

# **Buckeye Room: Ohio State's Alumni Insights Community**

## **The Ohio State University**

### **Office of Advancement**

#### General Questions and Answers

##### **1) What is the purpose of the Buckeye Room?**

The Ohio State University is a special place – a large, multifaceted institution with countless elements that together make up our One University. Having many dynamic moving parts requires coordination to move in the same direction, which is one of the reasons why Ohio State launched the Buckeye Room, an online research platform that will allow the University to solicit real-time insights from our alumni.

The Buckeye Room engages alumni who want to provide input on issues and topics that are currently important to The Ohio State University. The ideas, experiences and input shared in the Buckeye Room help shape Ohio State for the future.

##### **2) What does the university expect to learn from members of the Buckeye Room?**

The Buckeye Room helps Ohio State tap into our far-reaching network of alumni to ask questions, learn from them and inform the university's thinking on items such as:

- Alumni initiatives and events
- Attitudes and opinions about the university
- Alumni interactions with the university
- Branding initiatives in design
- Philanthropic priorities

Most importantly, the Buckeye Room enables the university to learn through the experiences of our alumni and the real-life application of what they learned at Ohio State.

##### **3) Who is expected to be part of the Buckeye Room?**

The Buckeye Room gives alumni – wherever they are and whenever they want – the space to share opinions and expertise that will help inform university decisions.

Alumni who opt-in to the Buckeye Room will be given the opportunity to participate in ongoing/periodic surveys related to Ohio State.

##### **4) How do I join the Buckeye Room?**

To join, visit [www.buckeyeroom.osu.edu](http://www.buckeyeroom.osu.edu). A short survey (approximately 8 to 10 minutes) will help to ensure that participating Ohio State alumni have a meaningful experience with the Buckeye Room and that they will be engaged in topics that matter most to them.

##### **5) How will you protect my privacy if I join the Buckeye Room?**

We take your privacy very seriously. Your survey responses will be aggregated with all other survey responses and used by the university to evaluate the subject matter of the survey. Your personal information will not be provided with survey responses, which will generally be communicated using averages, generalizations, trends, and summaries. You are welcome to review our [privacy policy](#).

**6) How will Ohio State utilize the survey information gained from the Buckeye Room members?**

The Buckeye Room will provide the university with an on-hand resource to answer questions, offer feedback, generate ideas and provide co-creation in real time. With a group of people at the ready, the university will be able to tap into a feedback loop to check new ideas from initial concept to implementation.

At the same time, participating alumni will find value in a collaborative research approach as well as the potential for more dialogue with the university and with other members of the Buckeye Room through discussion boards.

**7) Why are you asking me demographical questions such as race, ethnicity and sexual orientation?**

Ohio State alumni and their families hail from all over the world and are diverse in many ways. The purpose of our demographical questions is to be inclusive of our entire alumni community and bring forth topics that are most pertinent to you and your family. The information you share with us is held in strict confidence.

**8) Will incentives or rewards be offered to encourage participation in the Buckeye Room?**

Yes! We are grateful for your time and input, and we look forward to saying “thank you” by sharing the progress that you make possible. Additionally, each time members complete a survey they are entered into our quarterly drawing for gifts packaged for them right here on campus.

**9) How will Ohio State communicate to members of the Buckeye Room what is being done with the information gathered?**

Members of the Buckeye Room will receive news and updates on important changes based on the input Ohio State receives from the community. Additionally, comprehensive eNewsletters will be distributed quarterly.

**10) I am not an Ohio State alumnus, but I am a huge Buckeye fan. Can I join the Buckeye Room?**

Thank you for your interest. The Buckeye Room is currently only open to Ohio State alumni.

**11) What's the benefit of the Buckeye Room to members?**

Members will have the opportunity to weigh in about ideas at the university, preview coming attractions, and inform changes and improvements to help shape exceptional Buckeye experiences. Members will receive news and updates about the input received from the Buckeye Room and how it is used, enabling them to see firsthand how their participation leads to real results.

**12) How much time is the Buckeye Room going to take if I join?**

The initial online survey takes 8 to 10 minutes to complete prior to enrollment. Buckeye Room members will receive follow-up surveys once or twice a month, which will generally take five minutes or less to complete.

**13) Am I committing for a specific length of time – one year, two years?**

Members of the Buckeye Room are free to discontinue participation at any time.

**14) What prompted the creation of the Buckeye Room?**

The Ohio State University is a special place – a large, multifaceted institution with countless elements that together make up our One University. The Buckeye Room allows the university to solicit real-time insights from

opt-in alumni. These insights will inform university decision-makers – at a scale that is unique in higher education – while creating a vibrant environment of shared experiences across a broad range of topics.

**15) Will I be able to see who else is part of the Buckeye Room?**

No. Participating members' information is confidential.

**16) I only know about issues related to the School of [xxxx]. Will I be expected to know about other issues affecting the university?**

No, and you are always free to choose whether or not to participate in any survey and free to discontinue participation at any time.

**17) As a member of the Buckeye Room, how often will I hear from Ohio State?**

The Buckeye Room members will receive follow-up surveys once or twice a month and a quarterly newsletter with news and information on Ohio State and the Buckeye Room.

**18) Is this about finding new ways to ask for donations to the university?**

No. Members will not be solicited through the Buckeye Room to donate to the university.

**19) Who do I contact at Ohio State regarding the Buckeye Room?**

Please contact Molly Schmied, Director of the Buckeye Room, at [schmied.2@osu.edu](mailto:schmied.2@osu.edu) or (614) 292-3836