



APRIL 2009

The Nutshell is the official e-newsletter for Ohio State alumni club and society officers and board members. We encourage you to share any of the information with your membership via your own newsletters or Web sites.

This issue features a new section, the **Leadership Toolkit**, with information about tactics and best practices to make your alumni group even stronger. For April, the focus is **how clubs and societies can connect with Ohio State students**. If there are topics you would like to see be addressed, please forward them to lowe@ohiostatealumni.org or little@ohiostatealumni.org.

DATES & DEADLINES

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| Apr. 25 | Showdown in the 'Shoe: OSU Lacrosse vs. Notre Dame www.ohiostatebuckeyes.com/ViewArticle.dbml?DB_OEM_ID=17300&ATCLID=3646136&KEY=&DB_OEM_ID=17300 |
| Apr. 30 | Football home game ticket invoice due to Athletics |
| May 1-10 | May Week www.mayweek.osu.edu |
| May 2 | Alumni Society Presidents Roundtable 9:30-11:30 a.m. Longaberger Alumni House |
| May 5 | Women in Entrepreneurship www.ohiostatealumni.org/osuaa_events/womenentrepreneurship2009.php |
| May 7 | GENWEX presents: Bare Walls: An Intro to Art Collecting www.ohiostatealumni.org/osuaa_events/barewalls.php |
| May 15 | Member Appreciation Days with OSU baseball |
| May 28 | Women and Money www.ohiostatealumni.org/osuaa_events/womenmoney0509.php |
| Aug. 1 | ALC Awards applications due |
| Oct. 30 | Alumni Leaders Conference at the Fawcett Center |

LEADERSHIP TOOLKIT: Connecting with students

Ohio State students are doing great things (check out what a few of them did on last spring break: www.osu.edu/features/2009/springbreak), and your group can help make their college experience even more positive and memorable. Here are some ways to help turn great students into engaged alumni who may just get involved with your group after graduation.

Have a student serve on your board

One of the best ways to connect with students is by having a current student serve on your board. They should attend regular board meetings, when possible. Alumni Clubs can have the student participate via a conference call, or he or she can submit reports to the board throughout the school year and attend your summer meeting. Alumni Societies should seek a student who is not already over-committed with extracurricular student activities. Be clear about your expectations for the student's involvement. For example, you might require that the student:

- Spread the word to other students about your group's sponsored events

- Contribute ideas for possible alumni/student programs to the board
- Help the older generation understand new methods of communication (e.g. Facebook, LinkedIn, Twitter, and Evite)
- Serve on a committee

Societies—make your senior events super

If you are hosting any kind of reception for graduating seniors prior to commencement in June, here are some helpful hints:

- Be sure to inform the Society Office of the date of your event—we would like to send someone from our office to welcome the new graduates to the Association.
- Collect new contact information from the graduates to update the Association database.
- Encourage students to sign up for lifetime e-mail forwarding (www.osu.edu/email) and join your Facebook page.
- Have your president present each student with his/her complimentary year of membership into your society.
- Distribute some sort of trinket or information sheet that has your Web site, e-mail, and contact information so they can keep in touch.
- Make the event fun and provide a good memory of their first official alumni event.

Successful ideas for student/alumni activities

Here are some more ideas that clubs and societies have used to connect with students, with contact info for groups who have had success with these programs.

For Clubs:

- Senior send-offs
- Posting of internships/summer jobs on your Web site (Detroit Club: James Rucker, jimrucker@comcast.net)
- Sending of care packages during finals
- Career networking (Austin Club: Leslie Reid, osu.austintx@yahoo.com; and Washington D.C. Club: Kim Badenhop, alumni@osudc.org)
- Mentorship program
- Scholarship program (New Mexico Club hosts lunch/dinner with recipients when visiting Columbus: Don Leach, drdonleach@msn.com)

For Societies:

- For all alumni events, allow alumni to sponsor a student(s) to attend
- Group outings to non-revenue sporting events at Ohio State (Civil Engineering: Dave Straub, destraub@usgs.gov)
- Pizza party
- Diversity film festival (Social Work: Vicki Fitts, yfitts@columbus.rr.com)
- Mentorship program
- Career advancement
 - Workshops on resume-writing, interviewing, and how to dress for success
 - Speed networking event (Humanities: Annie Gordon, gordon.421@osu.edu)
 - Career panels
- Welcome back to school reception
- Scholarship program
- Graduating senior reception (Food, Agriculture and Environmental Sci.: Ray Miller, miller.64@osu.edu)

Don't forget OSUAA Web resources

Speaker request form www.ohiostatealumni.org/clubsandsocieties/speakers.php

Alumni Leaders Handbook www.ohiostatealumni.org/clubsandsocieties/handbookmain.php

Kudos www.ohiostatealumni.org/buckeye_partner/kudos

Best practices www.ohiostatealumni.org/buckeye_partner/bestpractices

OSUAA ANNOUNCEMENTS

Activate your Alumni Association online account

The 2009 football ticket lottery is right around the corner, and you can get ready for the registration period by activating your Alumni Association online account. Your account will list the Account Number and Password you'll need to register for the lottery when the registration period begins on May 1. It is also where you'll go to find out your lottery result in July. The 2009 football ticket lottery registration period is May 1 at 8 a.m. EDT until May 29 at 5 p.m. EDT.

For more information on activating your Alumni Association online account, visit our Web site at www.ohiostatealumni.org/football/activate_account.php

Scholarship thanks

Thank you to the club scholarship leaders who did a marvelous job of getting their rankings in to OSUAA on time. Using the new forms and adhering to the deadline has made the awards process go smoothly. As you know, re-awarding will be taking place as we learn which students decide to attend other universities. Your patience during this phase of the awards season is greatly appreciated.

Alumni Tour to the Swiss Alps and Italian Lakes now booking

Sep 27-Oct 5, 2009

starting from Zurich

\$2,895 + air

Nature's majesty is on display in the Swiss Alps and Italian Lakes. Enjoy this idyllic journey from the heart of the Swiss Alps through ethereal mountain passes to the tranquil shores of Italy's lovely Lake Como. Along the way you'll revel in forested landscapes, fairy-tale Alpine architecture, and the enduring cultures of two neighboring nations. For more information on this amazing trip, visit www.ohiostatealumni.org/tours/2009tours/italianlakes.php or call the Tour Office at (614) 292-2372 or (800) 852-8687.

ACADEMIC NEWS

Ohio State trustees approve switch to semesters

Ohio State will soon join the ranks of Ohio's other 12 four-year universities when it switches to a semester-based academic year in autumn 2012. The university's Board of Trustees voted unanimously to adopt a resolution approving the conversion from an academic quarter system, in place since 1922, to a semester calendar. "Ohio State is acting partially in response to the University System of Ohio's Strategic Plan for Higher Education, 2008-2017, which calls for a common academic calendar across all state universities," said Ohio State Provost Joseph A. Alutto. "But the move to semesters has been seriously considered for some time." www.osu.edu/news/newsitem2373

Trustees authorize purchase of Holiday Inn Property

On April 3, the Ohio State Board of Trustees authorized purchase of the Holiday Inn, 328 W. Lane Ave., and renovations of the facility to convert it into a university residence hall. Cost of the 11-story, 243-room hotel is \$19 million, and the Office of Student Life plans to renovate the building and convert it into a residence hall for 458 students. The purchase and renovations will be financed through university bond sales, and the debt service will be paid primarily through student housing fees. www.osu.edu/news/newsitem2375

Gee works to transform nation's energy system and create jobs

Ohio State president E. Gordon Gee will help guide a national initiative that unleashes public universities to help increase energy independence and spur economic growth. The National Association of State Universities and Land-Grant Colleges (NASULGC) launched the effort, which brings together 15 universities from across the country in recognition of the unique role America's public research universities can play in achieving energy independence. The Energy Initiative Advisory Committee will be co-chaired by President Gee and Elsa A. Murano, president of Texas A&M University. www.osu.edu/news/newsitem2357

RESEARCH NEWS

Racial biases fade away toward members of one's own group

White people don't show hints of unconscious bias against blacks who belong to the same group as they do, a new

study suggests. But this lack of bias only applied to black people in their group, according to the findings. Most white people in the study still showed evidence of some unconscious bias towards blacks who were in an opposing group, or who were unaffiliated with either group. <http://researchnews.osu.edu/archive/racebias.htm>

Study helps identify college drinkers who might continue excessive drinking as adults

College students who are problem drinkers, using alcohol to cope with personal problems and boost self-confidence, are more likely to continue excessive drinking into adulthood, a recent study suggests. The Ohio State survey results suggest that adults who are still high-risk drinkers by age 34 may have inadvertently used alcohol to blunt the social and cognitive development that typically occurs during college, including the ability to handle alcohol.

<http://researchnews.osu.edu/archive/adultdrink.htm>

Researchers find better way to manufacture fast computer chips

Engineers at Ohio State are developing a technique for mass producing computer chips made from the same material found in pencils. Experts believe that grapheme—the sheet-like form of carbon found in graphite pencils—holds the key to smaller, faster electronics. It might also deliver quantum mechanical effects that could enable new kinds of electronics. <http://researchnews.osu.edu/archive/graphstamp.htm>

ATHLETIC NEWS

Athletics department lands \$110 million marketing rights deal

Ohio State Athletics has awarded its marketing and media rights to IMG College for a guaranteed \$110 million over 10 years, making it the richest annual rights fee ever given to a university. The \$11 million the Buckeyes will earn annually outpaces the \$10 million IMG pays the University of Florida and the \$9.4 million it pays the University of Texas. Learfield Sports and ISP Sports jointly pay the University of Alabama about \$9.4 million a year.

www.bizjournals.com/columbus/stories/2009/03/30/daily4.html

Female Buckeye baseball legend recalls her playing days

She collected a hit off the legendary Satchel Paige. She's traveled to Japan with Joe DiMaggio and dined with Penny Marshall. Ohio State calls her one of the finest and most versatile athletes to ever play for the Buckeyes. At \$800 a season, she was the highest-paid rookie to ever come through the All-American Girls Professional Baseball League, memorialized in the 1992 film "A League of Their Own." Last week, Alice "Lefty" Hohlmayer took some time while visiting her niece in Gardnerville, Nevada, to sit down with some of her niece's childhood baseball teammates.

http://www.usatoday.com/news/nation/states/nevada/2009-04-02-1033864834_x.htm?SPSID=87726&SPID=10402&DB_OEM_ID=17300

Men's golf coach Jim Brown to retire after 36 years with the Buckeyes

The 2008-09 season is the 36th and final season in which head coach Jim Brown will guide the Ohio State men's golf team. Over his impressive tenure, Brown has established the Ohio State golf program as one of the finest and most respected in the nation. He will conclude his coaching career as the longest serving head coach in Ohio State history and the longest serving men's golf coach in Big Ten history.

www.ohiostatebuckeyes.com/ViewArticle.dbml?SPSID=87774&SPID=10414&DB_OEM_ID=17300&atclid=1057788

USEFUL LINKS:

The Ohio State University Alumni Association www.ohiostatealumni.org

Join the Alumni Association www.ohiostatealumni.org/membershipservices

Alumni Leaders' Handbook www.ohiostatealumni.org/clubsandsocieties/handbookmain.php

Club and Society Kudos www.ohiostatealumni.org/buckeye_partner/kudos/index.php

Marketplace: club and society scholarship fundraiser www.ohiostatealumni.org/marketplace/clubs.php

Student-Alumni Council <http://sac.ohiostatealumni.org>

The Ohio State University www.osu.edu

The Ohio State University Department of Athletics www.ohiostatebuckeyes.com

The Lantern www.thelantern.com

Big Ten Conference www.bigten.org

Do Something Great www.osu.edu/dosomethinggreat

OSU MP3 and image downloads www.osu.edu/download

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