



THE OHIO STATE UNIVERSITY

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OFFICE OF STUDENT LIFE

# Ohio Union Activities Board

First Semester Update

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**OHIO UNION ACTIVITIES BOARD**

[ouab.osu.edu](http://ouab.osu.edu)

“provide diverse programs and events that are **educational, entertaining, and thought-provoking** for students”



# Agenda:

- Membership Overview
- Event Recaps
- Graduate/Professional Programming
- Collaborations
- Budget Update
- Diversity & Inclusion
- Challenges and Successes
- The Future
- Questions



# Membership Overview

Fall 2015 Applications Received: 239

New Members Selected: 70

- Gender: 61.4% female, 38.6% male
- Class Breakdown:
  - First year: 18
  - Second year: 28
  - Third year: 17
  - Fourth year: 5
  - Did Not Answer: 2







# Membership Overview

Fall 2015 Applications Received: 239

New Members Selected: 70

- Majors Represented: 31
- Race/Ethnicity\*:
  - White/ Caucasian: 45
  - Hispanic: 3
  - Asian/Pacific Islander: 10
  - Black: 4
  - Did not identify: 8

\* Demographic data is self reported



# Membership Overview

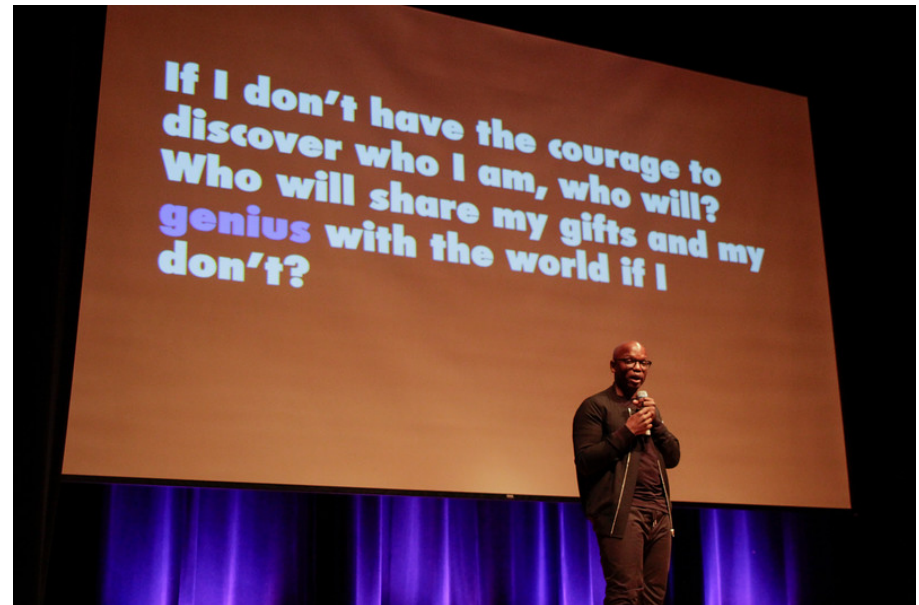
## 2015-2016 Internal Development:

- **New Leadership Positions:**
  - Added 23 new Leadership Positions to enhance effectiveness/efficiency and foster growth of members
    - Alumni Relations Co-Directors
    - Data Analytics Director
    - New Member Educators in each committee
    - Hospitality Coordinators in each committee
    - Social Chairs/Social Committee
- **OUAB Membership Retreat (10/11)**
  - All-day event focused on group cohesion and professional development
- **Increased importance of Project Leading events**
  - Internal “sell” with event trailers
  - Recognition and report at general member meeting



# Fall Highlights

- 161 events throughout Fall Semester
- 57,925 Attendance at Events







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## Welcome Week Concert 2k15 ~15,000-17,000 students (doubled last year's number)



**Lauriane Abbey** @Lauriane\_Abbey · Aug 28

Had a great birthday! Could not have asked for a better one. Shout out to @OUAB for bring out Big Sean 🥳🥳 #feelblessed







### **Flicks for Free Series**

- Movie on the Oval (MOTO) >1,000 attendees
- Every Wednesday this semester. 13 showings, 2,295 attendees



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**Nick Offerman Live!**  
~2300 students  
SOLD OUT



**Katie McKittrick** @KatieMcKittrick · Sep 11

Ron ( @Nick\_Offerman ) Swanson came to campus and was ridiculously hilarious and also talked about real, important things. Thanks @OUAB ❤️



**Liz Lemon** @kenngoldd · Sep 13

FIRST @OUAB brings @Nick\_Offerman to campus when I'm away on co-op AND NOW THEY'RE BRINGING @guarnaschelli !?!?!? WHAT A CRUEL WORLD THIS IS.



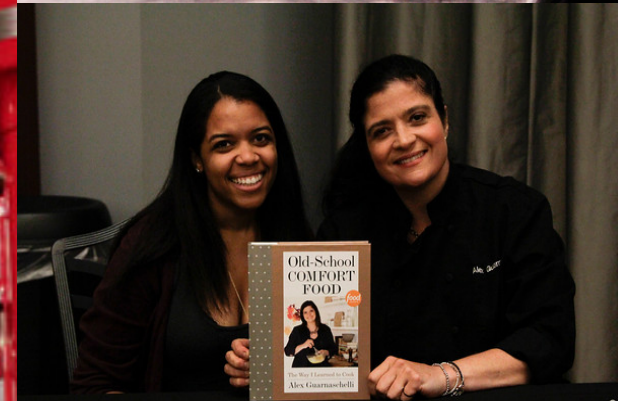


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## An Evening of Comfort Cuisine with Alex Guarnaschelli

422 students





**OUAB in Collaboration  
with Body Sense OSU  
Presents: An Evening with  
Brittany Snow**

596 attendees



**Connor MacDowell** @ConnorMacDowell · Sep 28

**Brittany** Snow is one of the most down to earth, genuine human beings on the planet. Thanks for a night of insight and inspiration. @OUAB





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## OUABlast into Space feat. Mark Kelly 394 attendees





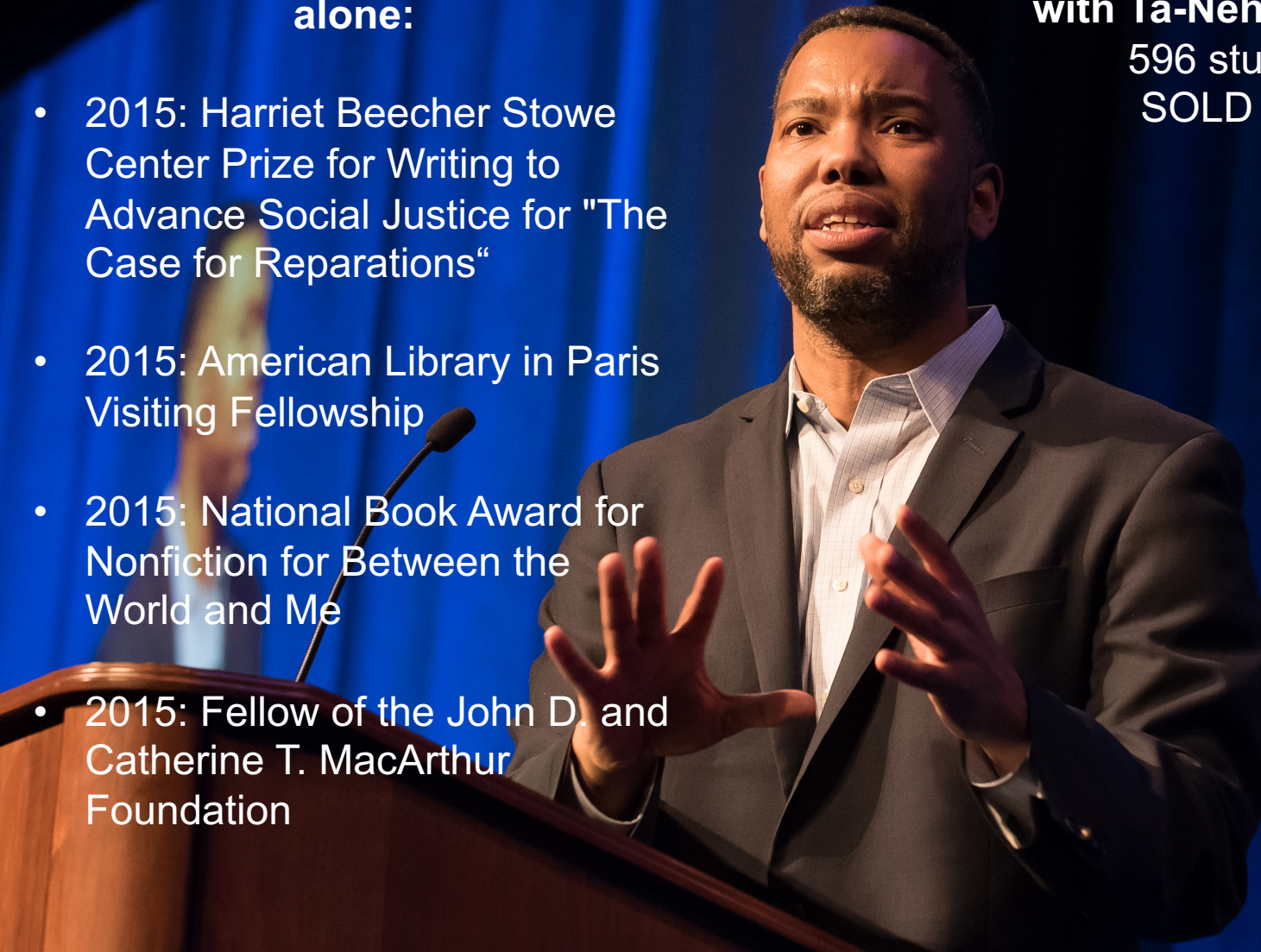


## **Awards Coates has Won in 2015 alone:**

- 2015: Harriet Beecher Stowe Center Prize for Writing to Advance Social Justice for "The Case for Reparations"
- 2015: American Library in Paris Visiting Fellowship
- 2015: National Book Award for Nonfiction for *Between the World and Me*
- 2015: Fellow of the John D. and Catherine T. MacArthur Foundation

## **OUA *Between the World and Me* with Ta-Nehisi Coates**

596 students  
**SOLD OUT**







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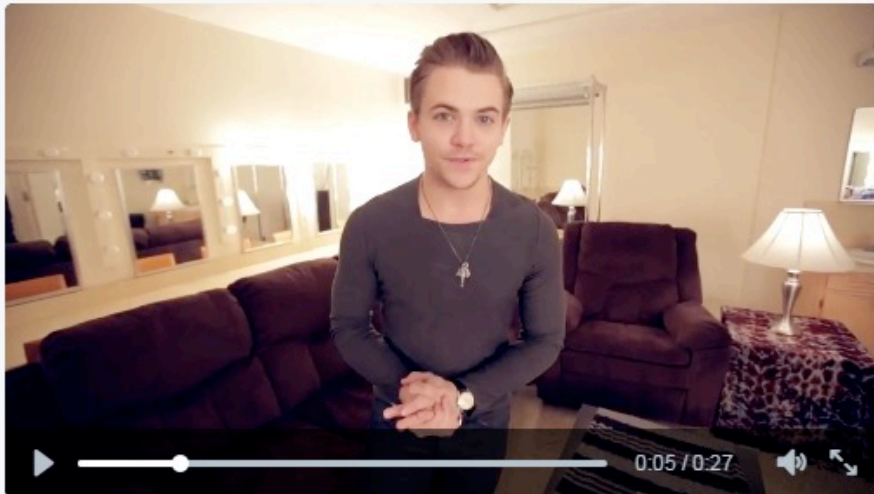


**OUAB Presents Hunter  
Hayes with Special Guest  
Ryan Lafferty**  
1505 attendees at the LC  
Pavilion



OUAB @OUAB · Oct 30

.@HunterHayes wants you to see him live at the LC Pavilion on Nov. 12!  
#OUABoots





# Graduate/Professional Programming

- **Programming focuses on 5 key areas:**
  - Personal Enrichment, Professional Growth, Social Engagement, Family Programs, Special Events
- **Reach of Grad/Prof Programs**
  - Connected with student in 131 of the 138 graduate and professional programs
- **Collaboration as One University**
  - Partnered with 44 University partners to discuss resources available for graduate students
  - Partnered with 18 departments to directly work with programs
- **Total Number of Students Participated**
  - 8,302



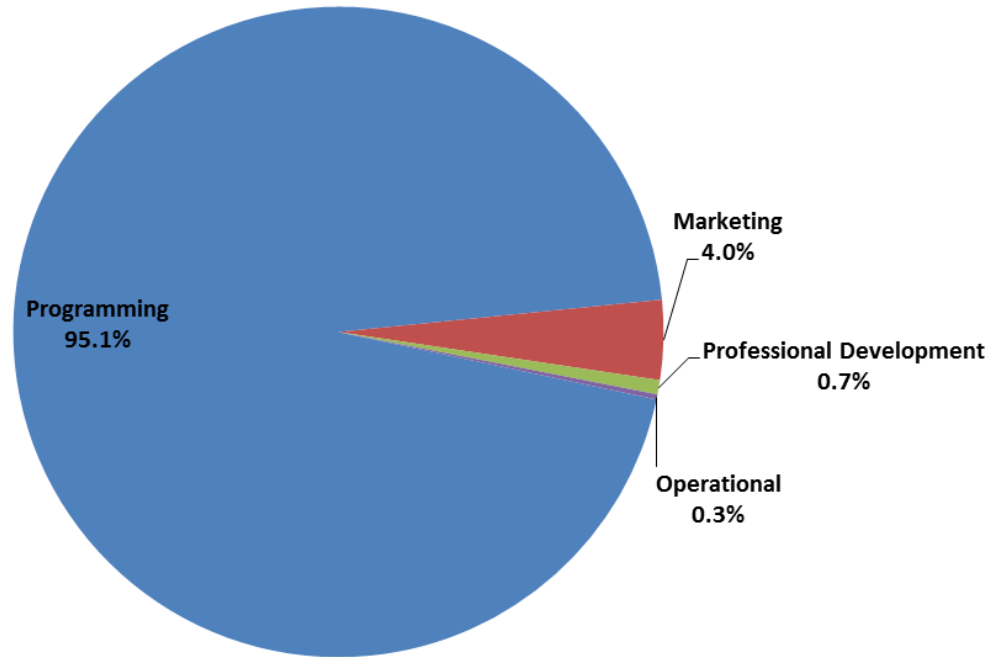
# Collaborations

- First Year Experience
- Office of Student Life
- The Multicultural Center
- CGS and IPC
- Body Sense OSU
- Sportsmanship Council
- CMA EDU of OSU
- MCEC/Homecoming
- Buckeyethon
- Beat Michigan Week
- And many, many more . . .



# 2015-2016 Budget Update

**2015 - 2016 Budget Breakdown**





# 2015-2016 Budget Update

	<i>Annual Allocation</i>	<i>Budgeted</i>	<i>Actual Spent</i>
<b>Total Budget</b>	<b>\$ 1,818,864.00</b>	<b>\$ 1,818,864.00</b>	<b>\$ 1,818,864.00</b>
<b>Programming Expenses</b>			
<i>SWANK Blanket PO</i>	\$ 30,000.00	\$ 30,000.00	\$ 15,000.00
<i>Grad/Prof</i>	\$ 300,000.00	\$ 300,000.00	\$ 119,808.90
<i>Big Pot</i>	\$ 300,000.00	\$ 100,000.00	\$ 95,000.00
<i>Summer Programming - July - Aug (2015)</i>	\$ 20,000.00	\$ 20,000.00	\$ 20,543.65
<i>Summer Programming - FY16 (2016)</i>	\$ 15,000.00	\$ 15,000.00	\$ -
<i>Fall 2015 Programming</i>	\$ 467,932.00	\$ 667,932.00	\$ 657,572.91
<i>Spring 2016 Programming</i>	\$ 467,932.00	\$ 467,932.00	\$ -
<b>Marketing Expenses</b>			
<i>Marketing (Incl. Media Network)</i>	\$ 90,000.00	\$ 90,000.00	\$ 39,867.60
<b>Other Expenses</b>			
<i>Emergency Fund</i>	\$ 20,000.00	\$ 20,000.00	\$ -
<i>Office</i>	\$ 13,000.00	\$ 13,000.00	\$ 2,586.58
<i>Professional Development</i>	\$ 35,000.00	\$ 35,000.00	\$ 7,109.04
<i>Miscellaneous/2014-2015 Payments</i>	\$ 10,000.00	\$ 10,000.00	\$ -
<i>Carryforward FY17</i>	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
<b>Total Spent</b>			<b>\$ 1,007,488.68</b>
<b>Total Remaining</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 811,375.32</b>



# Valuing Diversity

- Open Doors Training with Executive Board
- Diversity with Membership
  - Surpassed Ohio State Minority Enrollment averages in every category
  - New Perspectives: 3 international students, 1 Veteran, 4 transfer students, 1 Parent
- Consideration of diversity in program selection process
- Collaborating with diverse student organizations







# Challenges & Successes

- Advisor Transition
- Decentralization of Social Media outlets
- Meal Plans decreasing traffic through Woody's, and Ohio Union in general



- Largest Welcome Week Concert ever
- Great timing with talent we brought
- More engaged members
- Breadth of events— “We were able to take students from the *bottom of the ocean all the way to space*”





# The Future

- A best-selling blogger and author whose viral posts are revered worldwide
- A medical professional whose daring exposé of an industry has become an Oscar-nominated film
- Two world-champion athletes who will inspire and reach a diverse audience
- An American hero who inspired a popular 2013 film
- A beloved sitcom star
- A university-wide celebration in collaboration with several organizations
- Dinner and a show for students who enjoy the arts
- Traditional events such as karaoke nights, the wildly popular Grad Cap Craft Night, Live Music at Woody's Tavern, and Open Mic night at Woody's set to return
- A blow-out Big Spring Concert that students will never forget

**...and so much more.**

On track for 300+ events for this year.



# Questions?

**Please feel free to email us at**

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