

The [Mission] of Ohio University

Ohio University is a national, public, comprehensive university that emphasizes a high-quality, learning-centered educational experience by combining undergraduate, graduate, and professional programs in a residential setting on its Athens campus, providing broad access and outreach through its regional campuses, and conducting high quality research across many disciplines. This combination fosters a diverse academic community that serves the economic and cultural needs of the region and benefits the state, nation and world by generating new knowledge and educating future citizens and leaders.

The [Vision] of Ohio University

Ohio University will be a nationally prominent university known for its unique ability to engage both undergraduate and graduate students in distinctive and interdisciplinary research activities that best serve the educational, societal, and economic needs of the region, state, nation and world. The university will be a learning-centered, globally aware community with an extensive network of supportive partnerships and a diverse community of students, faculty, and staff.

Ohio University's [Strategic] Directions

As presented by Dr. Roderick McDavis, 20th President of Ohio University

1. Become a nationally prominent research university;
2. Increase diversity of students, faculty, administrators and staff;
3. Strengthen and expand the base of financial support; and
4. Increase partnerships in Athens, the state of Ohio and nationally.

The [Advancement] of Ohio University

The advancement of Ohio University depends, in large part, on the professional work done by the departments of the Alumni Association, Communications and Marketing, and Development.

The Ohio University Alumni Association has been an integral part of life at Ohio University since 1859. Today, with more than 175,000 alumni around the world, the Association continues to provide strong leadership for the institution and its many constituents. Our mission is a simple one: to connect, inform and serve the University's diverse alumni through strong leadership, dynamic programs and effective communication.

The Council for Advancement and Support of Education (CASE), an international association of education advancement officers, defines professional work that "advances" an educational organization or causes as follows:

Institutional advancement is that which strengthens education at all levels by enhancing its image, keeping alumni involved, raising money, recruiting students, and encouraging close relationships with local, state, and federal governments. What unites the men and women in the field of institutional advancement is a common commitment to education. Advancement professionals are first and foremost educators and represent their institutions in the areas of Alumni Relations, Communications and Development.

Ohio University's [Division] of Advancement:

1. The Ohio University Alumni Association

The Alumni Association builds and strengthens relationships with students and former students, faculty, staff and friends through strong leadership, dynamic programs, and effective communication in support of Ohio University's Mission and Vision. Therefore, the Association's programs are mission-driven and designed with specific outcomes in mind.

Along with the Office of Communications and Marketing, we keep alumni informed about Ohio University and the Ohio University Alumni Association. We assist in connecting alumni with each other by providing opportunities such as Homecoming, reunions, and chapter/society events. In addition, the Association provides continuing education programs such as the Alumni Leaders Conference, while continually developing the Alumni Travel Program and Advocacy initiatives using alumni.

2. Development

Fundraising at Ohio University is executed through the Office of University Development. The department's efforts encompass a sophisticated and comprehensive program of annual giving, special campaigns, major gifts, and planned giving. While alumni annual giving remains the cornerstone of our development efforts, major gifts continue to provide the University with the largest resources of financial support. Other sources of University funding include: corporations, foundations, trustees, faculty and staff, parents, and current students.

3. University Communications and Marketing

University Communications and Marketing contains two units, Media Services and Publications. Together, these two entities deliver information, materials, presentations and ongoing design consistency for high-profile Ohio University communications strategies. The goal of University Communications and Marketing is to promote consistency of message, both in print and in graphic applications, and to explore innovative means of serving not only a variety of campus clients, but the central administration as well.

Media Services: This office is responsible for the distribution of news to a variety of key Ohio University audiences, including the media, faculty and staff, alumni and the general public. This is accomplished through press releases, media relations and key periodicals which include: the alumni magazine, Ohio Today, the faculty and staff newspaper, Outlook, and the parents' newsletter- On Campus. The office also includes a Media Productions unit, which helps the university communicate effectively via electronic media. This includes not only video production and consultation to both campus clients and the central administration, but also the development, maintenance and execution of the institution's presence on the World Wide Web. Media Productions also is involved in special project development, including production of the OHIO Sports Network, documentaries, and support for special events.

Publications: The Office of Publications assists campus clients and the central administration with the development, design, editing and composition of key communication pieces designed to carry the Ohio University message to important university constituencies. A full-service approach is taken, guiding clients through the publications process and emphasizing individual print solutions to meet particular communications objectives.

Ohio University [Bobcat] Facts

1. Which University's program served as the model for the Honors Tutorial College? *Oxford University in England*
2. Which West Green residence hall is rumored to be haunted? *Wilson Hall*
3. Name Ohio University's five regional campuses. *Eastern (in St. Clairsville), Lancaster, Zanesville, Southern (in Ironton), and Chillicothe*
4. In which conference do Ohio University athletic teams compete? *Mid-American Conference*
5. Which Ohio University college enrolls the most students? *The College of Arts and Sciences*
6. Which fraternity and sorority were the first on campus? *Beta Theta Pi and Pi Beta Phi*
7. Daniel Keyes, an Ohio University professor of creative writing during the 1970's, wrote what famous high school English standard? *Flowers for Algernon*
8. After which Ohio University president is the library named? *Vernon Alden*
9. Who was known as "Mr. Greek?" *George Lasher Starr, founder of Greek Week at Ohio University*
10. How many hits does the Ohio University Web site's front door receive daily? *21,000 a day*
11. What Bobcat coach led the football team through the 1960s? *Bob Hess*
12. What is the scientific name for the bobcat species? *Lynx rufus*
13. Name the weekends during the academic year when students' family members visit. *Siblings, Dads, Moms, Parents and First-Year Parents weekends*
14. What 1960s athletics team was named after a sea animal? *The Dolphin Club (synchronized swimming)*
15. In what campus organization would you learn to funk? *The Marching 110*
16. What was the name of the live bobcat that Dick Widdis, BBA '63, brought to events in the '80s? *Bobbie. The bobcat was retired to the Columbus Zoo in the late '80s and died in October, 1980.*
17. After what Greek goddess is the yearbook named? *Athena*
18. How many alumni chapter networks are there in Ohio? *16*