OSCAlums
Oberlin Student Cooperative Association Alumni Association

Strategic Plan
June 25, 2020

OSCAlums outlines the following priority goals and action plans for its foundational two years of 2020-2021 and 2021-2022.

Note: These goals have been drafted to be flexible in regard to the relevant uncertainties of the COVID-19 pandemic; future conditions and subsequent planning will determine appropriate platforms to best achieve our goals (i.e., whether an event will take place on campus or virtually, whether meetings will manifest in-person or virtually, etc.).

Priority Goals for Years 1 and 2:

1) **Formation and Outreach of OSCAlums OC Alumni Affiliate Chartered Group**
   a) **Formally launch OSCAlums via coordinated engagement with Danielle Vath and members of the ALC**
      i) *Year 1 (July, August): Conduct analysis of OC Alumni database, add OSCAlum material on OC Affiliate Group website, create Alumni survey to solicit and target alumni participation*
      ii) *Year 2: Review efficacy of YR 1, expand opportunities or focus*
   b) **Initiate Membership Outreach and Fundraising Campaign**
      i) *Year 1 (August): Generate email or letter campaign directed to OSCA Alumni to solicit OSCAlum membership, with targeted requests for participation and financial contributions. Send 2 appeals: early Fall and early Spring*
      ii) *Year 2 (August, Spring): Continued expansion of membership with FY2 Fundraising goals*
   c) **Convene OSCAlums inaugural annual meeting**
      i) *Year 1 (August/September): Nominate committee chairs and launch programmatic work, design communication plan and schedule (newsletters, video posts, outreach), set schedule for future meetings of all committees (Steering & Programmatic)*
      ii) *Year 2: Rotate committee membership, welcome new members, launch YR 2 goals*
   d) **Plan OSCAlums event at OC Commencement and Reunion**
      i) *Year 1: Sponsor event for graduating OSCA members and reunion gathering for returning OSCA alumni; Enlist new members in OSCAlums*
      ii) *Year 2: Sponsor event for graduating OSCA members, collaboratively assist with OSCA Picnic, convene reunion gathering for returning OSCA alumni, enlist new members in OSCAlums*
   e) **Hold OSCAlums regional gatherings**
      i) *Year 1: Host Zoom meet-ups for OSCA alumni*
      ii) *Year 2: Launch in-person gatherings focused around activities, discussions and/or events*

2) Enhance the long-term sustainability of OSCA by providing support and continuity for OSCA leadership and organizational infrastructure

    a) Develop, in concert with current and recent OSCA student staff, an OSCA mentorship program to provide support, guidance, and institutional memory for OSCA leadership and membership.

        i) Year 1: Work collaboratively with current and recent OSCA student staff to identify and actualize methods for mentorship for future years; Solidify plans by Mid/End-of-Year-1 to begin implementation and ensure smooth leadership transitions for Year 2

        ii) Year 2: Implement mentorship processes as identified during Year 1; At mid- and end-of-year assess effectiveness and continue revising processes for subsequent years.

    b) Assist current OSCA leadership to improve infrastructural issues as identified by recent and current leadership

        i) Year 1 (Proposed to date by current OSCA student staff: re-design OSCA website, new membership software/ processing systems/application process, review payment processing, increased collaboration with offices of Residential Education and Admissions to promote OSCA). These infrastructural improvements may be accomplished in the form of Winter Term projects or fellowships with OSCAlums offering financial and advisory support; Propose infrastructural improvements to be realized in Year 2.

        ii) Year 2 (These goals have yet to be identified but might include expanded OSCA social media presence, facilitated coordination with the Admissions Office, etc.)

            (a) c. Expand OSCA's networks of support among cooperative organizations and peer associations to enhance operational and infrastructural knowledge.

        iii) Strengthen existing relationships with other known cooperatives (North American Students of Cooperation, Berkeley Student Cooperative, Inter-Cooperative Council at Ann Arbor) to share resources and successful models for best practices and operational systems; Strengthen existing relationships with Oberlin co-ops (Bike, Book, Film, Pottery, Recycled Products, Kosher Halal, etc.) and with Oberlin alumni to share resources and support

            (1) Year 1: Increase communications, engage in discussions about shared ideals, possibly identify shared initiatives to undertake together

            (2) Year 2: promote continued growth together, especially through any initiatives identified during Year 1

        iv) Cultivate new relationships with other cooperatives and alumni cooperative organizations.

            (1) Year 1: Fall/Winter - Research and identify organizations to contact, initiate contact; Winter/Spring - Initiate or continue contact, determine desired relationships and communications-plans for moving forward

            (2) Year 2: Maintain new relationships as determined during Year 1; continue to grow network as suitable

3) **Enhance the long-term sustainability of OSCA by providing support and continuity for OSCA programmatic initiatives**
   a) **Offer opportunities for Winter Term projects and research fellowships for current Oberlin students to work on projects that align with OSCAlums' Purposes as outlined in Charter.**
      i) *Year 1: (Ideas proposed to date by alumni and current OSCA student staff: Inclusion and diversity within OSCA, especially through Third World co-op; History of Oberlin co-ops; History of Cooperative movements generally; Impacts of OSCA locally, environmentally) These could be achieved in the form of Winter Term projects as early as possible depending on student interest and schedules and in the form of fellowships once we have appropriate structures and funding in place (to be established by the mid- or end-of-year-1).*
      ii) *Year 2: Provide opportunities as established in Year 1 planning.*

   b) **Organize and facilitate events, such as discussions, panels, and workshops, which focus on different topics of critical importance to the sustainability of OSCA, Oberlin, and the world. (See examples below timeline.)**
      i) *Year 1: (Ideas proposed to date by alumni and current OSCA student staff: Inclusion and diversity within OSCA, OSCA Careers/Skills Workshops, and others, see below) Goal of 1-3 events per term, depending on desired topics and student schedules; Collect feedback, especially suggestions/desires for future events*
      ii) *Year 2: Provide 2-4 events per term, continue to collect feedback; determine numbers for subsequent years based on feedback from first few terms*
      iii) *Examples include:*
         (1) **Panel(s) & Discussion(s) on Diversity & Inclusion in OSCA, and in other Cooperatives,** featuring panelists and/or guest-speakers from appropriate groups (e.g. Black Owned cooperatives, social justice organizations, alumni working in Diversity and Inclusion offices/positions)
         (2) **Conference on intersections of social justice initiatives and cooperatives**, inviting papers and presentations from current students and alumni on topics such as: financial accessibility provided through cooperatives, the social justice aspects of foundational cooperative values & principles, histories of cooperatives which have fought for social justice; Feature a key-note speaker/panel of TWC founders/alumni to uplift the history and contributions of TWC and its members to OSCA, Oberlin, and beyond
         (3) **Workshops or panels on OSCA Careers/Skills** for alumni to advise current students on topics such as: career possibilities based on OSCA skills; how to recognize transferable skills gained through OSCA, and how to talk and write about these skills on resumes, applications, in interviews, etc.
         (4) **Networking and social opportunities to connect students with alumni** for purposes of personal and professional advancement (making regional connections and friendships; networking for job and internship possibilities; artistic and cultural collaborations)

Enhance the long-term sustainability of OSCA by providing support and continuity for OSCA programmatic initiatives, continued

    c) **Foster discussions among current students to think about programmatic initiatives and structural changes necessary to sustain OSCA and Oberlin. This may include bringing in alumni with relevant expertise to advise students and assist them in working through thoughts and questions as specific topics become apparent.**
- *i)* *Year 1: 3-5 such meetings per term, dependent on student schedules and interests; Identify students' desired programmatic initiatives, determine plans for execution*
- *ii)* *Year 2: Support and facilitate programmatic initiatives as identified in Year 1; continue meetings (2-4 per term, dependent on student schedules and interests)*

4) **Advance partnerships between OSCA, OC Affiliate groups and Oberlin College and Conservatory Programs and other regional and national organizations with aligned goals**

    a) **Outreach and partnership with OC Affiliate groups (NOAA, OA4, OOLA, OLA, EnviroAlums) and members of the ALC to support programmatic initiatives**
- *i)* *Year 1: Increase communications, engage in discussions about shared ideals, and collaborate to sponsor events*
  - *(1)* *Year 1 (Ideas proposed to date by alumni and current OSCA student staff include possible coordination with NOAA to host panel or WT project to explore the history and role of diversity and inclusion at Third World Co-op; work with OA4, OOLA, OLA and the OC Alumni Office and OSCA membership to hold panel discussion on the experience of POC (especially those with Latinx, African, and Asian ancestry*) and LBGT+ in OSCA; consult with Enviroalums to learn best practices for their Careers Event.) *NB: Existing OC affiliate groups currently do not include all populations of color at Oberlin; our discussions should acknowledge this, promote solidarity, and encourage broader participation from populations such as Indigenous, Arabic, Pacific Islanders, and mixed ancestry students.*
  - *(2)* *Year 2: Promote continued growth together, especially in accordance with discussions and collaborations from Year 1.*

    b) **Outreach and partnership with OC Programs (SOAR, Junior Practicum Experience, Career Communities) to foster engagement and mentorship from OSCA Alumni for OSCA and OC students to declare majors, explore career directions and plan for meaningful summer and winter term opportunities that highlight the leadership, entrepreneurial and business development experiences gained in OSCA.**
- *i)* *Year 1: Establish partnerships and develop communication plans, engage in discussions about shared ideals, and determine methods for collaboration; Perform outreach communications to make students aware of partnership and opportunities*
- *ii)* *Year 2: Continue to strengthen partnerships, implement collaborations as identified in Year 1, continue with outreach*

    c) **Forge connections between OSCA and other national, regional or international cooperatives to promote internships, Winter Term Projects or Career Networking**
- *i)* *Year 1: Establish networking and career options with organizations, OSCA alumni to assess options for leadership, business development and opportunity.*
- *ii)* *Year 2: Establish possible opportunities for Winter Term projects, internships and career networking*

5) **Champion the value that a thriving and robust OSCA provides to Oberlin College & Conservatory**

a) **Promote the value of OSCA and its contributions to Oberlin**

i) *Year 1: Create programming, communications and outreach that highlight the 90-year legacy of co-ops at Oberlin, with specific attention to the way in which OSCA's student led-cops have served as laboratories for leadership, grassroots democracy, entrepreneurship and business development; work with College and Conservatory Administration to advocate for the key ways in which OSCA positively contributes to community-building and experience of Oberlin students as reflected in admissions, retention and student life; Provide opportunities for research to demonstrate and document OSCA's social and economic impact on Oberlin College and the greater Oberlin community (ideas proposed to date include: Conduct survey(s) to quantitatively assess the educational and career value of OSCA; Collect interviews/data from local food partners to assess OSCA's local and regional economic and social impact)*

ii) *Year 2: With an evaluation of the response and receptivity within OSCA and Oberlin College, launch expanded or new initiatives or programming*

b) **Create opportunities for OSCA alumni to support and participate in a thriving and robust Oberlin**

i) *Year 1: Create opportunities for OSCA Alumni to constructively respond to the One-Oberlin plan by affirming the enduring impact OSCA had on careers and personal and professional networks; Implement a means for OSCA alumni to share information on their Tappan Network account to encourage a robust alumni directory of resources, expertise, and personal interests; Facilitate opportunities for alumni sponsorship or participation in Winter Term projects, internships, programs or events that benefit OSCA members, Oberlin College and Conservatory Students: Initiate a first-time program of purposeful financial giving from OSCA alumni to support OSCA programs.*

ii) *Year 2: Continue to foster effective connections between OSCA alumni and OSCA, OSCA Alumni and Oberlin College and Conservatory*

c) **Support ways in which OSCA and its student members can vitally contribute to a robust and sustainable Oberlin College and Conservatory**

i) *Year 1: Foster dialogue between current OSCA officers and members to explore ways that OSCA students can direct their experience in collective action and community building towards other opportunities on the Oberlin College Campus and greater Oberlin community while dining and residence coops have been suspended during the COVID-19 pandemic; Support planning for a 2021-2022 resumption of a renewed and sustainable OSCA with new initiatives and support*

ii) *Year 2: Launch the re-opening of OSCA student and dining Coops with a strengthened OSCA to again serve 20% of Oberlin's student body; Continue to support OSCA and Oberlin especially in their navigation of the One-Oberlin plan.*