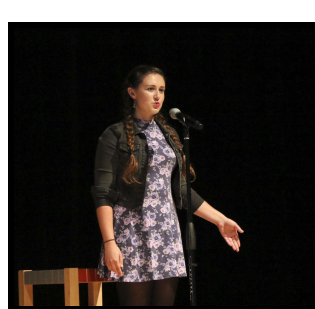




## Our Impact

Attendance	
2010-2011	84,222
2011-2012	96,992
2012-2013	88,600
2013-2014	94,606
2014-2015	81,993
2015-2016	92,471
2016-2017 (YTD)	57,680 & Grad/Prof

Grad/Prof Avg Over Past 4 years: 12,180
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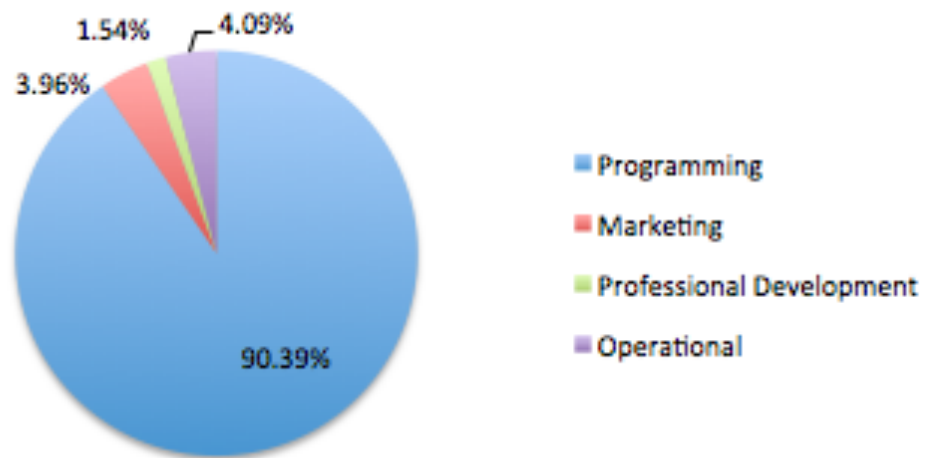
# Our Budget

## Ohio Union Activities Board Budget Fiscal Year 2017

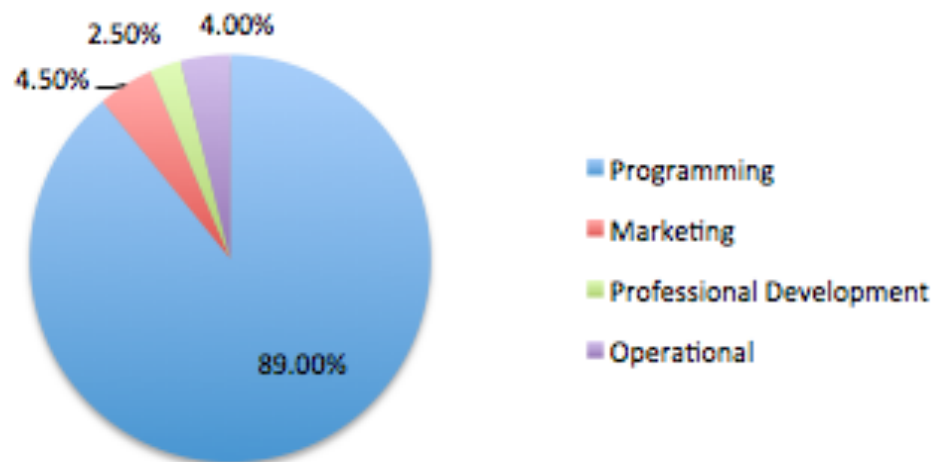
	<b>2016 – 2017</b>
<b>Total Budget</b>	<b>\$1,993,024.38</b>
<b>Programming Expenses</b>	
<i>SWANK Blanket PO</i>	\$30,000.00
<i>Grad/Prof</i>	\$350,000.00
<i>Summer Programming - July - Aug (2016)</i>	\$20,000.00
<i>Summer Programming - FY16 (2016)</i>	\$15,000.00
<i>Fall 2016 Programming</i>	\$684,000.00
<i>Spring 2017 Programming</i>	\$675,000.00
<b>Other Expenses</b>	
<i>Marketing</i>	\$90,000.00
<i>Emergency Fund</i>	\$20,000.00
<i>Office</i>	\$13,000.00
<i>Professional Development</i>	\$50,000.00
<i>Miscellaneous Payments</i>	\$10,000.00
<i>Carry forward</i>	\$50,000.00



### 2015-2016 (Actuals)



### 2016-2017 (Projected)



## About OUAB Grad/Prof

The Graduate and Professional student committee strives to design and execute over 250 programs that are intentionally created to enhance the graduate and professional student experience. Graduate and Professional student programming is structured around five key areas: personal development, professional growth, social activities, family inclusive programs, and special events.

### Personal Development Programs



The personal development series includes a set of activities in which student improve awareness of themselves and their identity. It is the goal of these activities to help student develop talents and potential, enhance their quality of life, and contribute to the realization of dreams and aspirations.

## Professional Growth Programs

The professional growth series are a number of structured activities in which students work with various partners from the university and in the city of Columbus.



This series assists students in developing skills, qualifications, and experiences that will enhance their ability to progress through their career.

## Social Activity Programming

OUAB Grad/Prof's social activities allow for students to interact and network with students among and between different



graduate and professional programs. In order to create overall balance for students, the social activities



allow for students to develop a sense of community and promote the development of friendships outside of their academic programs.

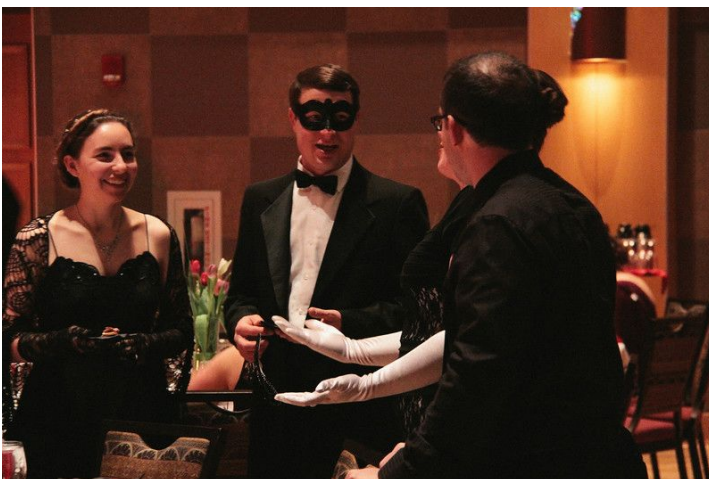
## Family Inclusive Programming

Embracing that a number of our graduate and professional students have spouses and some even with children, OUAB

Grad/Prof has developed a series of programs in which the families of the students are incorporated into the student experience.



## Special Event Programming



The Grad/Prof committee hosts a number of special events throughout the

year. These events often overlap the four previously mentioned categories and cause students to interact and mingle among and between professional and graduate programs. Students often provide input as to the direction of these events.

### Interesting Facts About OUAB Grad/Prof

- 2015 NASPA Excellence Award Gold Recipient in the Graduate, Professional, Commuter Student, Non-Traditional category for overall best program.
- 2014 NASPA Excellence Award Silver Recipient in the Student Activities, Student Union, Sorority and Fraternity category for OUAB in the Kitchen program.
- Participants in OUAB Grad/Prof programs represent the 14 academic divisions of The Graduate School and all six(6) professional colleges.
- OUAB Grad/Prof has increased marketing to individual programs to enhance participation in events.