



Strategic planning: creating an active and engaged alumni community

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#IDPE19



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Creating an active and engaged alumni community

Kathrin Ostermann
Director of Development and Alumni Relations
City of London School
June 2019

City of London School

- Independent school for boys
- 930 pupils aged 10-18
- Founded in 1442
- Situated opposite Tate Modern on the steps of St Paul's



First impressions

The good:

- Leadership
- Ambition & Vision
- Expectation

The bad:

- Database/Data
- Alumni Tourism
- Systems/Processes/Procedures



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Setting the tone

- Why invest in Alumni Relations?
- What does success look like?
- It's a profession!



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Development & Alumni Relations Team

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School

Head

Director of Development
and Alumni Relations

Alumni and Parent
Engagement Officer

Individual Giving Manager

Development Officer
(Research, Data and Gift
Processing)

Back to basics

- Data
- Systems, processes and procedures
- Culture
- Understanding motivation and the value proposition
- Integrating fundraising and alumni relations

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The Alumni Association

The John Carpenter Club



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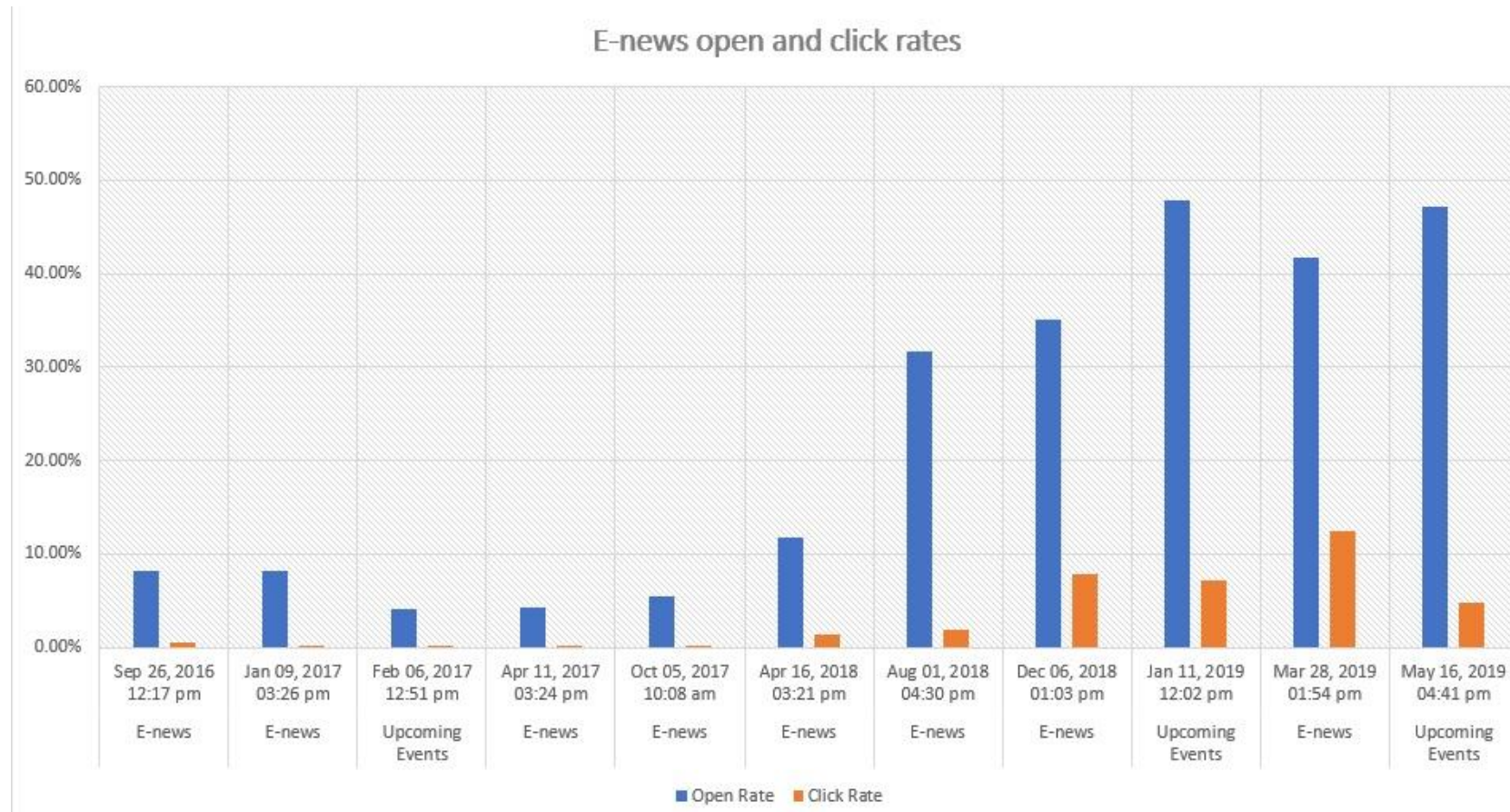
Quick wins

- Segmentation
- Communication
- Events
- Key champions within teaching faculty
- Demonstrating value



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Communications

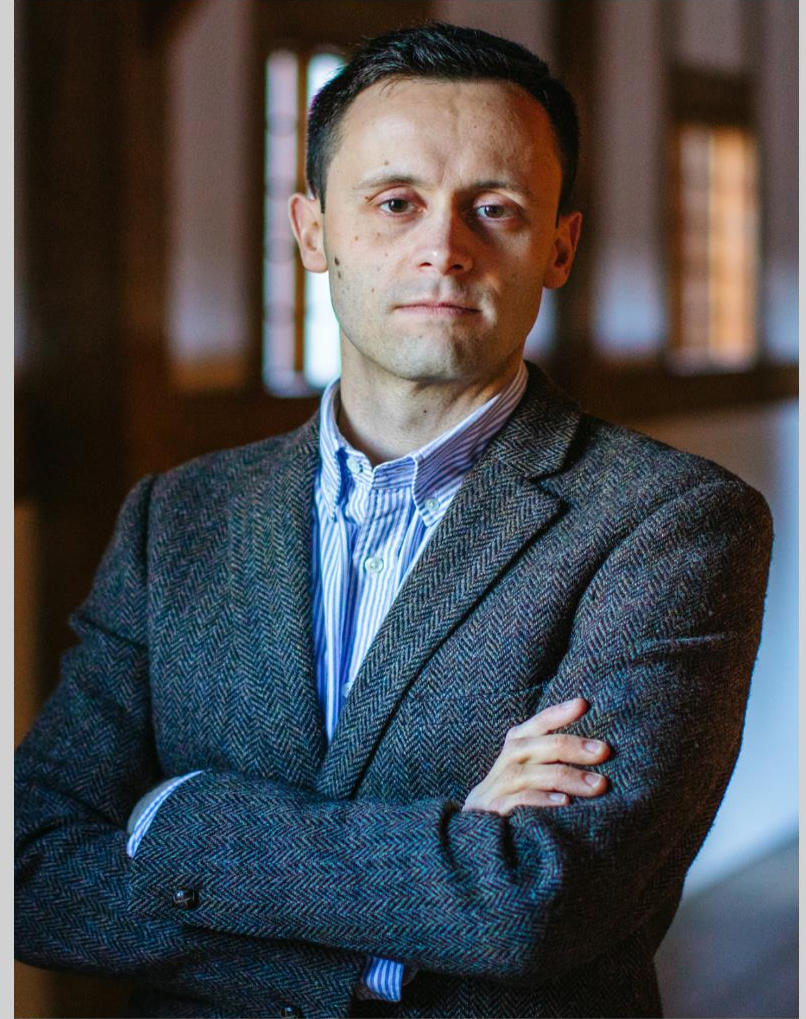
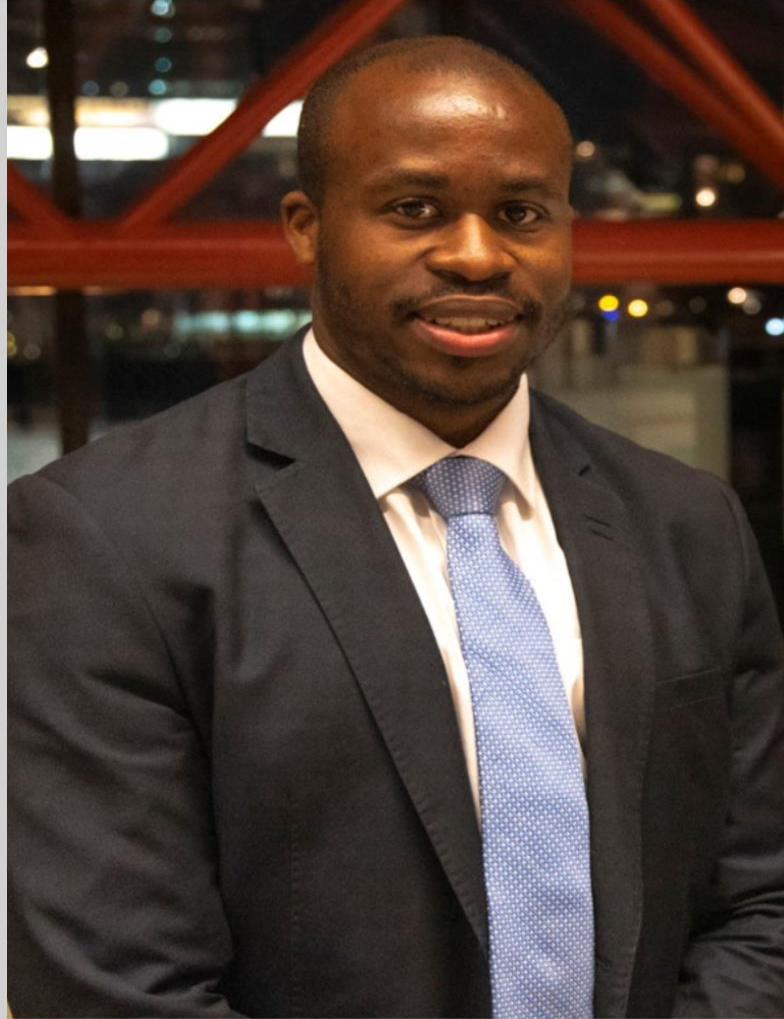


Events

- Networking breakfasts
- Reunions
- Sports meetups
- Pub gatherings
- JCC Dinner
- LGBTQ Alumni Group



Alumni voices



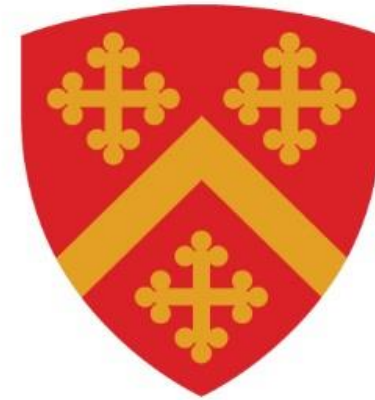
IDPE 2019 Annual Conference

What next?

- Data
- Supporter journey
- Alumni survey
- Proposition development
- Testing, testing, testing...
- Raising money...

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Felsted

IDPE 2019 Annual Conference



Old Felstedian Society

- Established 1900
- 8000 alumni
- Biennial annual drinks and dinner
- Annual alumni magazine
- Committee
- Funded by levy on school fees



- Data
- Staff
- Events
- Communications
- Activities



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NAME: _____

Felsted Network – Connecting Felstedians

What three things would be most important for you to gain from the network?

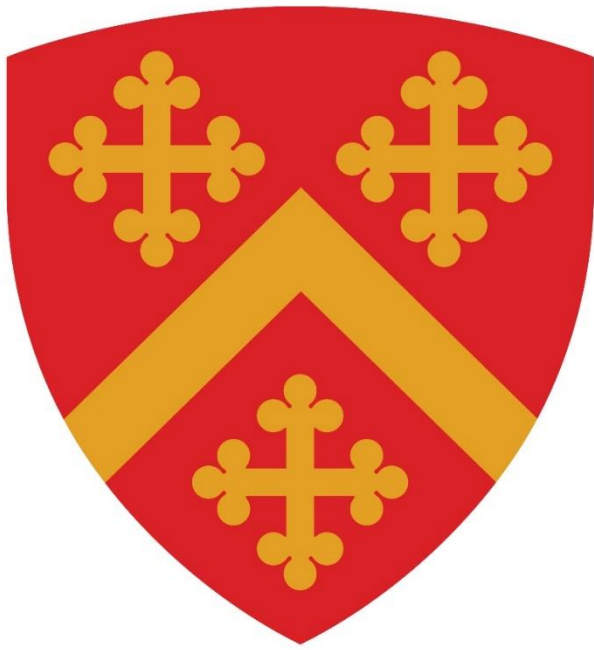
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How would an excellent network operate effectively?

1. We intend to establish the Felsted Network using LinkedIn as a platform, would this work for you and are there other social media that we should be considering?
2. Would it be of interest to have keynote speakers at events and if so who and what topics?
3. Where would you like meetings to be held? (Location and venue) and would you prefer lunchtime or evening events?
4. What type of events would be interesting?

Sustaining Momentum

1. How would you recommend establishing and maintaining momentum for the network e.g. would it be useful to hold an annual network function and interim trade/industry sector functions?



Felsted Network

- Social
- Educational
- Vocational



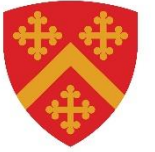
Outcomes

- Professional Networks

- Creative Industries
- Finance
- Health & Biomedical
- Insurance
- Law
- Property

- Geographical Networks

- Cambridge
- Hong Kong
- New York/San Diego



Felsted
Network



Felsted
Network

Outcomes

- Emails 4450
- Addresses 5600
- LinkedIn 1945
- Facebook 2311
- Graduway 447
- Annual events average 20
- Unique number of annual event attendees 228
- Number of people attended Network events 597
- % of alumni engaged 73.3%
- Three event hosts are now Governors
- Soft approach to potential donors
- OFs and parents have engaged in careers & professional guidance
- **£5.3M DONATED/£400k PLEDGED**



IDPE 2019 Annual Conference



- Joined in November 2013 – in at the deep end!
- Dedicated calendar of events in 2014
- Engagement of whole school community

Highlights

- Alumni Dinner at Middle Temple Hall, London
- School Service at St Paul's Cathedral
- Visit by HM The Queen and Duke of Edinburgh
- Family Pageant day at Felsted



Events

- High level of engaged alumni in 450 anniversary year
- *“Don’t keep doing the same thing year after year”*
- Introduced targeted events for different age groups

Helpful factors to consider for engaging activities:

- Affordability
- Appeal of Host / Guest of Honour
- Exclusive venue in good location
- Guest List (Are my friends attending? Benefits for me?)

#Oops

HSBC Rugby 7s Tournament at Twickenham. Alumni went with their friends independently. Tickets unsold @ £40pp.

The Old Felstedian Society Presents
**Leonardo da Vinci:
A Life in Drawing**
The Queen’s Gallery, Buckingham Palace

PRIVATE EVENING TALK & VIEW

Marking the 500th anniversary of the death of Leonardo da Vinci, the exhibition brings together more than 200 of the Renaissance master’s greatest drawings in the Royal Collection.

Hosted by **OF Oliver Everett** CVO, Librarian Emeritus of the Royal Library, Windsor Castle.

Wednesday 19 June, 18.30 - 20.00
Tickets & Info: felsted.org/queensgallery
Royal Collection Trust / © Her Majesty Queen Elizabeth II 2019





Communications

- Modernise online communications
- Introduced colour e-newsletter and emails
- Delivered to 4,450 emails. Opened by 48% on average
- Reports – view popular stories and clickable link statistics
- Friends reconnected after reading newsletter article
- Adapt news focus for community and see what works
- Use social media channels to find engaging stories





Queen's visit tops off fabulous year of celebrations

By James Garner

The crowning moment of a year of phenomenal celebrations for Felsted School's 450th anniversary celebrations must go to the visit of Her Majesty The Queen and His Royal Highness, The Duke of Edinburgh.

Months of planning and careful co-ordination went into the visit by the reigning monarch, as the Queen followed in the footsteps of her mother, who visited the School 50 years before.

Headmaster Mike Walker said: "Of all the days as a teacher and Headmaster, this is the one day I will always remember as the most special one; I am overwhelmingly proud to have been Headmaster at such an incredible event."

The Queen's visit on Tuesday 6 May will go down in Felsted history, even the sun shone as the royal car drove across The Front to be greeted by pupils. Felsted's Corps of Drums played the National Anthem as Her Majesty arrived at the Lord Riche Hall for a private lunch with invited guests.

The School's catering department prepared a special pre-approved lunch of Smoked Salmon and Asparagus Terrine for starter, followed by Pheasant Smitane in a Madeira, Mushroom

Head Girl Lydia Carrington, who sat next to HRH Prince Philip at lunch, said: "They were both so down to earth and easy to talk to. His Royal Highness was asking me all about my Duke of Edinburgh Gold award. I don't think the magnitude of the day will sink in properly until later on this evening."

A special ceremony followed lunch with short speeches from the Headmaster and John Davies. There were also renditions of Vivaldi's Gloria and a perform-



The Queen meets pupils dressed in special 450th anniversary

and Cream Sauce. Dessert was Spiced Pears poached in Red Wine.

Both the Head Boy and Head Girl dined with the Queen and

Prince Philip along with Headmaster, Headmistress, Preparatory School and Chair of Governors.



FORTHCOMING EVENTS 2015

4 February
OF Lodge Meeting
5.30pm
Freemason Hall
Great Queen Street
London

28 February – Golf
Spring Meeting, Aldeburgh
Tim Hedin
tim.hedin@redburn.com

21 March
Official Opening of
Follyfield House

1 April
OF Lodge Meeting
5.30pm
Freemason Hall
Great Queen Street
London

9-12 April – Golf
Halford Hewitt
Deal & Sandwich
William Doe
william.doe@pfn.com

24 April
Felsted Cricket
Wine Tasting Evening
Grignon Hall
Felsted School

14 May – Golf
Extra Spring Meeting
East Herts
Dudley Simpson
Dudley@coventrners.com

17 May – Golf
Grafton Morris Qualifier
Golf Mazing
Philip Graham
pjh.graham@btinternet.com

28 May – Golf
Essex Public Schools
Chigwell
Mark Shannon
tm.shannon@tiscali.co.uk

16 May
OF Society AGM
Old School Room
Felsted School

16 May
Felsted
Convent
Holy Cross
14 June
Cricket
11.30
St Edward
Oxford
19 June
OF Society
Summer
The Grange
London
20 June
OF Lodge
Annual
Felsted
24 June
Summer
West
Oliver
Taylor

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Alumni Magazine

- Refreshed alumni magazine design in 2015
- Central theme for each publication
- In-depth features and interviews
- 'Faces & Places' / 'Noted & Quoted' news sections
- Introduced alumni contributors and guest editors
- Significant investment in terms of money and time
- New ideas – biodegradable potato starch wrapper #plasticfree



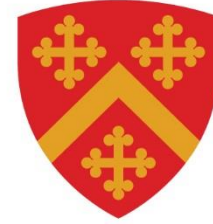
Alumni Survey – Have Your Say

Ask what people want to help shape your strategy

Outcomes

- The OF Society Committee should be more reflective of the wider alumni community
- The structure and rules of the OF Society Committee changed in May
- Ambassadors roles promoted more widely
- Clear terms of reference created
- Say thank you to those already volunteering!





Felsted

Any Questions?