YEAR IN REVIEW

PRESENTATION BY MATTHEW BONNER
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
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**

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

*Not including Signature Events funding through the Student Activity Fee for Spirits & Traditions events, upon Student Activities approval every three years. Budgets were kept separate to strategically elevate weeks through Signature Events funds.*
• 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
SPORTS
NOSTALGIA
MENTAL HEALTH
MUSIC PRODUCTION
CREATIVE ARTS & WRITING

OHIO BASED
NEVER SEEN BEFORE
CONTENT CREATION
COLLABS & PARTNERSHIPS
BODY POSITIVITY
<table>
<thead>
<tr>
<th>STUDENT COLLABORATIONS &amp; PARTNERSHIPS</th>
</tr>
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<tbody>
<tr>
<td>- Block O</td>
</tr>
<tr>
<td>- Student Alumni Council</td>
</tr>
<tr>
<td>- Ohio Staters</td>
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<tr>
<td>- Find Your Grind, Amazon Prime, &amp; Tik Tok</td>
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<tr>
<td>- Muslim Student Association</td>
</tr>
<tr>
<td>- Nike</td>
</tr>
<tr>
<td>- Coca Cola</td>
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<tr>
<td>- Buckeye Nation Concert Student Openers</td>
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<tr>
<td>- Universal Film Studios</td>
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<tr>
<td>- College Republicans</td>
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<tr>
<td>- College Democrats</td>
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<tr>
<td>- Undergraduate Black Law Student Association</td>
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<tr>
<td>- OSU Votes</td>
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<tr>
<td>- Happiest Club on Earth</td>
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<tr>
<td>- Sport Management Association</td>
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<tr>
<td>- OSU Student Wellness Center: Body Project</td>
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<tr>
<td>- Music Industry Club</td>
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<tr>
<td>- Columbia Records (Sony Music U)</td>
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<tr>
<td>- 42nd African American Heritage Festival</td>
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<tr>
<td>- BSC Student Openers</td>
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<tr>
<td>- Comedy Open Mic Nights</td>
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<tr>
<td>- OSU Student Wellness Center: Condom Club</td>
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<tr>
<td>- Habitat for Humanity</td>
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<tr>
<td>- Sesquicentennial Scholars</td>
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</tbody>
</table>

**COLLAB APP | INFO SESSIONS | CONVO WITH COLLAB**
- 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_savannah  ·  8/16/19
i can’t even begin to describe how excited i am for this 😊

@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 world is doing a free concert here? IM IN LOVE @QuinnXCII

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

@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 🙌

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 🙌

7:17 PM · 8/16/19 · Twitter for iPhone
1 Retweet  5 Likes
omg im so happy i brought my whole goosebumps collection to college with me

R.L. Stine is the author of Goosebumps 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!

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

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

Donatos Basement
October 24 | 7 PM | Dinner Provided
Featuring Ohio State University Student Comedians

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

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!
my dream is finally coming true 😊
@DavidDobrik

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 🏀

Sam Block @theblockspot · 4/2/20
I was always a @kevinlove fan but now he may be my favorite player. Incredible night listening to KevinLove discuss basketball and mental health with @OUAB and @ScarletGraySLVP 👏👏👏 #Cavs

Daryl Lorenz @Mr_Buck3y3_32 · 4/2/20
Such a necessary conversation! Thankful to @OUAB for putting this together🙏

we @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!! 😊😊
E-TICKETING

Accessibility
Mission

Implementation

Challenges &
Takeaways
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
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