



 **SUMMER  
SCEND OFFS**

**2024**

 **USC** Alumni  
Association





## Goals of the Summer SCend Off Program

- Welcome new students and their families to the Trojan Family
- Create a warm and welcoming first interaction with USC that sets the stage for a lifelong relationship
- Provide students and families with local connections
- Have fun and celebrate the spirit of USC!





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## Enhancements for 2024

- **Based on host feedback and in coordination with USC's student orientation team, we are holding our Summer SCend Offs from July 12 - August 11 to avoid conflicts with student orientations.**
- **Students will now receive regular reminders through their student portals.**
- **In lieu of holding SCend Off receptions within 25 miles of campus, alumni in the L.A. area are being invited to connect with students during orientations throughout the summer. The scheduled dates for these orientations are June 19, 21, 26 and 28; and July 10, 12, 22 (virtual) and 26.**

## Timeline: What to expect in the next couple of months

- **May 5:** SCend Off host form is due
- **May 10:** SCend Off hosts are confirmed
- **June 1:** SCend Off registration begins
- **June 1 & July 1:** SCend Off invitations sent to all committed students and parents/guardians
- **Two weeks prior to SCend Off:** Host boxes are mailed and registration lists emailed to hosts
- **July 12 - August 11:** Timeframe for holding SCend Offs





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# Host Planning Process

## Selecting a Venue:

- **Private Home:** the ideal location
- **Public Venue:** Parks, rec centers, restaurants, university buildings, etc. also work well.



## Select a Venue that...

- Allows an easy flow of foot traffic for mingling
- Offers sufficient parking for guests
- Meets your needs (you must make sure by visiting the site)
- Holds at least 40 people (applies only to SCend Offs In major cities)





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## Funding a SCend Off:

- SCend Offs must be FREE to all students and two parents/guests
- Additional guests and local alumni are charged \$5 each, the entire amount going to support local scholarships
- Hosts are expected to pay for the venue (if applicable) and supply light food and drinks
- If you require financial assistance, please note it on your application and a staff liaison will reach out to you



## Planning a Menu:

Select a time for your SCend Off that does not commit you to hosting a full lunch or dinner. For example:

- **10:00 am - 12:00 pm:** Serve a light continental breakfast of juice, coffee, fruit and pastries
- **2:00 - 4:00 pm:** Serve soft drinks, iced tea, chips, veggies, dips and/or a dessert spread with cookies, ice cream and coffee
- **4:00 - 6:00 pm:** Serve soft drinks and light appetizers, (e.g., cheese, veggies, sweets)





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# Marketing & Registration



## Marketing SCend Offs to Incoming Students

The USC Alumni Association has no contact information for incoming students, and works with the USC Admission Office's New Student Orientation team to communicate with incoming students and parents.

Incoming students will receive 2 emails directing them to the SCend Off website. Reminders will also be posted in student portals.



## Registration

The USC Alumni Association will handle all aspects of registration and will share the attendance list with hosts two weeks prior to their SCend Off.

Your home address will not be listed on the website. All registered guests will be sent your address, phone number and email address the week of the SCend Off.





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# Day of the SCend Off

## Things to Do at Your SCend Off

- Have all guests sign in
- Have all students wear name badges that include their field(s) of study
- Take pictures and/or videos of the event
- Conduct fun ice breakers or group games
- Introduce guests to USC traditions (e.g., teach them the SoCal Spellout and/or Fight Song, conduct a USC trivia game, etc.)



## Things to Do at Your SCend Off (cont.)

- Acknowledge Regional Scholarship recipients, if applicable; scholar information will be provided to hosts once recipients are selected
- Talk to students about the Student Alumni Society (SAS) and Society 53, and encourage them to join (details in following two slides)
- Thank guests as they depart and encourage them to stay in touch with the USC Alumni Association!





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## Student Alumni Society (SAS)

Encourage students to sign up for SAS when they arrive on campus so they can:

- Start building their Trojan network with alumni in their chosen fields
- Participate in exclusive events
- Receive priority registration for other events
- Be eligible to serve as USC Alumni Association student ambassadors through Society 53





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## Society 53

- Members of the Student Alumni Society (SAS) may apply for Society 53 (named for USC's first 53 students in 1880)
- As the leadership board of SAS, Society 53 members plan events and programs that bring students and alumni together
- Society 53 members serve as USC Alumni Association (USCAA) student ambassadors, helping out at alumni events and performing other tasks related to USCAA programs



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## Things NOT to Do at Your SCend Off

- Do not serve alcohol of any kind to anyone; please stick to soda, juice, tea, coffee, etc.
- Do not offer marijuana to guests, even if it is legal in your state
- Do not display old USC logos (i.e., the old Tommy head), club names or any other outdated branding; if you do not have access to new material, please email the staff liaison



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# Post-SCend Off

Please submit the sign-in sheet and pictures/videos to Norma Reyes within one week of your reception. As a token of our appreciation, we will send each host a gift once we receive the SCend Off sign-in sheet.



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## USC Alumni Association Contact Information

- Norma Reyes
  - *[norma.reyes@usc.edu](mailto:norma.reyes@usc.edu)*
  - 213-764-3193
  
- USC Alumni Association
  - *[alumnreg@usc.edu](mailto:alumnreg@usc.edu)*
  - 213-740-2300

# QUESTIONS?

