



IMPACT REPORT

2020 – 2021



Oregon State University
Alumni Association



ENGAGEMENT MATTERS.

If a global pandemic taught us anything, it's that Oregon State University alumni, friends, students and faculty are a resilient community that supports each other – through challenging times and with innovation.

Engagement is the backbone of a successful university community. With meaningful engagement sprinkled throughout the university, its people and its programs, Oregon State is stronger and better positioned to tackle the world's most challenging issues.

Our engagement tracking model focusing on value has set a premise: Engagement directly supports donor identification and pipeline development and also delivers meaningful impact each and every time one engages.

Meaningful engagement leverages the affinity of event attendance, social media fans and *Oregon Stater* readers. It's taking that extra step to interact with others in an impactful way that advances OSU's missions and values. And that starts with the OSU Alumni Association.

The following information is a snapshot of the past year's successes and highlights that have positioned our organization to excel in our priority outcomes of Student and Educational Success; Advocacy; and Diversity and Inclusion.

All of us at the OSUAA are grateful for the collaborations with the OSU Foundation and OSU partners that made this year so successful, and to our volunteers, donors and attendees who inspire us every day. Go Beavs!

JOHN VALVA

Executive Director & Vice President, Alumni Engagement
OSU Alumni Association

Throughout the pandemic, the Beaver Lodge has helped alumni stay engaged with Oregon State and stay connected to one another through webcasts, inspiring videos, career connections, kids activities and more.

For OregonState.org/Lodge



‘PIVOT’ IS THE WORD OF THE YEAR.

Shifting in-person events to digital engagement provided a place of shared community to long-term alumni supporters and newly engaged graduates. During the pandemic, this sense of community has really mattered. The OSU Alumni Association, now with enhanced digital tools, is emboldened for ongoing hybrid activities in the coming year and beyond.

PROGRAMMING

- Transitioned 100+ in-person events to 191 digital-only activities
- Supported university partners in tracking our largest-ever year of 104,228 combined engagements
- Sent 225+ messages of encouragement from alumni to students

BUDGET

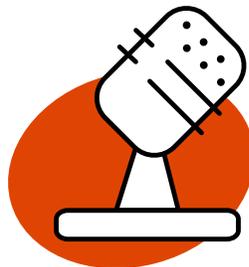
- Enhanced efficiencies delivered a <2% budget variance, despite COVID-related loss of 50% of self-generated revenue
- Secured 18% increase in investment portfolio
- Won the membership competition against University of Oregon, resulting in 1,096 additional OSUAA members and \$55,070 in revenue

DIGITAL INGENUITY

- Expanded Beaver Lodge newsletter and digital engagement social tools
- Launched OSU Connections, an online and app-based networking portal recruiting 924 registered users in the first three months
- Leveraged *Oregon Stater* printed circulation of over 195,000 households to drive digital involvement

VOLUNTEER EXPERIENCE

- Celebrated record-breaking year of 706 individual volunteers supporting OSUAA programming, and supported the efforts of 4,856 volunteers across the OSU community
- Succeeded in 100% OSUAA Board giving, including launch of new board scholarship endowment
- Premiered volunteer-inspired *What's Next?* podcast, a young alumni career series



WHAT'S NEXT?

An OSU Alumni Association Podcast



Alumni from around the world share words of encouragement and inspiration with OSU students through the **You've Got This – BEaver KIND** campaign.



"I know that without the resources and support from alumni career services, I would not be working in my current position that aligns perfectly with my career path."

Victoria Lynch, '14, Business Operations Specialist at Pacific Gas and Electric Company



*"There's a lot we can do to assist one another," says **Román Hernández, '92**, who helped launch the Vamos OSU Alumni Network. "We each have our individual histories with Oregon State, but I think we can meet with one another, develop relationships and collectively support Latino students at Oregon State and show them that there are opportunities beyond the educational experience."*



PILLARS OF ENGAGEMENT: PROMOTING MEANINGFUL OUTCOMES.

As the pioneers of engagement tracking, the OSU Alumni Association, along with the OSU Foundation, prides itself on being a conduit, partner and leader when it comes to creating meaningful engagement with our constituents and reporting the impact on our university, state, nation and world. Below is a snapshot of overarching university achievements supported by the goals and impacts created by the alumni association.

50% increase in Student and Educational Success

OSUAA GOAL: Alumni and friends will be directly accessible to 100% of OSU students for their career and professional development needs.

OSUAA IMPACT:

- 924 registered OSU Connections career network users
- 100 Career Ambassador volunteers (⬆️ 25% increase from FY20)
- OSUAA Board successfully launched a \$100,000 scholarship endowment for students with financial need

77% increase in Advocacy

OSUAA / THE BEAVER CAUCUS GOAL: Along with our advocacy partner, The Beaver Caucus, the alumni and friends network will train and mobilize a cadre of OSU advocates in every voting district in Oregon.

IMPACT:

- 390 individuals engaged (⬆️ 153% increase from FY20)
- 778 Beaver Caucus members (⬆️ 86% increase from FY20)
- 100% legislative offices contacted by Beaver Caucus advocates
- All six of OSU's state legislative priorities were funded (\$1.36 billion)



*“I wasn’t interested in doing politics at all until I joined the Presidential Student Legislative Advocates program at OSU,” says **Quincy Johnson, ’21**. “Once I got into that program and was able to go up to the State Capitol and advocate as a student, talk to legislators in person and share with them what students need to be able to do their work and give our voice to our students on campus; it was a very monumental experience. Since that experience, I’ve continued to advocate with The Beaver Caucus.”*



569% increase in Diversity, Equity and Inclusion outcomes

OSUAA GOAL: The alumni and friends network will ensure that programs and events are accessible to all alumni and campus communities regardless of background, identity or affiliation.

OSUAA IMPACT:

- 110 identity and affinity network volunteers (including leaders) engaged
- 307% increase in engagement of diverse communities through OSUAA identity networks
- Three new identity networks (⬆️ 60% increase from FY20), including:
 - » OSU Klatowa Eena Alumni Network (Native and Indigenous)
 - » Vamos OSU (Latinx, Chicanx)
 - » OSU Rainbow Connect (LGBTQIA+)

LOOKING TO THE FUTURE.

In the coming year, we are excited to continue this momentum and improve upon our successes in Student and Educational Success; Advocacy; and Diversity, Equity and Inclusion by engaging: **4.8K – 6K volunteers** and **35K – 45K participants**.

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**Term ended June 30, 2021*
***Term began July 1, 2021*

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