



What is Drover Local?

Drover Local is a program developed by USAO, in conjunction with the university's Student Government Association, encouraging students to shop and eat local, supporting Chickasha-area businesses. Drover Local offers incentives for the ever-growing student population at USAO to get out and explore what the Chickasha community has to offer. In exchange, local businesses offer exclusive discounts to students.

What's in it for me?

We invite you to participate in attracting the business of over 900 USAO students by offering exclusive student discounts. USAO will market your business name alongside your discount by emailing all USAO students, posting on our website about your participation in the Drover Local program and by sharing information, promoting your business' discount on social media.

Students in exchange get exclusive discounts on food, merchandise, services and repairs just for staying local.

What does it cost me?

Drover Local is FREE to USAO students and Chickasha merchants. USAO students will receive exclusive discounts from participating businesses just by showing their student ID.

Are the discounts offered by local businesses the same throughout the year?

The discounts received by students are up to participating business and can be changed at any time.

Businesses are asked to email DroverLocal@usao.edu with current student discounts so we can keep the website up-to-date.

How do students know what local business offer Drover Local discounts?

Each business will receive a window decal they can display in a visible spot, signaling to USAO students that they are a Drover Local participants.

A full list of participating businesses and their discounts will be listed on USAO.edu/DroverLocal.

When new students receive their student ID, they will receive a printout of all Drover Local participating businesses and be directed to the website for up to date information.

How do I, as a business owner, become a Drover Local member?

Simple – complete a short form at USAO.edu/DroverLocal and we'll be in contact.

This sounds a lot like OKC's Keep It Local program. Are they similar?

Yeah, they are. In fact, that's where we got the idea for Drover Local! Keep It Local has seen so much success in bolstering the local economy since its beginnings in 2010, we thought it'd be perfect for Chickasha. There are some big differences, though. Namely, we don't sell cards, but rather the card is given to all students upon enrollment in USAO. This is important, because it means the only ones to profit from this program are the businesses who graciously sign up to offer discounts and USAO students who receive discounts.

You didn't answer my question. How can I contact someone directly about Drover Local?

Send an email to DroverLocal@usao.edu or call 405-574-1393 so we can get your questions answered!