Digital Strategy

-Draft-
Three Points

• Why do we need a digital strategy?
• How will a digital strategy improve communications, engagement, fundraising?
• What can I do to participate or contribute?
Elements of a Draft Digital Strategy

1. **Deliver digital services that absorb complexities of Ohio State**
2. **Improve priority user-centered services focusing on mobile use**
3. **Decouple data and end-user experience**
4. **Create compelling services that exceed user expectations**
5. **Measure performance, user satisfaction to improve services**
6. **Establish a digital advisory group**
Why does Ohio State need a digital strategy?
Most companies approach the Web at a tactical level, making decisions on the fly in response to the latest new technology or business demand.

- Paul Boag, Smashing Mag
How will a digital strategy improve communications, engagement, fundraising?
Most of us spend too much time on what is urgent and not enough time on what is important.

- Stephen R. Covey
What can I do to participate or contribute?
The past doesn’t buy the future. The future has to be built.

- John Paton, CEO, Digital First Media
Elements of a Draft Digital Strategy

1. **Deliver digital services that absorb complexities of Ohio State**

   How is Ohio State complex? Where can we simplify?
Manage My Information

Manage your personal information here. You may indicate which contact item you would like to be your primary by clicking on the “primary” button. If you edit current information, please remember to click on the “update” link. Internet Explorer users: For best results, turn off “compatibility view” in your browser.

To have announcements printed in Alumni news in Ohio State Alumni Magazine, send an email to alumni@osu.edu with the following information:

For Employment changes: New position/title, company name and address, and phone number

For Retirement: Position retired from, month/day/year of retirement, and former company name and address

For Marriage/Union: Spouse/partner name, his or her Ohio State degrees/years (if applicable), and date of marriage/union

For Family addition: Boy or girl, month/day/year of birth and/or adoption, and full name of child

Educational Involvement

With what organizations were you involved at Ohio State?

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<tr>
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<td>Morrill Tower</td>
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<tr>
<td>OSU Student Employment</td>
<td>LB-Library</td>
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Add Now
Athletics

FOOTBALL TICKETS
Life and Sustaining Members of the Alumni Association have the opportunity to apply for the annual football ticket lottery. Sustaining Members must make their tax-deductible gift of $75 or more to the Ohio State Fund(s) of their choice by Dec. 31 to be eligible for the following year's lottery. This benefit is not available to basic members of the Alumni Association.

More information about the football ticket lottery.

GENERAL ATHLETIC TICKETS
Please support all of the 35 varsity sports at Ohio State—tickets to most of the "Olympic" sports are FREE!

Full Athletics Schedule
1-800-GO-BUCKS or (614) 292-2824
E-mail: athletic.tix@osu.edu
www.ohiostatebuckeyes.com

GOLF COURSE
Members of the Alumni Association have two ways to play the university’s golf courses: as members of the Ohio State Golf Club, or as daily green fee players. Golf members may reserve tee times at any time, and do not pay greens fees. Daily greens fee players may play as walk-ons (based on availability): they may also reserve a tee time one day in advance, Monday through Friday. To learn more about greens fees, tee times, and golf club membership, contact the Ohio State golf course at (614) 688-4492 (7603), or visit their Web site at www.ohiostategolfclub.com.

Only active members (those who completed 15 or more hours of course work at Ohio State) are eligible for golf course privileges. This benefit isn't available to associate members.

COLUMBUS BLUE JACKETS
Members of the Alumni Association receive discounts of 13% to 30% off Columbus Blue Jackets ticket prices (subject to availability). Contact Andy Hare at (614) 246-5603 or awah@bluejackets.com and identify yourself as a member of the Alumni Association.
A healthy new year

A new year presents a new opportunity to improve your health and wellness, and Ohio State is on the front edge of creating a healthier world.

Researchers at the university are tackling the topic of better health from a number of angles. Whether it is working on relationships, improving your exercise regimen or untethering from your mobile devices, Ohio State researchers are discovering ways you can live better. And Ohio State's chief wellness officer Bem Melnyk is sharing many ways you can improve your physical and mental health.

The university also is endorsing healthier lifestyles by making the campus tobacco free beginning January 1, 2014. Learn more about tobacco-free Ohio State and what it means to you.
Elements of a Draft Digital Strategy

2. Improve priority user-centered services focusing on mobile use

Key words: User-centered & Mobile
Mobile changes everything. It's driving a very profound change--we see it in our personal lives, too, and it's changed everything we do. Example: Most people don't buy a bubble level to hang a picture straight. Now they buy a level app.

- Jeff Haden, Amazon Best Seller, Business and Investment Ghost Writer
Navigating OSU in the physical world

(Our physical locations house their own information)
Navigating OSU in the digital (web) world

(Our digital efforts mirror our physical landscape, needlessly in some instances.)
What if we’d deliver content to user rather than user to content?

Digital content doesn’t always need to follow the constraints of the physical world.
Bringing content to the User:
It’s already happening today in “OSU Mobile” app
OSU Mobile delivers content to the user from a variety of disparate sources

Content

Aggregation

Delivery

Prepared by Jim Muir (muir.29@osu.edu)
Elements of a Draft Digital Strategy

3. Decouple data and end-user experience

We are often starting from zero in our constituent relationships, and users don’t see us through our reporting lines.
WHAT DOES OHIO STATE MEAN TO OUR COMMUNITY?

CIRCLE OF FRIENDS:
PAUL E. BATES

“Some say they would not have been able to make it without the scholarship,” says Paul. “The Ohio State University is well worth the investment.”

O.A.R. ACCEPTS OHIO STATE’S OHIO SCHOLARSHIP CHALLENGE

Members of the band O.A.R. credit their alma mater, Ohio State, for their success.

OHIO SCHOLARSHIP CHALLENGE

Coach Urban Meyer and Coach Thad Matta are recruiting you—Ohio State fans around the world—to help raise $100 million for the University’s scholarship fund.

NEWS

A world-class leader for a university on the rise

But for Ohio State Campaign more than halfway to its $2.5 billion fundraising goal

O.A.R. accepts the Ohio Scholarship Challenge at Ohio State

JEGS Foundation donates $10 million to new cancer hospital at Ohio State

Ohio State graduates
Elements of a Draft Digital Strategy

4. Create compelling services that exceed user expectations

Put yourself in the user’s shoes. You are your user.

- Stephanie Hay, UX Consultant
2 Kool 2 Be 4-Gotten.
June bug vs. hurricane.
<table>
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<tr>
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<td>171 (DO)</td>
<td>Dodd Hall</td>
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</table>
Derby Hall

154 N Oval Mall
Columbus, OH 43210

Departments In Building

- Geography
- International Studies
- Political Science
- School of Communication
Elements of a Draft Digital Strategy

5. Measure performance, user satisfaction to improve services

Web traffic, repurposed content, social traction, mobile usage – while treating users as individuals.
Extensive research into behaviors, motivators, and financial drivers of alumni and friends of Ohio State led to the identification of five friend segments and five alumni segments. Three segments, respectively, were identified as priority segments based on propensity for giving and engagement.

The priority segments are:

**ALUMNI**

- **ENTHUSIASTS**
- **LIFE-LEARNERS**
- **CONNECTORS**

**FRIENDS**

- **TARGETED GIVERS**
- **RESEARCH GIVERS**
- **SUPER FUNDERS**

Greater engagement with these priority segments is critical to the success of Ohio State. Research supports the Advancement hypothesis that engagement and giving are positively related, and indicates that as alumni or friends participate in an increased number of activities at the University, they become more likely to be prolific donors. The stakeholder research also identifies specific activities in which alumni and friends would like to engage, including student mentoring, online education, and professional speakers series.
Building a user-centered digital experience

Our digital strategy will give us the opportunity to match the right message to the right person.

Magazines, direct mail  In person, professional expertise
Email, social networks  Event planning input
College communicator  Lecture attendance
OSU Mobile  Webinar, online learning
Athletics  Social network contributor

With the knowledge of our constituents’ preferences and capabilities, we can focus our outreach efforts to strengthen Ohio State brand messaging and provide more relevant engagement opportunities.
Instead of a one-size-fits-all approach, we can tailor our messages to fit alumni preferences for how they wish to receive them, and focus on relevant engagement opportunities for their capabilities.
Elements of a Draft Digital Strategy

6. Establish a digital advisory group

Provide transparency, cross college/unit ownership, create one-university vision
Enthusiasm is the most important thing in life.
Digital Strategic Direction

Provide user-centered digital experiences that engage Ohio State constituents and support Ohio State brand messaging.

Definition

*User-centered* means that our communication tools and messages are centered around how our constituents need or want to experience Ohio State. It could include such tactics as coordinating communications across various media, having a single sign-in for all Ohio State interactions, and setting communication preferences in one place, for example.
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Where are we in the process?

Consensus building
Leadership buy-in
Leadership transitions
Discovering projects to move us forward