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Ouachita Student Foundation receives CASE ASAP District 4 Pivot Award for Tunes REWIND



By Mandy Halbert

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For more information, contact OBU's news bureau at newsbureau@obu.edu or (870) 245-5206.

ARKADELPHIA, Ark. – Ouachita Baptist University's Ouachita Student Foundation (OSF) has received the Council for Advancement and Support of Education's Affiliated Student Advancement Program (CASE ASAP) District 4 Pivot Award for its work to create Tiger Tunes REWIND in order to continue to raise money for student scholarships in the 2020-2021 academic year. The Pivot Award is a new category introduced by CASE ASAP this year to acknowledge changes made to programming during the COVID-19 pandemic; OSF's District 4 win puts Tunes REWIND in the running for the national Pivot Award.

CASE is an international association that serves educational institutions in the areas of communications, marketing, alumni relations and development. ASAP is an organization within CASE that helps organizations such as OSF elevate their programs and learn best practices. Since joining ASAP in 2017, OSF has received two national recognitions, including being named one of three Outstanding Student Advancement Organizations in the nation in 2019 and Outstanding Student Advancement Program for

Tiger Tunes in 2018, as well as a District 4 recognition for Selby Tucker, a 2020 graduate from Hamburg, Ark., being named the Outstanding Student Leader in 2019.

And for 2021, OSF's District 4 recognition by CASE ASAP is Tunes REWIND. An adaptation of OSF's annual flagship event of themed shows produced by Ouachita student organizations each fall, Tunes REWIND showcased recordings of favorite shows from years past in a single virtual event. The fundraiser was available for viewers to watch online, and winners were chosen by donations in a "give to vote" format, which OSF typically uses each year for the event's People's Choice Award.

Tiger Tunes attracts thousands of spectators and raises more than \$100,000 in student scholarships each year. Within days of its premiere, Tunes REWIND raised over \$65,000. Through other efforts throughout the year, OSF is within striking distance of their \$100,000 goal.

"I think many of us were pleasantly surprised at the way our campus, alumni and friends embraced Tiger Tunes REWIND and the opportunity to support student scholarships," said Jon Merriman, director of alumni relations and OSF. "With gifts from REWIND, our fall Tiger Traks event, Tiger for Life month activities like percentage day at the Nutrition Den, our Hurt's Donuts fundraiser and gifts from OSF alumni, we're just \$500 away from reaching our \$100,000 goal even without an in-person Tiger Tunes weekend. We agree with CASE ASAP – this calls for a celebration."

With OSF's other usual activities placed on hold due to the pandemic, such as guided tours for prospective students and hosting events for alumni and donors, members shifted their work to continue its primary mission of "students helping students."

"During the pandemic, the way we do things changed completely," said Mason Woolbright, OSF president and a senior business administration/management and entrepreneurship double major from Benton, Ark. "Even so, OSF is closing in on their annual goal of \$100,000 – all amidst a pandemic. OSF's 113-strong member body has done a great job of seeking new ways to bring in revenue so that our classmates can return to campus in the fall.

"We all want what is best for Ouachita and its students, and we understand the legacy that OSF leaves, Woolbright added. "That it is so much bigger than a single president, or a single leadership committee or even one OSF membership body."

Created in 1974, the Ouachita Student Foundation is a student organization that oversees fundraising efforts for student scholarships, serves as ambassadors for the university president and works closely with the university's admissions and recruitment process. To date, OSF has raised \$1.8 million for students to continue their Ouachita education.

"Getting to lead OSF as vice president this year has been one of my highest honors and such a humbling experience," said Anna Roussel, OSF vice president and a senior communications & media/strategic communications and political science double major from Searcy, Ark. "I learn so much from our members every day and have been introduced to so many amazing campus leaders through this organization. Knowing I played a part in raising the funds that help so many friends who impact Ouachita in a big way stay on campus another year is a huge blessing that I never want to take for granted."

Due to COVID-19 precautions, the CASE ASAP district conferences have been cancelled for 2021. It is likely that the national awards ceremony will be held virtually in August or September of this year.

For more information about the Ouachita Student Foundation, visit www.obu.edu/osf, or contact Jon Merryman at merrymanj@obu.edu or (870) 245-5111.

PHOTO AVAILABLE FOR DOWNLOAD <https://obu.edu/stories/news/2021/03/osf-receives-case-asap-district-4-pivot-award-for-tunes-rewind.php>