

Past Collaboration Application Example (AU22)

Organization Name: The Undergraduate Society of Black Leaders (USBL)

Type of Event: Speaking

Is any other funding being requested for this event? (Monetary contributions do not need to be equal from OUAB and collaborating entity. If funding is being provided by an entity other than OUAB, please provide the amount, contributing party, the status of your request, and any other applicable information) *NOTE: If this is for a Signature Event, financial contributions in the form of room reservations and AV costs will be expected.

We envision the funding requested for the event being allocated to the interactive workshop resources, the talent of the event, and booths with resources to support marginalized individuals.

What target audience do you foresee this event reaching? (ex. certain majors, demographics, etc.)

Ohio State Students → **If you believe your proposed event is wide reaching you're more than welcome to list the OSU student body as your demographic. However we encourage you to list specific communities that your event could have an impact on**

Is there a specific date or time next semester in which you envision this event taking place (ex. themed week, month, or a certain restriction) and why? Is there flexibility on these dates? If not, please elaborate. *NOTE: If a talent event, dates are chosen for the event based on talent and resource availability

A specific time next semester that we envision this event taking place is at the end of September or the start of October. During these time points, students have largely been able to adjust to course schedules and the signature events that may pose a risk to conflict would have already occurred. With that said, the availability of the talent for the event will take priority over the aforementioned times.

In proposing a talent-centered event, keep in mind that the talent availability may not align with your schedule (if you have a specific date)

→ **Although having a set time period for the event is not required, it is important if you have one to explain your reasoning. After reading the guidelines, what roles do you see OUAB and your student organization/department playing in the planning process and day of event responsibilities? (ex. volunteers, communication with OUAB, etc)**

Roles we foresee OUAB and USBL playing in the planning process are contacting the speakers, allocating the funds, and organization the operations.

Do you have any questions for us?

N/A

→ **What does the event look like? For example If it is a speaking event, does it look like panel discussion, a keynote, or a traditional moderated Q&A? If it is a music centered is it a traditional concert, an acoustic performance, or a masterclass breakdown. It could also be helpful to imagine what the event would look like to the attendees, when answering this question !**

Event Description / Format of Event

The event, At a Crossroads, is proposed to be an in-person event that breaks the stigmas and miseducation that surrounds the buzz-word term "intersectionality" and shines a spotlight on its theoretical framework. The purpose of The Undergraduate Society of Black Leaders is to allow budding Black student leaders to actualize their leadership potential yet be cognizant of the innumerable identities their constituents possess. This intersectional-identity-based awareness is a skill and topic that all individuals should come to know within The Ohio State University and beyond. At a Crossroads is open to all students at Ohio State to learn what intersectionality is, how it impacts the way individuals navigate through society, and ways that the intersectionality theory can be installed in everyday actions to improve the quality of life of those in society who face layers of discrimination on an identity basis.

If there is a specific mission behind your event you can mention it in this space. It is also helpful to think about what attendees would take away from the proposed event. The event purpose can be anything from entertainment to education (or even both!) but is important to outline the underlying vision

Event Purpose: how does this program benefit the OSU campus as a whole?

This program benefits the OSU campus as a whole due to allowing our hearts and minds to be educated on "intersectionality", an unseen theory that affects the means by which individuals with a multiplicity of identities navigate society. It is essential that OSU students receive insight on such a groundbreaking and progressive theory that allows for a more sympathetic lens to used for view.

What marketing tactics do you envision for the release and/or promotion of this event? BE CREATIVE

Marketing tactics that I envision for the release and/or promotion of this event include residence life advertisements, the Tom W. Davis Clock Tower, Ohio Union TV Screens, residence life flyers and TV screens, the ODI website landing page, the Student Activities calendar, OUAB advertisement materials, USBL advertisement materials, Student Life website landing page, the talent of the event advertisement materials, Instagram and other social media platforms, President Kristina Johnson university emails...

What are some ways that you would like to engage the attendees beyond the main event? (ex.- fireside chat, interactive component of the event, etc.)

Some ways that we would like to engage the attendees beyond the main event are fireside chats, meet-and-greets, autographs, panel discussions, booths with resources to support marginalized individuals, and interactive games that provide perspectives onto the complexities of intersectionality theory. The first few forms of engagement listed were employed during the OUABxNAPS collaboration with Matthew A. Cherry, all of which were highly successful.

Possible Event Venue / Expected attendance

Mershon Auditorium / 500

Some recent event venues include: The Archie Griffin Ballroom (Ohio Union), Performance Hall (Ohio Union), Schottenstein Center, Newport Music Hall, Kemba Live, and the Ohio Palace Theater. It can be helpful to look up any tentative event venues capacities online.

If a talent event is being proposed, please list 3-5 backup talent names and explain how they are applicable to your event idea

The proposed talent to be the headliner of the event is Kimberle Crenshaw, expert and creator of the term "intersectionality", which was first used to outline a framework that describes how individuals at the intersection of being Black and female navigate society. The backup talent names are Charlene Carruthers, Blair Imani, Michelle Alexander, Ericka Hart, and Indya Moore. All of the above individuals are applicable to our event idea due to their shared and lived experiences informing their inclusive world view. From being queer, to femme, to nonbinary, to Afro-American, to social justice warriors, these individuals possess the tools at their disposal to educate the masses on bringing visibility to those historically invisible.

NOTE WHEN THINKING OF TALENT NAMES IT IS IMPORTANT TO BE REALISTIC OF WHO MAY/MAY NOT BE ABLE TO COME TO CAMPUS e.g We are unfortunately not likely to be able to get Beyoncé, One Direction, BLACKPINK, Bad Bunny or Meryl Streep for an event.

It is important to give us the "Why" behind your proposed talent names, so we can further understand your event purpose. Options are also useful as the 1st talent name may not be available/feasible

The mission of the Ohio Union Activities Board is to be the main student programming organization at The Ohio State University, to provide diverse programs and events that are educational, entertaining, and thought-provoking for all students of the Columbus campus. How does your event represent this?

Our event represent this by serving to achieve the very mission of the Ohio Union Activities Board and The Undergraduate Society of Black Leaders. Intersectionality is a topic rarely expanded upon and discussed in contemporary times and being able to facilitate such conversation would be unprecedented at Ohio State and serve to uphold the mission of OUAB and USBL.

We no longer ask these questions but if you have any specific ideas we would love to hear them! It could also be helpful to think about your ideas ahead of Conversations with Collab

We no longer ask this question, since we primarily have in-person events (however subject to change in accordance with university guidelines)

Would this event still be as impactful if it were to take place in a virtual setting? What about in a hybrid setting (both in-person and virtual components)? Please describe your ideas for the varying possible formats of this event. →

This event would be impactful in a hybrid setting. Though in-person events are desired, the nature of the events intends to be inclusive of all Ohio State students, regardless of ableness, location, or state of being able to attend in-person. A virtual accommodation is a necessity in forming a wide-reaching mode of delivery for the collaborative event.

What does collaboration mean to you? →

This question is important to reflect on ahead of Conversion with Collab sessions :)

To us, collaboration means being able to synergize the efforts of multiple groups to produce something together that would be difficult to produce with the individual parts.

Event Frequency: Has an event like this been put on in the past for Ohio State students? Why is this event unique?

An event like this is unprecedented for past Ohio State Students. This event is unique due to the topic at hand, the talent that will be presenting at the event, and the overall programming of the event.

→ You can find more about our past events on our website and social media accounts.

If you have any questions please email the current Director of Collaborations