

Student Organization Advisor Roundtable: Member Engagement

February 18, 2021

activities.osu.edu | csls@osu.edu



THE OHIO STATE UNIVERSITY

OFFICE OF STUDENT LIFE



Today's Norms

Part-updates and part-roundtable – your participation is welcome and encouraged

Audio or Chat are equally valid ways of engaging

You may choose to keep your Video on or off

Happy to connect and consult about topics specific to your org after this session



Today's Agenda

Three Quick Questions

The Latest Updates

Member Engagement

At Meetings and Other Activities

Open Discussion and Questions

Resources and Upcoming Programs



Three Quick Questions

What does “member engagement” mean to you?

- Full attendance at regular meetings
- Members who are happy and like each other
- Members who are learning and contributing to the org
- Something else (please post in the Chat)



Three Quick Questions

Who are the members you want to engage most?

- Leadership team
- General membership body
- Newest members
- All of the above



Three Quick Questions

How is member engagement in your organization currently?

- Great – engagement is strong
- Pretty Good – we have a core group who are engaged
- Uneven – we lose connection with members over the course of the year
- Not Great – we have work to do, we need assistance



The Latest Updates

safeandhealthy.osu.edu and
activities.osu.edu/involvement/student_organizations/covid19_information/

As of February 12, student organizations may host in-person events, gatherings, and tabling activities of 10 or fewer people

Permission applies on- and off-campus

On-campus reservations: risk mitigation plan, advisor approval, no food

University funds cannot be used on travel through at least 6/30/21



Success Framework



Student Organization
SUCCESS FRAMEWORK

Member Development

Leadership Capacity and Confidence | Social Perspective Taking | Wellness

Organization Operations

Purpose and Goals | Membership Recruitment and Retention
Budgeting and Financial Management | Fundraising and Philanthropy | Programming
Leadership Transitions | Self-Governance | Operational Efficiency | Collaboration
Responsiveness and Innovation | Diversity and Inclusion | Risk Reduction
Advisor Partnerships

Community Engagement

Connection to Student Organizations | Affinity with the University
Commitment to Social Change



What Does An Engaged Member Look Like?

Engaged Members...

- Regularly **attend** meetings and activities
- Have positive, healthy **relationships** with other members
- Have a shared sense of organization identity, **belonging**
- Participate, **invest** their time and talent
- What else?



Member Engagement At Meetings

Icebreakers/ teambuilders at every meeting, yes, seriously

Use technologies appropriately

Small groups to deepen relationships OR broaden networks

Closing reminders of the next opportunity to connect



Member Engagement Activities

Member-to-member matching (big/ little, mentoring, etc.)

Spotlight members on social media/ communications channels

Social events

- Virtual watch party
- Take-and-make meals or crafts
- Game night
- Trivia



Open Conversation and Questions

What are you doing that is successful?

What is challenging?

What questions do you have?

What resources do you need?



Resources and Upcoming Programs



Advisor Roundtables

- Third Thursdays at Noon
 - 1/21 – Recruitment and Retention
 - 2/18 – Member Engagement
 - 3/18 – Leadership Transitions
 - 4/15 – Organization Sustainability
- <http://go.osu.edu/StudentOrgProgramming>



Resources and Upcoming Programs

Member Development Grant

- Up to \$500 for something meaningful to your members
- Rolling application in spring semester
- go.osu.edu/MemberDevelopmentGrant

Coaching Meetings

- Peer-led, individualized, variety of available topics
- Book appointments directly online
- go.osu.edu/sosco



Resources and Upcoming Programs

Student Org Essentials

- Mondays at 5:30 p.m.: 2/1, 2/22, 3/15, and 4/5
- Partnership with Digital Flagship
- go.osu.edu/SOE

LEAD Series

- Various dates and times: January-March
- go.osu.edu/LEADseries



Resources and Upcoming Programs

Spring Registration Window

- February 1-April 15
- activities.osu.edu/involvement/student_organizations/registration

Programming Funds Application Deadline

- April 15 for programs June 1-August 15
- activities.osu.edu/involvement/student_organizations/funding



Contact Your Student Org Team

Weekly Office Hours (virtual)

Mondays at 10:30 a.m. – Noon

Thursdays at 1 – 2:30 p.m.

activities.osu.edu/involvement/student_organizations/

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