



IMPACT REPORT 2022



Oregon State University
Alumni Association

WHERE PIVOT BECOMES THE NORM.

There's really no "handbook" for alumni engagement anymore. Instead, we are constantly learning and transitioning to best meet the needs of our constituents – all 215,000+ Oregon State University alumni and thousands of friends.

What did that look like during 2022? Following an extensive alumni engagement review, we implemented performance and outcomes metrics for the Engagement Experience Team – resulting in positive experiences for our alumni base backed by accountability and hard data. To do this, we streamlined our engagement toolbox, which is shared in further detail in this impact report.

We're re-envisioning the standard of alumni engagement and positioning ourselves as leaders in the field as we continue to make strides toward our goal of **1 million points of engagement supporting Believe It: The Campaign for Oregon State University**. Thank you to everyone who has made this possible.

JOHN VALVA

Executive Director & Vice President, Alumni Engagement
OSU Alumni Association

SCALING OSU CONNECTIONS

Over 2,100 people have registered for OSU Connections. Additionally, more than 4,400 alumni and students have engaged in career network and development events. Increasing registrants in OSU Connections remains a top priority; a push to new grads and a group-based pilot are now underway.



“I’ve been able to engage with other alumni on OSU Connections by reaching out to them, asking them about their careers, their career paths, what they did to get to where they are right now so I can figure out what I would like to do for myself should I go down a similar path or not, and get a general idea of what’s in the future.”

— MAHIMA RAVEL, '21



OSUAA Board Chair Julie Lambert, '85, addresses volunteers at the campaign launch summit. “Having the opportunity to support scholarships, programs and Athletics at my alma mater – and being able to give current OSU students a well-rounded experience here – is what motivates me to remain engaged with this amazing place,” she says.

EACH TRANSITION we've intentionally taken has been made with our **pillars of engagement** at the forefront:

- Student and Educational Success
- Advocacy
- Diversity, Equity and Inclusion
- Giving and Revenue

As we navigated creating hybrid opportunities throughout the year with the country re-opening following the pandemic, we heightened our focus and streamlined our programming. Instead of the typical 130-300+ annual OSUAA events, we're now focusing on “elevated moments” that consist of less events and **more meaningful engagement**.

MAXIMIZE ELEVATED MOMENTS:

- Football (tailgates, Beaver spirit, networking)
- Parents and family moments (social events, council development)
- Fellows and awards (opportunities to honor our accomplished Beavers)
- Dam Proud Day (OSU's annual day of giving and connecting)
- Day of Service (one day, thousands of Beavers giving back to their communities)
- Commencement grad night and weekend (celebrating our newest grads)

PRIMARY SUB-BRANDS:

- OSU Connections (Beavers-only digital engagement platform)
- BEaver KIND (alumni sharing encouraging messages with students)
- Ask Alumni (alumni career panel series for students)
- Alumni Changemakers (event series highlighting trailblazing alumni)
- OSUAA Membership (members support OSU and enjoy benefits)



PARENT AND FAMILY ENGAGEMENT PROGRAM

The new Parent and Family Engagement Program has engaged more than 600 OSU parents and family members (121% of our baseline goal of 500).

ADDITIONAL 2022 HIGHLIGHTS:

- Exceeding overall engagement goals, with over 36,500 unique participants, 4,000 unique volunteers
- Sustaining re-opened OSUAA offices, the CH2M HILL Alumni Center and the Alumni Group Travel Program
- Transitioning the *Oregon Stater* editor position and adding two new DARs (Director of Alumni Relations – college-specific)
- Hosting a second successful OSU Football bowl tailgater for 800+ alumni and friends
- Blowing the Ducks out of the water in the Rivalry Week Membership Challenge

LOOKING TO THE FUTURE.

In October 2022, we launched Believe It: The Campaign for Oregon State University. In addition to an inspiring monetary goal of \$1.75 billion, we're excited to continue our momentum and improve upon our successes, **facilitating 1 million points of engagement** throughout the campaign.

The university has already **surpassed a half-million engagements** — such as mentoring, volunteering and advocacy — an important priority of the campaign that will strengthen OSU through community-building as well as fundraising.



“I am an OSUAA member because of the lifetime of opportunities for personal and professional development. It is being part of a community of like-minded individuals that strive to be better. To give back, to strengthen our ties and to continuously pursue growth. OSUAA is family, friends and relationships.”

— SEAN JAQUA, '14, LIFE MEMBER