

APRIL 27, 2020



YEAR IN REVIEW

PRESENTATION BY MATTHEW BONNER



Presentation Rundown

Organization Profile
Event Review
Our Impact
Projects & Initiatives
Conclusion

WHO WE ARE

DIVERSE programs and events that are ***EDUCATIONAL, ENTERTAINING,*** and ***THOUGHT-PROVOKING***

EMPOWER each member to change and ***SHAPE THE LIVES*** of fellow students

Organization Profile





ABOUT US

- Funded by the Student Activity Fee - 54.02%
- 121 members (33 new members)
- 12 executive board members
- 6 chair positions
- 7 undergrad committees & Grad/Prof committee
- 250+ events each year

OUAB GOALS 2019-2020



INTERNAL & EXTERNAL TRANSPARENCY

- Student body surveys
- Humanize OUAB to campus



OUTREACH & ASSESSMENT

- E-ticketing implementation
- Post event surveys and feedback forms



OUAB CULTURE & STRUCTURE

- MCEC + OUAB = S&T
- Revised brainstorming, proposal, and voting process

FUNDING

- Programming - 89.66%
- Marketing - 4.14%
- Operations - 6.20%



OUABUDGET 2019-2020

	<i>Actual Allocation (August)</i>
Total Budget	\$2,175,000.00
Programming Expenses	
<i>SWANK Blanket PO</i>	\$30,000.00
<i>Grad/Prof</i>	\$350,000.00
<i>Summer Programming – July - Aug (2019)</i>	\$25,000.00
<i>Summer Programming – FY19 (2019)</i>	\$25,000.00
<i>Fall 2019 Programming</i>	\$775,000.00
<i>Spring 2020 Programming</i>	\$745,000.00
Other Expenses	
<i>Marketing</i>	\$90,000.00
<i>Emergency Fund</i>	\$20,000.00
<i>Office</i>	\$20,000.00
<i>Professional Development</i>	\$35,000.00
<i>Miscellaneous Payments</i>	\$10,000.00
<i>Carryforward</i>	\$50,000.00

*Not including Signature Events funding through the Student Activity Fee for Spirits & Traditions events, upon Student Activities approval every three years. Budgets were kept seperate to strategically elevate weeks through Signature Events funds.

AUTUMN 2019

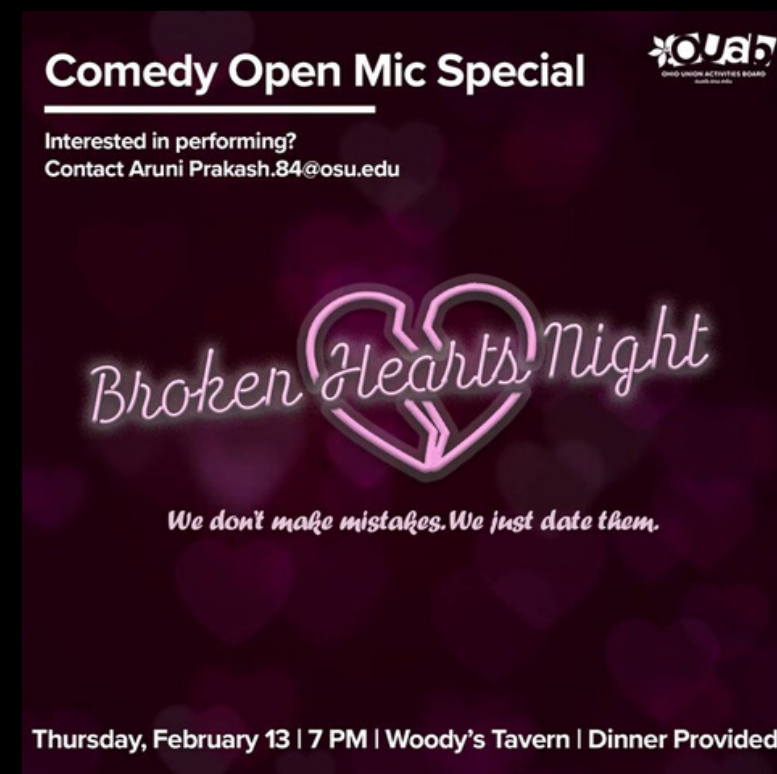
- Welcome Week Locator Booths
- MOTO: Avengers Endgame
- Buckeye Kickoff
- Flicks for Free
- Welcome Back Concert: Quinn XCII, SABA, The Aces
- Collab App Info Sessions
- Conversation with Collab
- OUABalloon Fest
- Kinjaz
- Jelani Aladin
- Homecoming Parade
- FYG U Homecoming Concert: Playboi Carti
- Ken Jeong
- Ibtihaj Muhammad
- OUABoo: Kings Island
- OUABehind the Music with ThankGod4Cody
- Comedy Night Live
- OUABoo: Mansfield Reformatory
- Political Discussion with Jeff Flake and AG Loretta Lynch
- Karaoke Night: Private Karaoke Rooms
- OUABoxing with Buster Douglas
- Winter Candlelight Auditions
- OUAB Presents: Celebrity MU Artist Sir John
- OUABreaking the Glass Ceiling with Megan Rapinoe
- OUAB Presents: Tiny Meat Gang Live ft. Cody Ko and Noel Miller
- Buckeye Nation Concert Ft. DaniLeigh
- Buckeye Nation: Craft Night
- Buckeye Nation: T-Shirt Exchange
- Buckeye Nation: Blood Battle
- Flicks for Free: Reading Day
- Winter Candlelight Ceremony OUABreakfast

SPRING 2019

- Flicks for Free
- OUABeyond the Vlog with David Dobrik
- OUAB Presents Janet Mock
- Craft Night Series: Treat Yo Self
- Comedy Broken Hearts Night
- Craft Night Series: At Home with OUAB
- OUAB Gala
- Grad/Prof Events: development workshops, Quiz nights, Candle Labs, Implicit Bias trainings, job search workshops, etc.
- Body Kindness with Kenzie Brenna
- Karaoke Nights
- King Princess Premiere
- Now They See Us: Triumph and Transcendence
- When They See Us FFF Gateway Screenings
- Big Spring Opener Audition
- OUAB Presents Jimmy Chin
- OUABeyond the Court with Kevin Love
- A Conversation with Eric Andre
- Virtual Commencement Video

*Events planned for March, April, and May rescheduled due to COVID-19 not included

REVITALIZED RECURRING PROGRAMMING



HIGHLIGHTS

- Record setting comedy nights ft. 30+ student performers
- FFF & Collab integration
- Enhanced craft nights
- Live Music Nights/Production & Private Karoke Rooms

PROGRAMMING MAJOR THEMES 2019-2020

INTERACTIVE ELEMENTS OHIO BASED
SPORTS *NEVER SEEN BEFORE*
NOSTALGIA CONTENT CREATION
MENTAL HEALTH COLLABS &
MUSIC PRODUCTION PARTNERSHIPS
CREATIVE ARTS & WRITING BODY POSITIVITY

STUDENT COLLABORATIONS & PARTNERSHIPS

- Block O
- Student Alumni Council
- Ohio Staters
- Find Your Grind, Amazon Prime, & Tik Tok
- Muslim Student Association
- Nike
- Coca Cola
- Buckeye Nation Concert Student Openers
- Universal Film Studios
- College Republicans
- College Democrats
- Undergraduate Black Law Student Association
- OSU Votes
- Happiest Club on Earth
- Sport Management Association
- OSU Student Wellness Center: Body Project
- Music Industry Club
- Columbia Records (Sony Music U)
- 42nd African American Heritage Festival
- BSC Student Openers
- Comedy Open Mic Nights
- OSU Student Wellness Center: Condom Club
- Habitat for Humanity
- Sesquicentennial Scholars

COLLAB APP | INFO SESSIONS | CONVO WITH COLLAB

CAMPUS PARTNERS

- Alumni Association
 - College of Arts & Sciences
 - Billy Ireland Cartoon Library & Museum
 - Off Campus and Commuter Student Services
 - Office of Student Life
 - Student Life Marketing
 - Star House
 - Ohio Union
 - Sesquicentennial Office
 - Multicultural Center
 - OSU Residence Life
 - OSU D-Tix
 - President's Office
 - OSU Marching Band
 - OSU Dining Services
 - Public Safety
 - Office of Diversity and Inclusion
 - Greek Life
 - Sportsmanship Council
 - Facilities
-
-

IMPACT.

BY THE NUMBERS



5.8K+

INSTAGRAM FOLLOWER GROWTH

100K+

COMBINED EVENT IMPRESSIONS

 **savannah moore** @mo_savan... · 8/16/19
i can't even begin to describe how excited i am for this 🤪

 **ouab** @OUAB · 8/16/19
JUST RELEASED: Welcome Back Concert 2019 featuring Quinn XCII as headliner! e-Tickets available NOW at 1/BuckID here ➡ go.osu.edu/OUABTickets 👍




🗨️ ↺️ ❤️ 1 ↗️

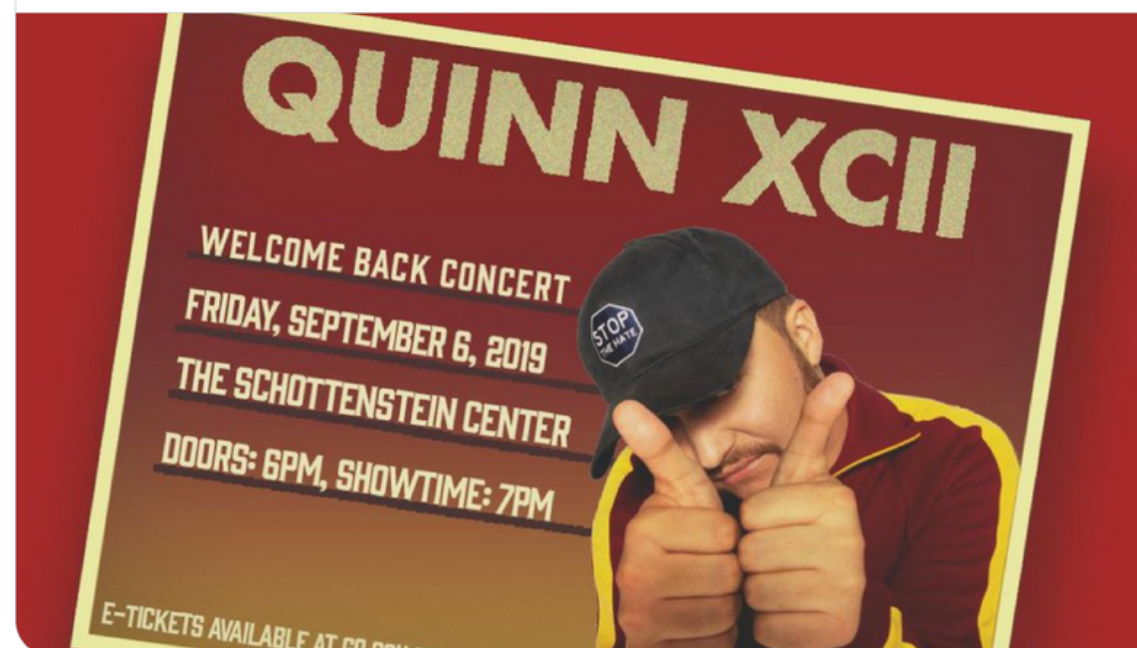
 **finley** @FinleyKocher · 8/16/19
Oh my god I am so excited

 **ouab** @OUAB · 8/16/19
JUST RELEASED: Welcome Back Concert 2019 featuring Quinn XCII as headliner! e-Tickets available NOW at 1/BuckID here ➡ go.osu.edu/OUABTickets 👍



 **Butz** @justbutztuff
So you're telling me, my favorite person in the entire f world is doing a free concert here? IM IN LOVE @QuinnXCII

 **ouab** @OUAB · 8/16/19
JUST RELEASED: Welcome Back Concert 2019 featuring Quinn XCII as headliner! e-Tickets available NOW at 1/BuckID here ➡ go.osu.edu/OUABTickets 👍




7:17 PM · 8/16/19 · [Twitter for iPhone](#)

1 Retweet 5 Likes

Tweet your reply

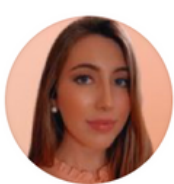
 **Alex Greenberg** @alexgreenberg3
TECCA AND PLAYBOI CARTI PERFORMING IN FRONT OF MY DORM. THIS JUST CANT BE TRUE.

 **ouab** @OUAB · 9/6/19
We're kicking off Homecoming with @fygufest! See @playboicarti, @liltecca, @lifewluhkel, @teyonahhh & more LIVE on the @TikTok Main Stage 9/27 on the South Oval! e-Tickets are FREE with valid student ID on Saturday 9/7. Sign up at fygufest.com ⚡ #FYGUfest



12:23 AM · 9/7/19 · [Twitter for iPhone](#)

Tweet your reply



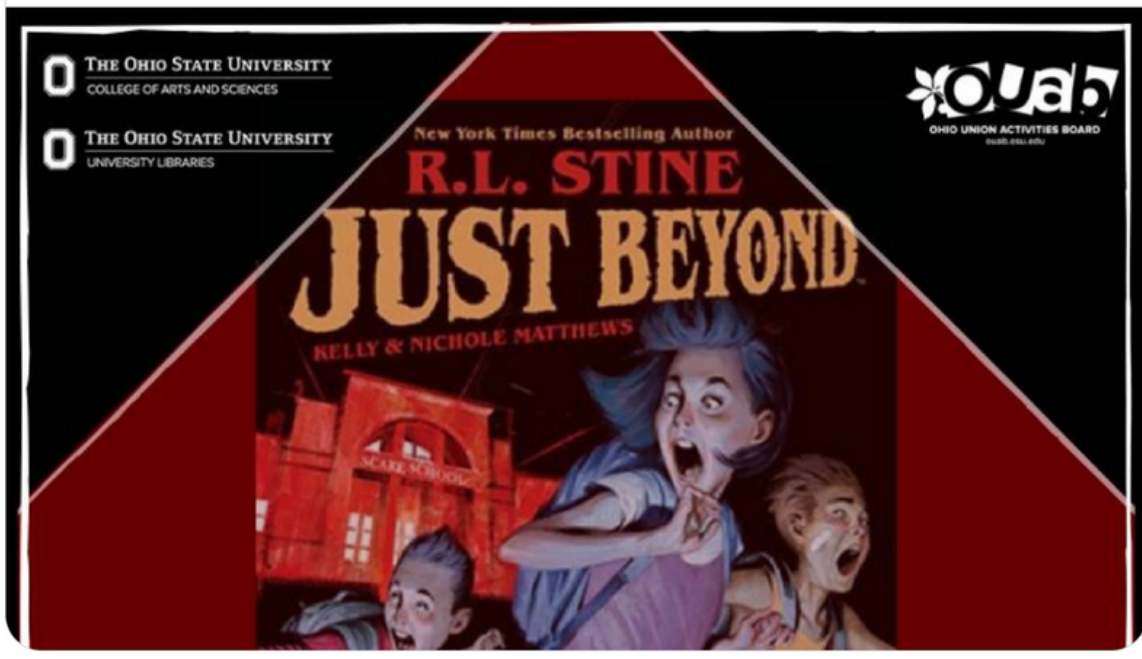
bianca
@bibidesi_

omg im so happy i brought my whole
goosebumps collection to college with
me



ouab @OUAB · 9/4/19

R.L. Stine is the author of Goosbumps and will be doing a Q&A plus a book signing Saturday, September 14 at 5pm in Sullivant Hall Room 220. Grab your e-Ticket via the link in our bio. Hope to see you there!



4:20 PM · 9/4/19 · Twitter for iPhone

5 Likes

Tweet your reply

Tweets

Tweets & replies

Media

Likes

WHAAAAAAT



1870 Magazine @1870mag · 10/29/19

Replying to @OUAB

you all are on fire lately i stan



1870 Magazine @1870mag · 10/28/19

holy s this is awesome



ouab @OUAB · 10/28/19

JUST RELEASED: Soccer phenom and social icon Megan Rapinoe will be speaking in the Archie Griffin Grand Ballroom on Sunday, November 17th at 7pm! Free tickets will be available this Friday, November 1st at 5pm! ⚽



Buckeye Standup @Buckey... · 10/24

Many of our members will be perform
standup at this show come for the first

You Retweeted



Student-Alumni Council
@OSUSAC

A HUGE thank you to everyone who contributed to the Homecoming Pep Rally! We loved celebrating this University with all of you! Another successful #HomecomingOSU in the books! 🎉🏈🌹 S/o to @OUAB, @OSUBlockO, @BuckeyeThon, @OhioStateAlumni, @OhioStateFB, @OSUPrezDrake, & more!



3:00 PM · 10/6/19 · TweetDeck

Tweet your reply



Buckeye Standup
@BuckeyeStandup

Many of our members will be performing standup at this show, some for the first time! Come get some free food and laughs



ouab @OUAB · 10/17/19

LOCATION CHANGE: Free food AND a free comedy show!? In one week on Thursday, October 24, you can have both! Come see Ohio State student comedians perform a great show at 7PM in the Donatos Basement*! No ticket needed.

*Location change from Kafe Keroac



Tweet your reply

Tweets

Tweets & replies

Media

Likes

You Retweeted



Michael V. Drake @OSUPr... · 12/5/19
A good breakfast is an essential ingredient for a successful day. Thank you, @OUAB, for helping our students prepare for final exams! – at The Ohio Union



You and Student Life at Ohio State



3

59



You Retweeted



Student Life at Ohio State · 11/24/19
We're wrapping up #BuckeyeNation Week with @OUAB and getting crafty heading into Beat ~~X~~ichigan Week 🎨



Tweets

Tweets & replies

Media

Likes



Ohio State @OhioState · 11/18/19
Replying to @StudentLifeOSU and @OUAB
Absolutely! Thank you @OUAB. 🙌



5



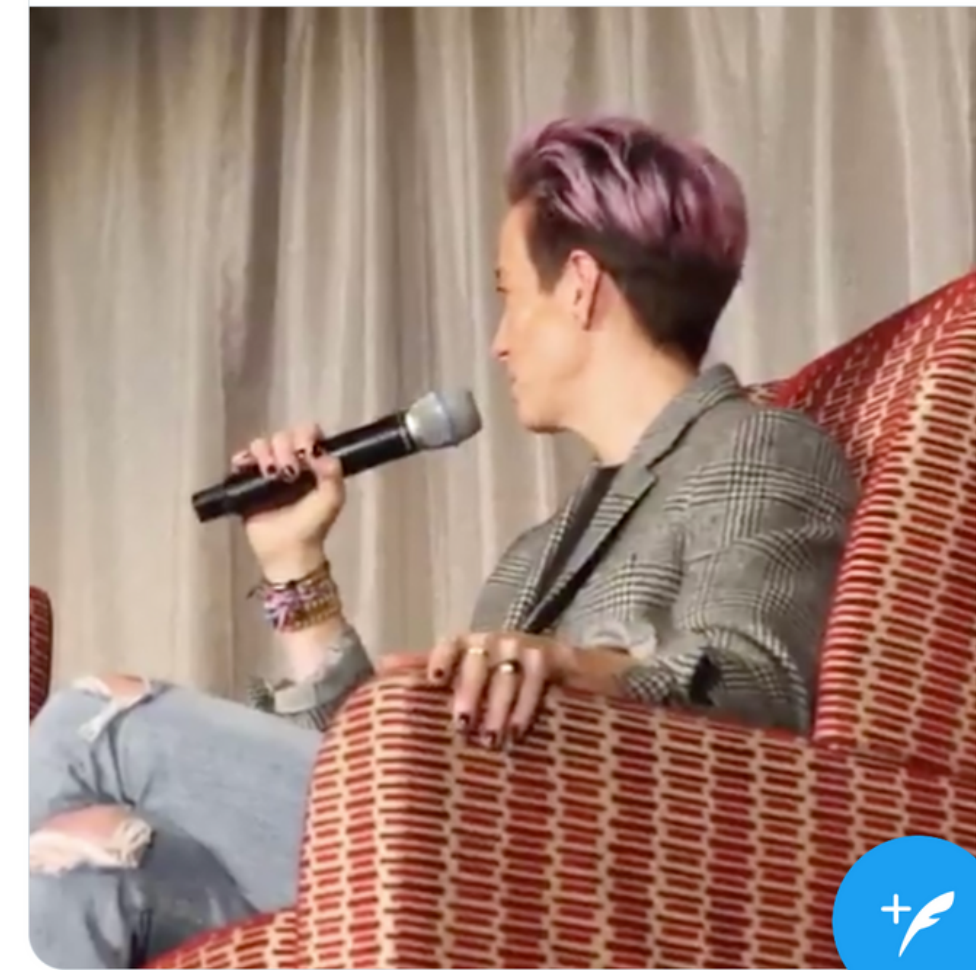
You Retweeted

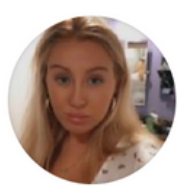


Student Life at Ohio State · 11/18/19
And thanks @OUAB for an awesome event!



Ohio State @OhioSt... · 11/18/19
Megan Rapinoe can school you at ⚽ and on breaking glass ceilings. Thanks for the great discussion yesterday, @mPinoe!





riss

@marissakanouse

my dream is finally coming true 🥰
[@DavidDobrik](#)



ouab

✓

@OUAB · 1/9/20



Show this thread

00:09:05



REC

OUABeyond the Vlog
with **DAVID DOBRIK**
Thursday, January 23 | 7 PM | Archie Griffin Grand Ballroom



1/23/20

00:09:05



REC

OUABeyond the Vlog
with **DAVID DOBRIK**
Ticketing Information

- Students are not guaranteed a seat at the event; the event is general admission and students are admitted on a first come first served basis
- Tickets are 1 per BuckID
- Tickets are available now via go.osu.edu/ouabtickets
- Due to anticipated volume, the site may be slower than expected
- In case of technical issues, please contact University Ticketing at (888) 771-1420
- For all other issues, please contact OUAB at (614) 292-3117

1/23/20

3:20 PM · 1/9/20 · [Twitter Web App](#)

1 Like



Tweet your reply

Tweets Tweets & replies Media Likes



Rebecca Kerr

@_beccakerr · 4/2/20

It was a great day for osu and sports! Had a great [#osusportsmedia](#) class and ended my day with the [@OUAB](#) zoom meeting with [@kevinlove](#)! [#gobucks](#) 🏀





 4





Sam Block


@theblockspot · 4/2/20


I was always a [@kevinlove](#) fan but now he may b my favorite player. Incredible night listening to [#KevinLove](#) discuss basketball and mental health with [@OUAB](#) and [@ScarletGraySLVP](#) 🙌🙌🙌 [#Cavs](#)





 7





Daryl Lorenz

@Mr_Buck3y3_32 · 4/2/20

Such a necessary conversation! Thankful to [@OUAB](#) for putting this together 🙏

 **ouab** ✓ @OUAB · 4/2/20

We are live! Tune in to hear about the experiences of [@kevinlove](#)

[Show this thread](#)





Thomas

@TomDomke14

I will accept this as a replacement for t-pain

 **ouab** ✓ @OUAB · 4/7/20

JUST RELEASED: OUAB's Comedy Committee presents: A Conversation with Eric Andre! Enjoy some laughs and ask Eric questions on Friday, 4/17 at 8PM EST. Register for our FREE zoom webinar using the link in our bio: go.osu.edu/OUABTickets. See you then, and let's ranch it up!! 🤪🤠



7:50 PM · 4/7/20 · [Twitter for iPhone](#)

3 Likes

Tweet your reply

PROJECTS & INITIATIVES

E-TICKETING

SPIRIT & TRADITIONS

**ONLINE UNION
ACTIVITIES BOARD**

E-TICKETING



Accessibility
Mission



Implementation



Challenges &
Takeaways

E-TICKETING

- Make OUAB tickets accessible for all Buckeyes
- University Tickets website
- August 2019 launch with WBC
- Website crashes and capacity issues led to partnerships and contingency strategies

17,196

unique student accounts created 2019-2020

125,464

go.osu.edu/OUABTicket URL uses



E-TICKETING



SPIRIT & TRADITIONS



Organization
Structure



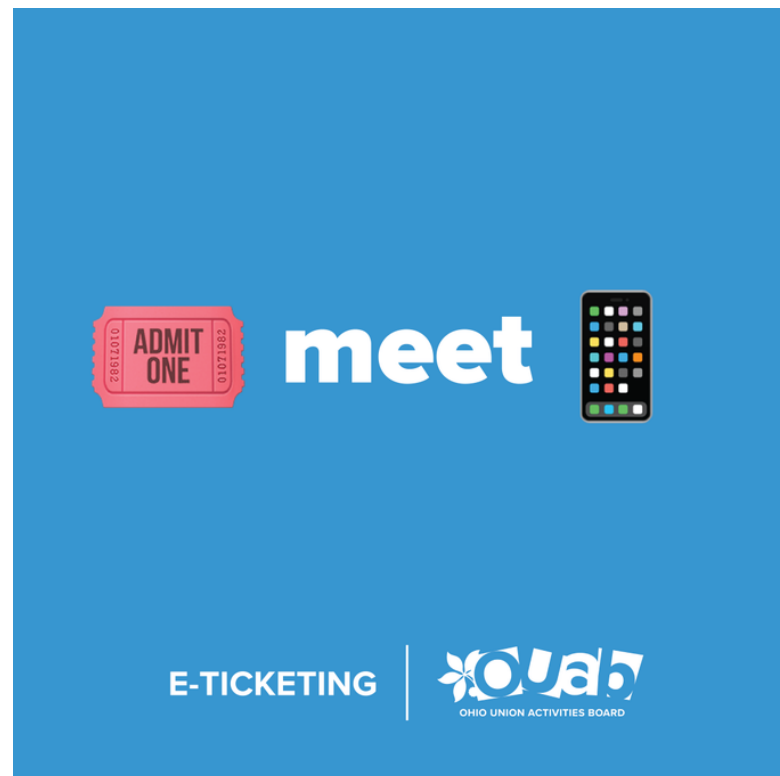
Event
Leadership



OUAB Event
Integration

S&T EVENT INTEGRATION STRATEGY

WELCOME WEEK 2019



HIGHLIGHTS

- Revamped Locator Booths - increased promo (1K hats), digital (E-Ticketing & OUAB follow), and print marketing
- OIA & Student Life support - 2K+ interactions
- Buckeye Kickoff Attendance at 4K+
- E-ticketing and OUAB event awareness
- New hammocks - SIF & BF

HOMECOMING 2019



HIGHLIGHTS

- Revamped Homecoming Kickoff - Buckeye Necklaces & Schedules
- Homecoming float build
- Increase in student org parade engagement by 30 to 90 total - record number
- U.S. Rep. Joyce Beatty participated
- Live feed and OUAB social media support
- FYGU Homecoming Concert

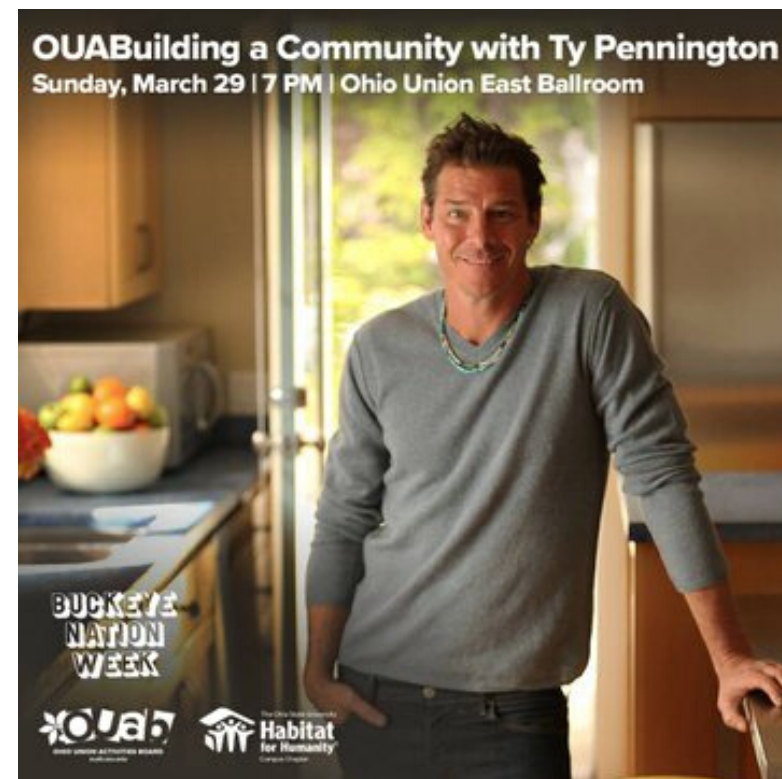
BUCKEYE NATION WEEK 2019



HIGHLIGHTS

- Engagement of 5.3K+ increased from 1K+ last year
- T-Shirt drive for Star House (last year 30+ hrs tabling and didn't push all shirts vs. 2K+ clothing articles donated this year)
- 300 shirts and 700 scarves handed out
- OUAB event support & BNC

PLANNED BUCKEYE NATION WEEK 2020



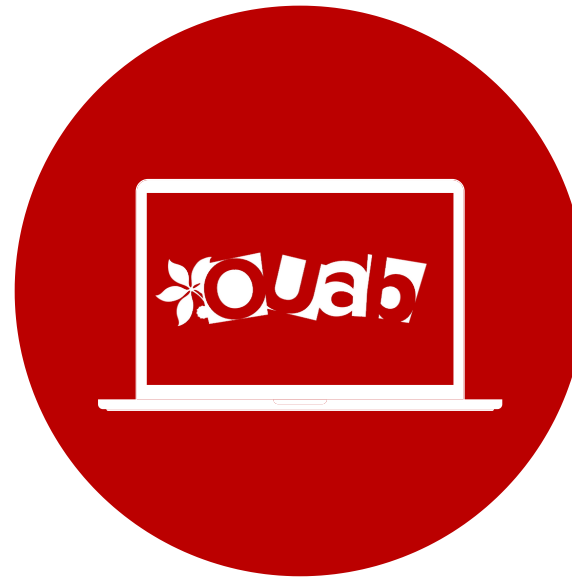
HIGHLIGHTS

- Planned week of events for March 26 - April 3
- Move to the Spring semester from rivalry week (BMW)
- Culminating in BSC
- 1K BNW shirts ordered and rescheduled can collection

ONLINE UNION ACTIVITIES BOARD



Online Meetings

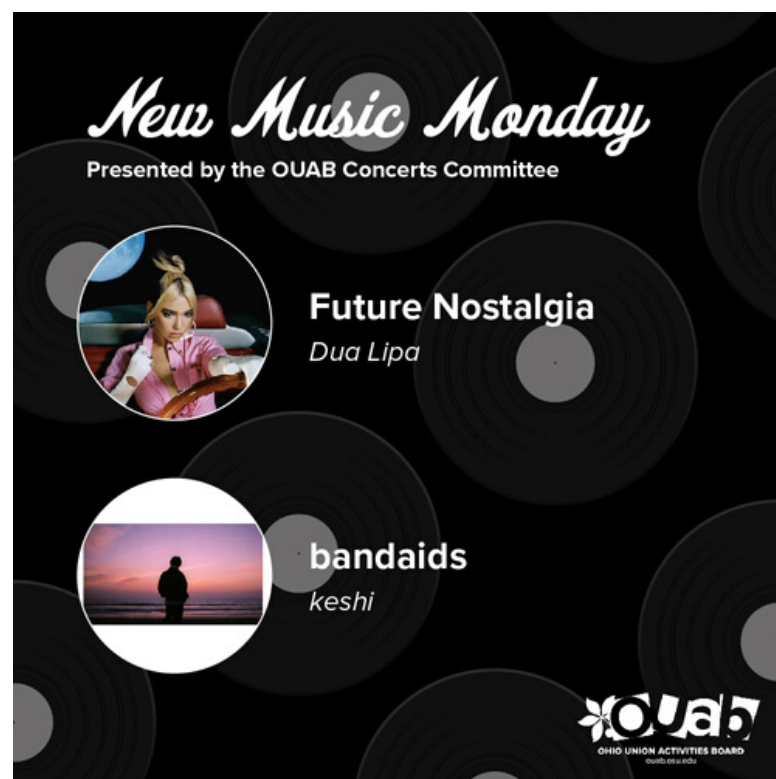
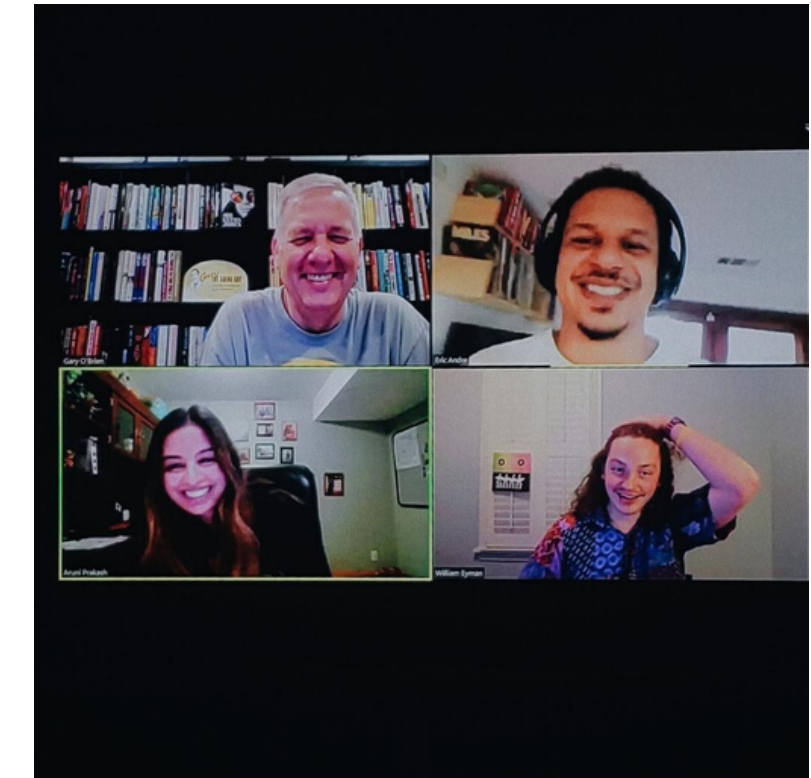
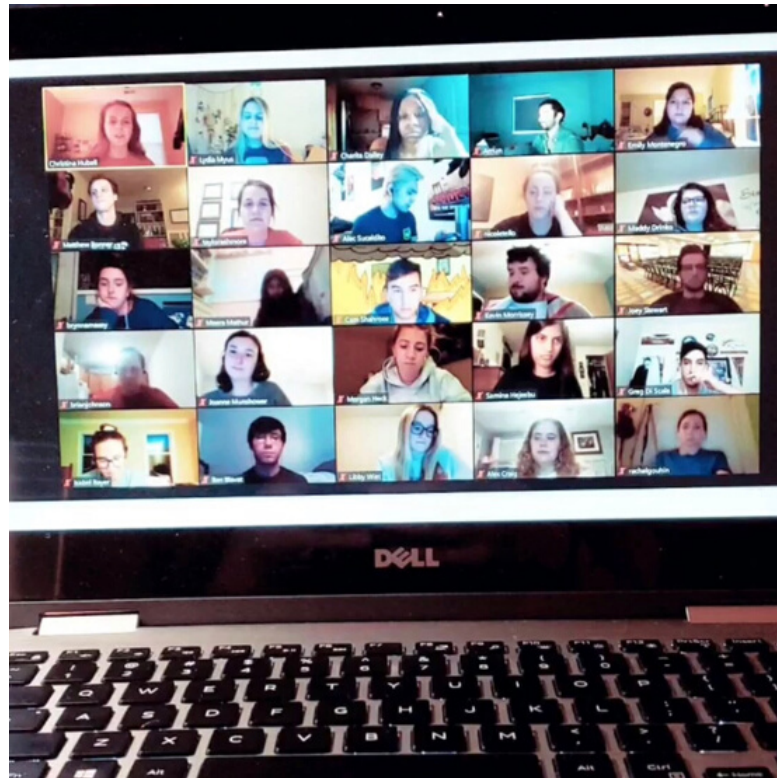


Virtual Events



Social Media
Engagement

ONLINE UNION ACTIVITIES BOARD



HIGHLIGHTS

- 3 virtual events + Grad/Prof
- Other events rescheduled
- Hosted 6 gen mem meetings virtually
- Commencement Week photo retrospective
- Social media interaction



2020 STUDENT LIFE LEADERSHIP AWARDS

Outstanding Overall Student Organization
Excellence in Overall Operations
Excellence in Community Engagement



QUESTIONS

MATTHEW BONNER, OUAB PRESIDENT
BONNER.155@OSU.EDU

