

OHIO UNION EVENTS

Ohio Union Council Roster (X = present (X) = alternate)

First	Last	Role	Status	9/21	11/16	2/15	4/18
		CGS	Voting				
		CGS	Voting				
Vikas	Munjal	IPC	Voting				
Sahana	Prabhu	IPC	Voting				
Zoe	Matsuzaki	USG	Voting				
Sean	Sullivan	USG (Vice Chair)	Voting				
Rashabh	Mehta	USG	Voting				
		USG	Voting				
		GTA	Voting				
		Stu. Emp.	Voting				
Jason	Homan	USAC	Voting				
Morag	Boyd	Faculty	Voting				
Nate	Craig	Faculty	Voting				
Clara	Davison	Alumni	Voting				
Ahmad	Hassan	At-Large	Voting				
Eric	Schutter	At-Large	Voting				
Carlisle	Salapare	At-Large (Chair)	Voting				
		At-Large	Voting				
Krystal	Vielman	OUAB Advisor	Ex-Officio				
Kishan	Patel	OUAB President	Ex-Officio				
Peter	Carrera	CSA Chair	Ex-Officio				
Jeff	Pelletier	Union Director	Ex-Officio				
Matt	Couch	Associate Dean	Ex-Officio				
		Catering Director	Ex-Officio				
Brittany	Crall	Business Manager	Ex-Officio				
		Secretary	Ex-Officio				

- 1) Meeting held via email updates from key areas, due to demonstration activity support on 4/18.
- 2) Ohio Union Activities Board Update – Kishan Patel, President
  - a) 2023-2024 By the Numbers
    - i) Event Attendees: About 56,000 excluding summer events coming up!
    - ii) # of events: Just under 300
    - iii) Sold out events: 5
    - iv) membership statistics: 108 members
    - v) Collaborations: 28

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- vi) Locations outside the union: Mershon Auditorium, Newport Music Hall, COSI, Schottenstein Center, Columbus Museum of Art, Residence Hall, Longaberger Alumni House and Outdoor Green Spaces
- b) Major Organizational Changes
  - i) Restructuring Marketing - This year we newly added the marketing committee to the organizational structure. This new committee has worked alongside the co-marketing directors to enhance the promotion of events organized by the six programming committees. The marketing committee aims to amplify the visibility and impact of OUAB events across the Ohio State University campus. This committee plays a pivotal role in engaging students through innovative marketing initiatives.
  - ii) Student Employees for Grad/Prof - Grad/Prof programming consists of about 200 events a year, including our summer programs. These employees help work these events and help us market additional ways to get involved in our graduate and professional programming.
- c) Collaborations - OUAB executed about four events total through our collaboration application.
  - i) Indian Student Association: Hasan Minhaj
  - ii) Society of Sisters: Rhythm and Flow R&B Silent Disco
  - iii) Arouse and Subculture: Battle of the Bands with
  - iv) ENCompass and Youth for Stem Equality: Bill Nye the Science Guy
  - v) The other 24 collaborations were partnerships for our events such as Flicks For Free, Buckeye Con, Night at the Museum, and OUABuckeyes Take with Stephen A. Smith.
- d) Programming Highlights - During the academic year, OUAB can host between 3-7 events a week. We've highlighted some programming from each of our programming entities to provide insight on the kinds of events we typically put together.
  - i) Comedy
    - (1) Post Sunday Scaries Open Mic
    - (2) An Evening with Marcello Hernandez & Molly Kearney
    - (3) Hasan Minhaj in collaboration with Indian Student Association: A stand up comedy performance from the Homecoming King himself. This was also the first event we've hosted in Mershon Auditorium post-COVID.

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- (4) Monet X Change
- (5) April Fools Open Mic Night
- ii) Concerts
  - (1) Rhythm and Flow: R&B Silent Disco in collaboration with Society of Sisters
  - (2) A Night with Ne-Yo at the Schottenstein Center: This event was in collaboration with Graduate and Professional student programming.
  - (3) Live Band Karaoke
  - (4) Rico Nasty at Newport Music Hall
  - (5) Battle of the Bands in collaboration with Subculture and Arouse
  - (6) Big Spring Concert: The Driver Era, Bryce Vine, and BabyJake This event was the first concert OUAB has hosted at the Mershon Auditorium. Due to the success of this show, we are considering this as a future venue option for other shows as well.
- iii) Lectures
  - (1) OUABuckeyes Take with Stephen A. Smith.
  - (2) OUABroken Hearts Poetry Showcase
  - (3) A Day at COSI: This is a collaboration with our Family Programming within Graduate and Professional Student Programming, as well as an event included in the Parent and Family Weekend Programming. We had about 1,000 attendees explore COSI.
  - (4) Bill Nye in collaboration with ENCompass & Youth for Stem Equality
- iv) Special Events
  - (1) Homecoming Fall Festival: Initially held during the Homecoming Parade, we hosted this year's homecoming festival as the kick-off event for Homecoming week
  - (2) Lego Craft Night
  - (3) BuckeyeCon: This was a collaborative event with the Visual and Fine Arts committee where OUAB did an Ohio Union take over. This event consisted of a cosplay competition, an interactive musical game with a live band, VR and arcade games, and ended the evening with a party for students.
  - (4) Wonka Chocolate Craft Night
  - (5) Dinner and a Show

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- (6) Game Show
- (7) Grad Cap Craft Night
- v) Spirit and Traditions
  - (1) Welcome Week Programming including Buckeye Kickoff
  - (2) Homecoming Parade
  - (3) Rivalry Week: Our Autumn iteration of Buckeye Nation Week has transitioned to Rivalry Week. During this week, we partnered with other campus entities, including eSports, who actively have rivalry based activities having that week with The Team Up North.
  - (4) Commencement Week including tours around campus and Candlelight Ceremonies
  - (5) Buckeye Nation Week T Shirt Exchange
  - (6) Once Upon A Ball: This marks the third year we have hosted Once Upon a Ball and this year's theme was Masquerade. Students were able to attend a pre-event where they could decorate their masks for the ball ahead of time.
  - (7) Welcome Back Week activities including Winter Wonderland
- vi) Visual and Fine Arts
  - (1) Movie on the Oval: Mamma Mia
  - (2) BuckeyeCon Speaker Series
  - (3) Movie on the Oval: The Parent Trap
  - (4) Night at the Museum: This is our third iteration of this event post-Covid and we have been able to expand to most of the museum. This year, we were able to have student artists display their art in the pavilion while performers and vendors were dispersed throughout the museum to engage with students in multiple areas.
  - (5) Weekly Flicks for Free with regular collaborations
- vii) Graduate and Professional Programming - As we've mentioned, about 200 events through the year are Graduate and Professional Student Programming. This mostly consists of the following reoccurring programs: Technical Tuesday, Wellness Wednesday (in collaboration with Student Wellness Center), GTA Teaching Toolit (in collaboration with Drake Institute), Quiz Night, Cupcakes and Canvases, OUABeFit and OUAB in the Kitchen. These events occur on either a weekly, biweekly, or monthly basis, and some of the more social activities, like Quiz Night and Cupcakes and Canvases, occur during the summer as

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well. In addition, we've also done some signature programming for our students as well:\

- (1) Welcome Picnic
- (2) Graduate and Professional Student Involvement and Resource Fair
- (3) Valentine's Day Sneaker Ball
- (4) Etiquette Dinner
- (5) We've also taken steps to elevate our existing programming as well as create opportunities to celebrate our students further. For example, we hosted an elevated Wellness Wednesdays where we brought in guest speakers to speak on a wellness related topic. In February, we brought Lauren and Cameron Hamilton from season 1 of Love Is Blind. They spoke about how to navigate healthy relationships without being able to physically being with someone as we've seen this has been an issue student have struggled with since COVID.
- (6) Additionally, we've worked on creating programming specifically for Graduate and Professional Student Appreciation Week which takes place the first week of April. Programs included Dinner and a Variety Show with performances by singer/pianist, comedian, and a magician, as well as our "Relaxation Station" which had massage chairs, crafts, and a Build A Bear-esque experience where students could stuff their own animals. This is programming we plan on continuing in the future due to the overwhelmingly positive response we got from students.

- 3) Ohio Union and Student Activities Updates – Jeff Pelletier, Director
  - a) Student Organizations – revisiting particulars of the Coca-Cola in-kind donation program to ensure broad and positive impact on students
  - b) Student Governments – successful officer transition, collaboration on Time for Change week
  - c) Campus Events – see above in OUAB
  - d) Notable Recent Events
  - e) Upcoming Events – pre-commencement-palooza
  - f) Facility Projects
    - i) Completed restoration work on West Plaza
    - ii) preparing for floor work in early spring (post-commencement)

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- iii) roof replacement (June/July)
- iv) camera replacement/updates (May – October)
- g) General Updates – managing ongoing demonstration activity, expect to see more of this in the fall
- h) Month Metrics

March 2024	March 2023	Historical Avg	
54.47%	51.21%	53.22%	Student Organizations
44.06%	43.76%	41.46%	University Departments
1.46%	5.02%	5.38%	External Users
2054	2269	1665	Total Bookings
381	410	320/197	Unique Student Orgs (pre/post pandemic)
8364	7394	8766/5229	daily traffic average (pre/post pandemic)

- 4) Brittany Crall, Business Manager
- 5) New Business (Office and Locker Tenant Leases) – approved via email (no changes)
- 6) 2023-2024 Ohio Union Council Meetings (5-6pm, Ohio Staters Traditions Room)
  - a) September 28
  - b) November 16
  - c) February 15
  - d) April 18

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