

COUNCIL ON STUDENT AFFAIRS

OHIO UNION ACTIVITIES BOARD



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ouab.osu.edu

OUTLINE

ABOUT US

- Our Mission
- Our Organization
- Our Structure
- Our Budget

OUR IMPACT

- Impact on Students
- New initiatives
- Our Events
- Our Future
- Our Challenges

QUESTIONS

- Recap
- Comments



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.

ABOUT US

- Funded by student activity fee
- Provides over 250+ free programs for students each year
- 150 members
- 7 undergraduate committees + grad/prof committee

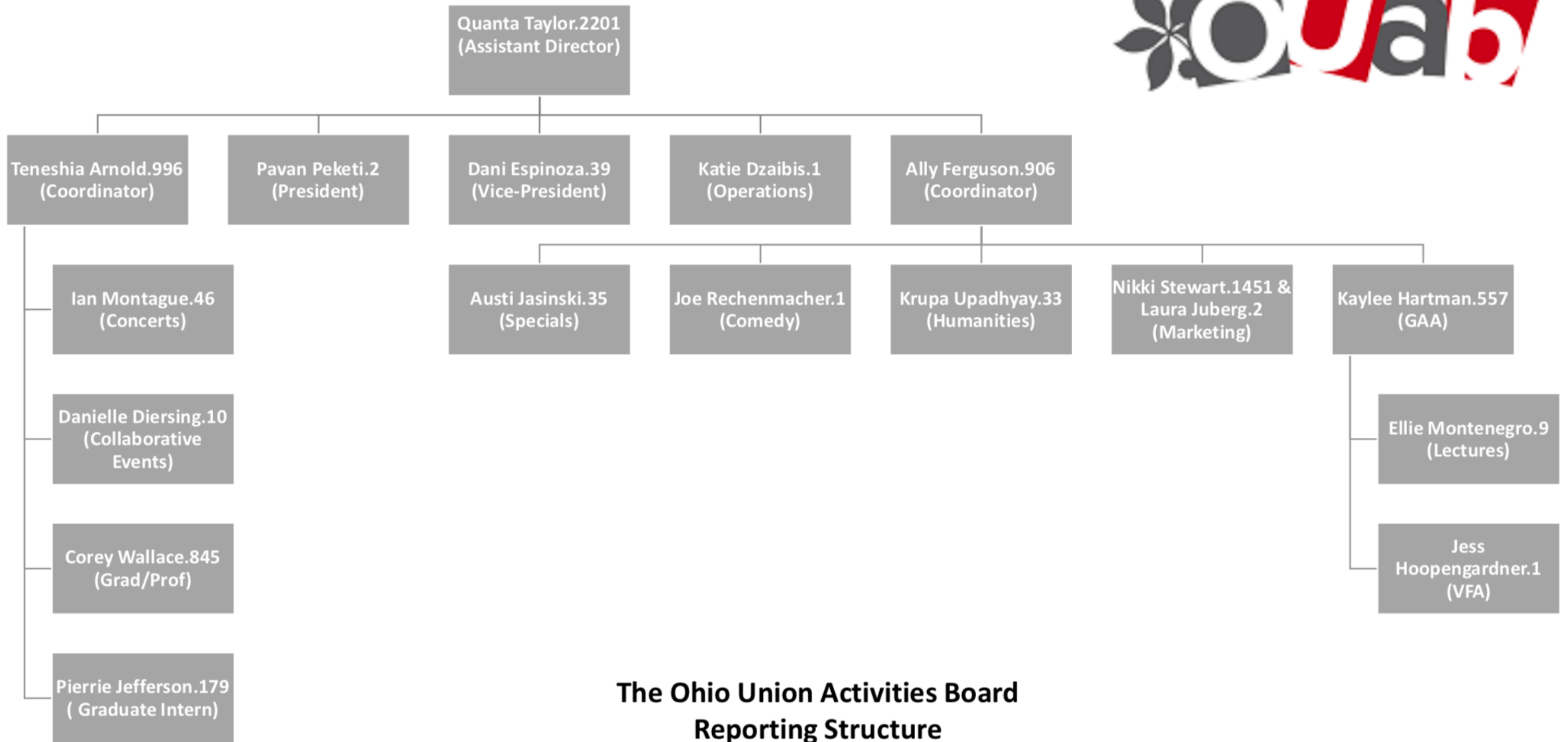
New Member Class

47 new members

37 different majors

Race breakdown

- Asian/Pacific Islander: 15%
- White/Caucasian: 51%
- Black/African-American: 11%
- Hispanic: 6%
- Undisclosed: 11%
- Two or more races: 3%



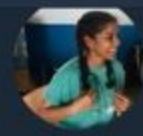
**The Ohio Union Activities Board
Reporting Structure
2017-2018**

OUR IMPACT

- Over 100,000 students attended OUAB events in the 2016-2017 school year
- 22.2k Twitter followers, 6,500 Instagram followers
- **79,500 total attendance YTD for the 2017-2018 school year**



OUR IMPACT



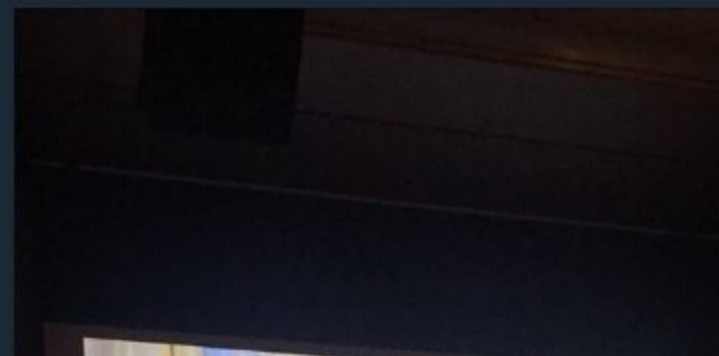
Kavya Yellamraju
@kavyayellamraju

Thank you [@rupikaur_](#) for putting our deepest emotions into words and helping us realize we have everything we need inside of us ❤️
[#ouab](#)



Harjas
@Harjas13

Can't even describe how amazing it feels to see a Punjabi woman represented in the media. [@rupikaur_](#) is wonderful.



rupi kaur's cousin
@rippinrabureen

not to be dramatic but rupi kaur healed my emotional trauma



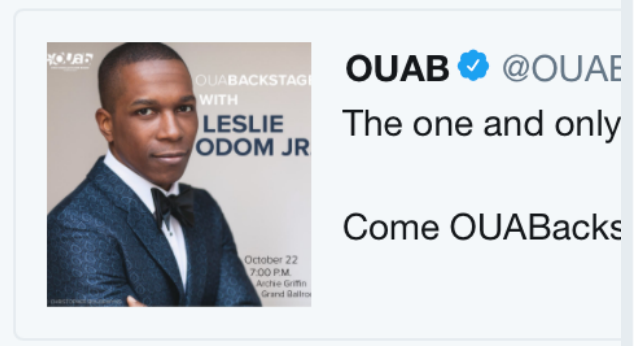
Liked by [shiva2959](#), [ishiky](#) and 59 others

[_ravloven](#) The woman whose success pushes me to keep writing every single day. The woman who shows me YES, Sikh women can make it as writers and artists. The woman who never ceases to amaze me with her poetry about faith, culture, feminism, immigration, and heartbreak. The woman who has been turned into a relentless meme but still makes thousands of \$\$\$ per performance. The woman who's actually 10x funnier in real life than the memes. My inspiration in the darkest of times when I didn't know what to do with myself.



OUR IMPACT

Kirsten Retweeted
Vish Kabob @vishinthesea · Sep 21
This year **OUAB** team is the GOAT. **Zedd**, DEA agents, Hasan Minhaj and Leslie Odom jr. And it's only September



Ohio State and 2 others follow
Wed @Another_D0peKid · Aug 25
Kesha, Rae Sremmurd, and **Zedd** omg it's like @OUAB is picking artists out my playlist...LOVE IT.

Lydia Myus and 1 other follow
carsen @chillcarsen · Aug 26
@OUAB thank you so so much for having **ZEDD** come 🥹 truly the best concert I've ever been to

Gretchen Metzelaars Retweeted
OSU Crush @OSUCrush · Aug 28
OUAB because that **Zedd** concert was the greatest time of my life

Dana @danaleigh19 · Aug 25
it's official. I'm in love with @Zedd 🥰🥰🥰 100% best concert I've EVER been to! AND it was free- thanks @OUAB for making dreams come true 🙌

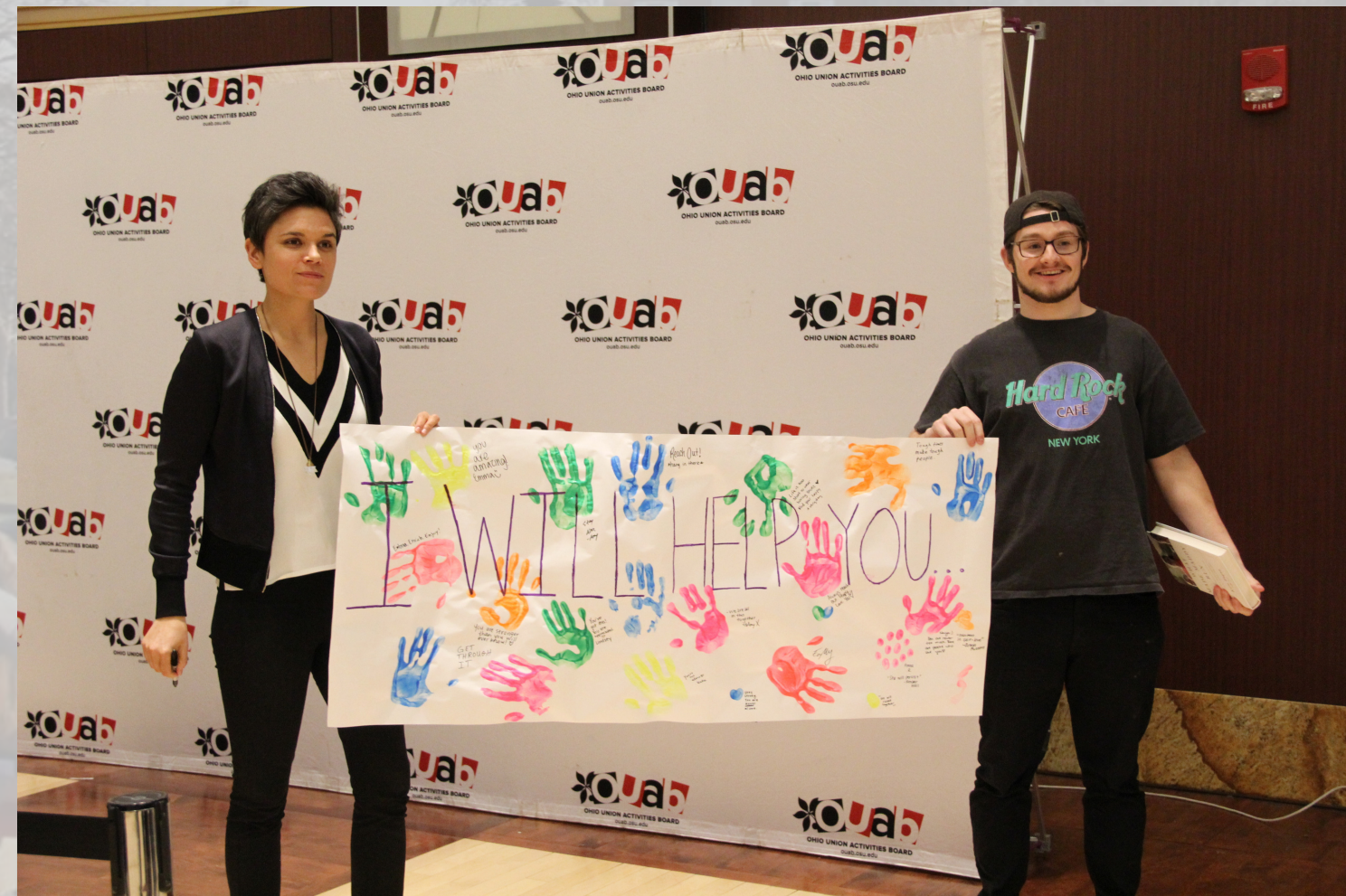
EVENT EXAMPLES FALL 2017

- FARMER'S MARKET, LESLIE ODOM, JR., HASAN MINHAJ, RUPI KAUR, FILM FESTIVAL, ESPERANZA SPALDING, ALEXIS OHANIAN, JUSTIN HURWITZ, OUABREAKOUT ESCAPE ROOM, BATTLE OF THE BANDS, NARCOS, ZEDD



EVENT EXAMPLES SPRING 2018

- WINTER WONDERLAND, CONVERSATION WITH CHELSEA HANDLER, PETE SOUZA, KATE FAGAN, JUSTIN BALDONI, MISTY COPELAND, and more!



Event ideas

- OUAB Listens event with the MCC
- Social Media Brainstorming
- Big Spring Concert Artist Preference Form
- OUAB Submission Box

Collaborations

- Student Involvement Fair and Buck-i-Frenzy
- Conversation with Collab
- Collab info sessions
- 12 different organization collaborations this year
- 22 full event collaborations in past 3 years

INTERNAL PROJECTS

- Chair of Alumni Relations
- Chair of Sustainability
- Chair of Data Analytics
- Chair of Membership Engagement
- Chair of Diversity & Inclusion
 - D&I ambassadors for each committee working with MCC
- OUAB Newsletter
- OUAB Families
- Internal Town Hall
- NACA and Pollstar Conferences

OUR PRIDE

- **REPRESENTATION AND UNIQUENESS**

- Friday night and Saturday night events
- Events in downtown Columbus
- Interactive events in Ohio Union
- Diverse range of topics, talent backgrounds, cultures, upbringings, experiences
- Student organization openers / collaborators
- Utilizing student body feedback for events
- Representing various populations on campus

BUDGET BREAKDOWN

Fall 2017 Programming - \$733,000

Spring 2018 Programming - \$675,000

Graduate and Professional Student Engagement - \$350,000

Marketing Expenses - \$90,000

Carryforward/ Emergency Expenses - \$65,000

Professional Development - \$50,000

Summer Programming - \$35,000

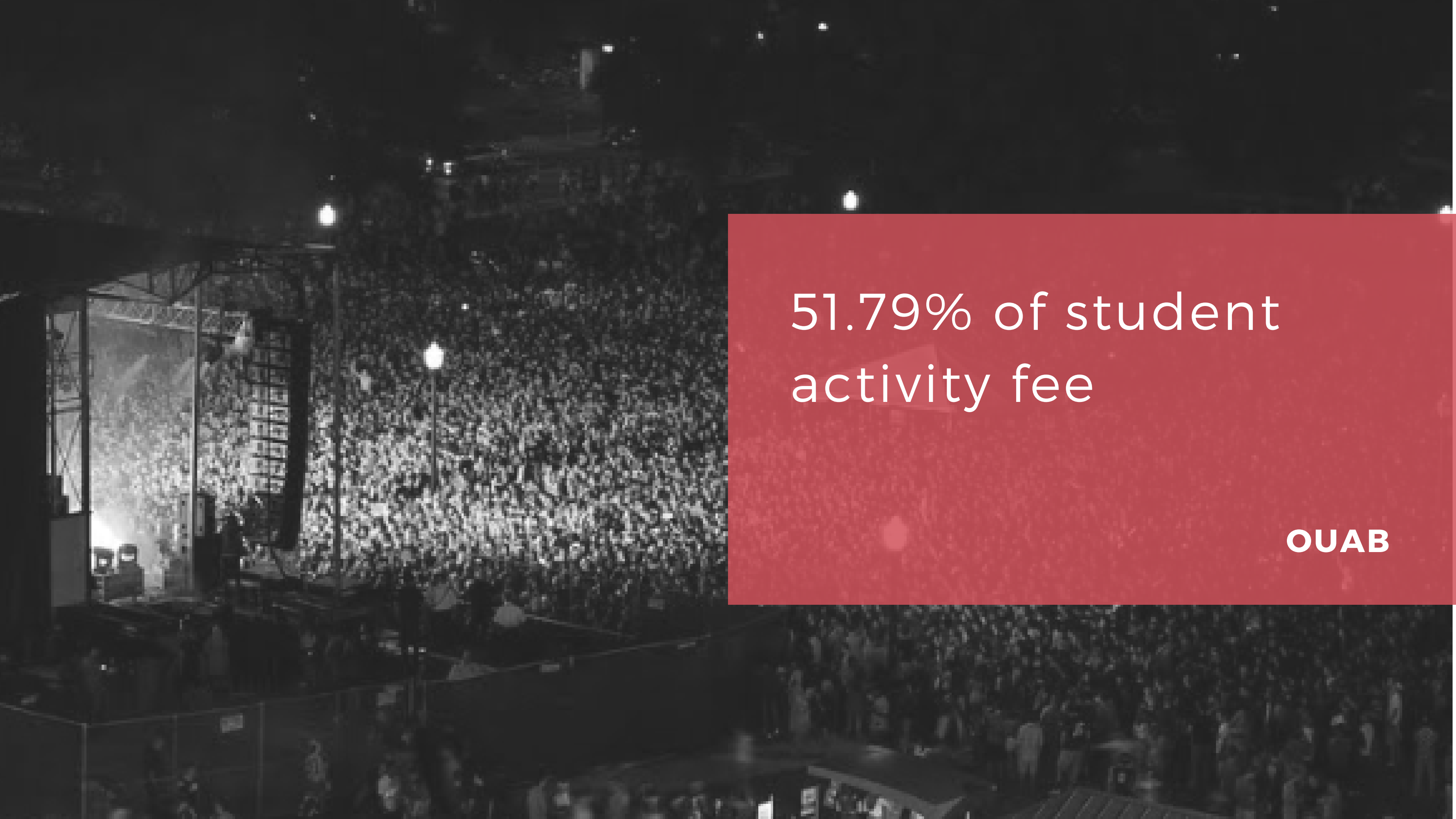
Office - \$13,000



Impact of Small-Scale Programming

- Flicks For Free
- Karaoke
- Craft Nights
- Grad/Prof Events
- Live Music Night
- Open Mic Night





51.79% of student
activity fee

OUAB

FUTURE DIRECTIONS

Current Goals

- More external town halls
- More post-event surveying
- More student feedback on event suggestions
- Increased collaborations with MCC and various entities around campus
- Commitment to more diverse organization enrollment

Long-Term Goals

- E-ticketing
- OUAB App

CHALLENGES

Lack of student body understanding of prices, availability, etc.

Rising security costs (concerts, outside events, etc.)

Agent approval for event releases

Rising talent fees

Ticket dispersal away from Ohio Union

Vish Kabob @vishinthesea · Sep 21
This year **OUAB** team is the GOAT. **Zedd**, DEA agents, Hasan Minhaj and Leslie Odom jr. And it's only September

OUAB @OUAB
The one and only Aaron Burr, sir.
Come OUABackstage with Leslie Odom Jr October...

2 replies 32 likes

THANK YOU!

QUESTIONS/FEEDBACK/SUGGESTIONS?