



# Bringing your alumni engagement into the 21<sup>st</sup> century


## **Murray Lindo**

Head, Wellington College Community  
CEO, Wellington College Foundation

## **Caroline Monaghan**

Radleian Society Manager  
Radley College

Chair: Dan Keyworth



# The six pillars of 21<sup>st</sup> Century Alumni engagement

IDPE 2018 Annual Conference

But what makes a great 21<sup>st</sup> Century  
engagement strategy?



Even if you just help  
one person, you've  
helped the whole  
community. It's just like  
a ripple in a pond.



Very long committee  
meetings





Obituaries!



## Sports clubs

# THE Old Radleian 2016



Printed publications

## THE RADLEY BROADSHEET *Lusimus*

www.radley.org.uk

Issue 34, February 2017

### TIMELESS VALUES IN A CHANGING WORLD

The Admissions Department received an email recently, following an offer of a sixth form place to a boy for 2017. It included the following questions:

*I cannot tell you how excited I am. I will do my best to meet all of the expectations. I am willing to work all day and all night to get from this two year journey as much as I possibly can. I am going to wear the school uniform with pride and I hope I will contribute to the school.*

It struck me as I read it that it was so good a summary of what we hope to achieve when we offer a scholarship and bursary in any amount of strategic documentation or vision over planning could achieve. A school boy is excited about coming to the College expects him to rise to the challenge and contribute to the life of the school. There is a sense of purpose and ambition, not to mention the opportunity that will come from the experience. There is an understanding of the special history that the place represents and the importance of it. And there is a healthy dose of humility, a value that we cherish. We hope that he will look back on the two years as transformational... we hope too that we will look back on his time with us and see how much he brought to others as he benefited from a Radley education.

But what is the Radley that we inspired the boy - and many others - to apply and, from just two visits, had such an impact? I suspect that it was the warm and friendly nature of the welcome, the enthusiasm and dedication shown by the Dons that he met, the evident pride in the school that all display, staff and boys alike. It will have been the outstanding facilities, but that it will have been much more than that: it is what happens daily in Chapel as much as the buildings: it is the culture that is the Coffee Shop as

much as the impressive modern structures; it is the obvious commitment that is the focus as much as the quality of the provision; it is the breadth and depth of activities on offer rather than the occasional headline. And he might well have picked up on the thing that always amazes me about the place: the happy fact that it generates, and the overwhelming sense that the College turns out decent young men who achieve what they should but with a quiet, undisturbed maturity.

In launching an extensive experience of scholarships and bursaries, and in opening up to a few more international students, we want to allow boys of talent from all backgrounds to be able to come to Radley. It's boys who we think will make a fine Radleian and bring real value to the school in doing so. In my study being interviewed, I would hope that, as far as possible, it would not be money that got in the way of him coming. And, while we would love to think that the decision would bring great benefits to that boy, the priority to the school as a whole is a community enriched, not divided. As an international boy applies to Radley, they do so aware to make the most of what is the very best traditional boarding education, as we must not change that again, we must simply watch it, ensuring that the Radley of now does what it always has done: progress boys thoughtfully to be the very best citizens in the world of their day.

History has the challenge. It would be easy to talk about continuity and change and for it to come across as a subtle attempt to 'spin' both sides. We ensure the traditionalist that the Radley they know and love will survive: we see the most radically enriched with a sense of dynamism and purpose about a new approach. But for me it is much more fundamental. I passionately believe in the importance of

both: indeed, it is the very essence of the project we have embarked on for the next few years. Standing still is never an option, especially in a world that is changing politically, socially, ideologically, culturally. But neither is revolution: we must be cautious about the pace, extent and hidden consequences of change. Someone involved in the process of selecting me as Warden told me that a number of Council had described me as a 'radical traditionalist'... I took that as a compliment. Famously debating what it is that we have about Radley, we look for ways to ensure that it remains a great school for generations to come.

As we look back on our Vision event held in London in October - and we are hugely grateful to all those who attended and for the overwhelmingly positive reaction of all we have talked to - we now think about how to deliver the ambitions that we articulated. It will take time, it should. It needs to be done carefully: it will be. There needs to be ongoing conversations with the whole Radley community as we think about Design, Place and Purpose: who we educate, how we educate and why we educate.

As that new Radleian action in A2 in 2017, I hope that his dream was fulfilled over the two years he is with us. As his successor arrives at Radley in 2022, I hope they have exactly the same experience both before and after they arrive. And as the Radleian of - let's say 1967 - comes to look at the College over the coming years, I hope he has two reactions: he recognises the school he remembers so fondly and is warmly reassured by the fact... and he sees a dynamic, innovative, vibrant education being offered in the context of the 21st century. Times have a changing world.

John Meade  
Warden



The Warden speaking at the Vision event in London in October



Sean Henry • page 10



Charlie Mackery • page 12



Hamish Mackie • page 14



Charlie Langton • page 16



Sport • pages 19-20

IDPE 2018 Annual Conference

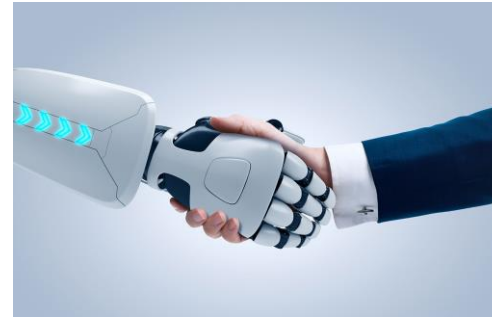




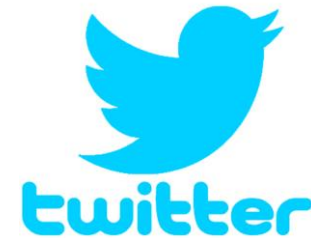
## Old boy dinners & reunions

But why change?

# Technology advancement



**LinkedIn**



# Career transformation



50% of millennials will live to the **age of 100**, expect 10-12 jobs by age of 38.



Half life of technical skills is approximately **2 years**.



37% of working people believe they will change careers within **5 years**



Only 29% of companies believe careers in their company are 10 years+, **44% say less than five years**.



Life expectancy of Fortune 1000 firms is **less than 15 years**, S&P 500 firms is **five years**.



**83% of companies** believe they will have “open careers” within 3 years, **only 19% will have structured careers**.

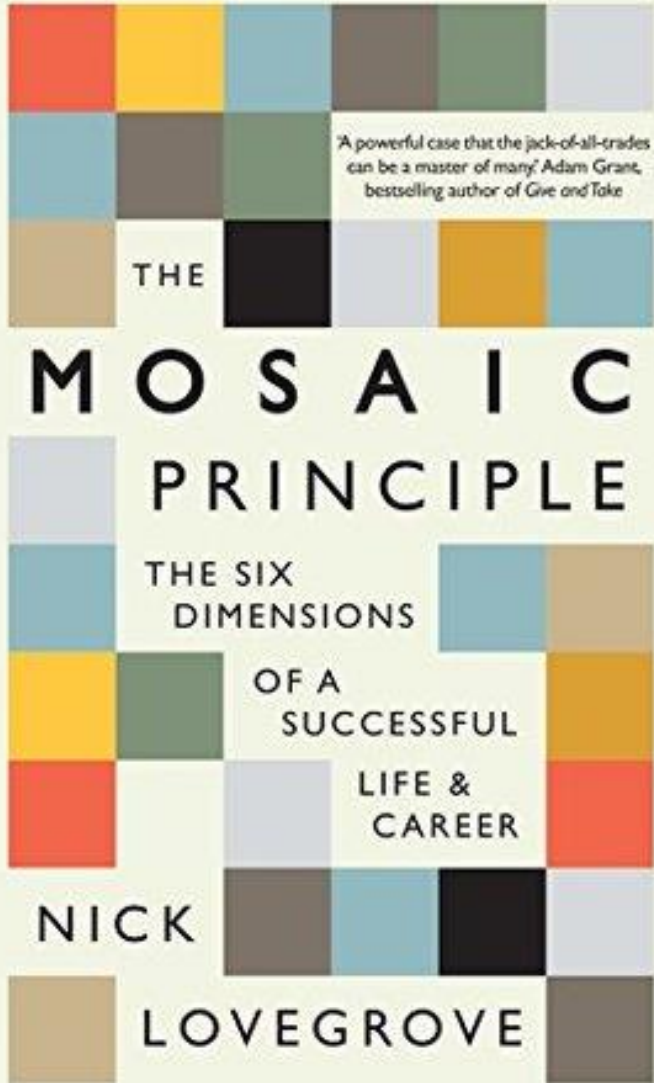
Source: Deloitte Human Capital Trends 2017, GitHub, World Economic Forum, Bersin Career Research




# The Mosaic principles

1. Develop and apply a moral compass
2. Intellectual thread
3. Transferable skills
4. Contextual intelligence
5. **Extended networks**
6. A prepared mind

*‘The world is an increasingly interconnected place; in work as in life, we need a broad range of experiences to widen our knowledge, perform our best and feel most fulfilled.’*






██████████

Hey Charlie! I can put you in touch with the CEO of Supply Compass - A production management platform for responsible brands looking to find and work with the best international manufacturers. Let me know !

Unlike | You

... 1w




██████████

Hi Charlie, I currently work with several fashion companies and might be able to help. Will

Unlike | You

... 1w




██████████

Hi Charlie, we at Lambton Tailoring have a near 30 year partnership founded by 2 ORs, particularly focussed on supplying the trade with outsource solutions in custom and ready to wear tailoring (suits, jackets, shirts etc). Based in Le... **Show more**

Unlike | You

... 1w




██████████

Hi Charlie, try an organisation called Make it British, [www.makeitbritish.co.uk](http://www.makeitbritish.co.uk), they have an in depth knowledge of British manufacturers, from sample makers through to the full manufacturing process. They have an event, Meet The Manuf... **Show more**

Unlike | You

... 1w



██████████

Charlie, I suspect you might be looking to buy British on this one. But if not, I work with a number of markets at the Department for International Trade that have a high



Founder and Director at JAGO jackets

... 3w

## Spitfire Pilots, Sir Hillary's Everest and OR's!

Dear All,

New brand, JAGO, making 'Go Anywhere' jackets, launched in January 2017!

I left Radley in 2013 and am looking for some OR's with experience in retail, marketing and distribution who can offer mentoring.

Outerwear worn by WWII Spitfire aces, H... [Show more](#)



[Unlike](#) [Comment](#) | [You + 10](#)

1mo

ith

rd, as well as one more non

ther. Twi... [Show more](#)

# The six pillars of 21st Century engagement



**ALIGN WITH THE  
SCHOOL'S  
VISION**

**KNOW YOUR  
VALUE**

**BUILD A  
CULTURE OF  
RECIPROCITY**

**HARNESS THE  
NETWORK**

**DELIVER A  
LIFETIME OF  
ENGAGEMENT**

**DEMONSTRATE  
YOUR VALUE**



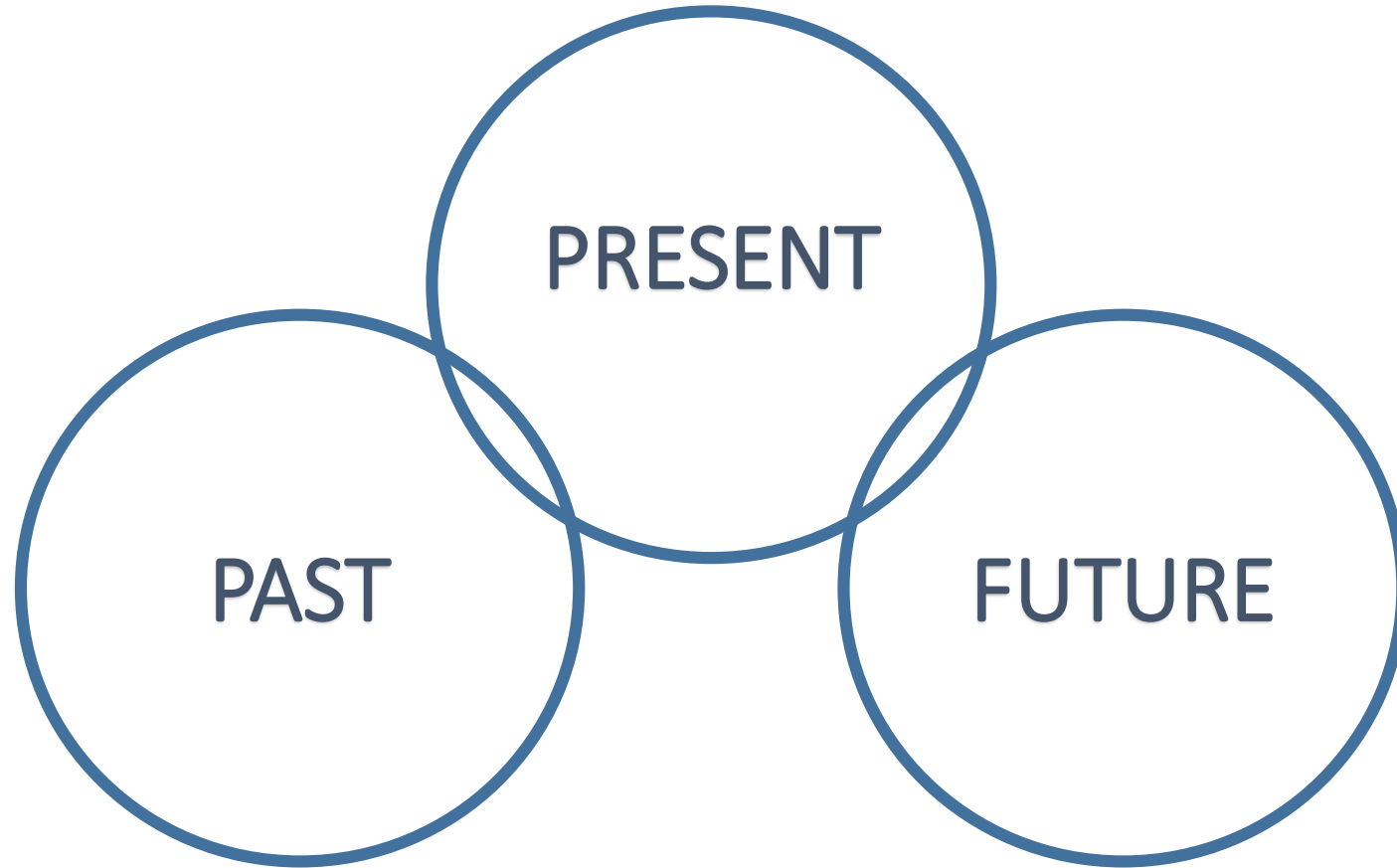
# Are you integrated or an add on?

**ALIGN WITH  
THE SCHOOL'S  
VISION**

1. Are you or can you be part of the delivery of the Vision?
2. Are you integrated with SMT/HoD/Admissions
3. Are you the engine room of careers and Uni team?
4. Part of delivering life-long learning?

## What value are you adding?

# What is your relevance?



# Radleian Society Community Segmentation

## CURRENT BOYS

**Exposure** to the business world

**Mentoring** and career guidance

Understanding value of **LinkedIn**

Insight into **Universities** and courses

Potential **internship & work opportunities**

## OLD RADLEIANS

University ORs...Young ORs...ORs with families...ORs in business...Retired ORs

**Social** and **business** opportunities through the network

**Career development/ work experience**

**Internship/** job opp. Mentoring

Chance to show **Radley to their family**

Opportunities to **promote their businesses**

## CURRENT PARENTS

Meeting each other **socially**

Helping their boys **careers**

**Opportunities** to network with other parents

Opportunities to **promote their businesses**

## FORMER PARENTS

A chance to come back and **meet up with old friends**

A desire to **help keep their sons network alive**

Understanding of how they can help their sons **progress in the business world** when they leave

**Opportunities to network** with other parents from a business perspective

## TEACHERS (Past & Present)

**Seeing the boys they taught thrive** in the 'real world'

Get the boys back to **Radley to speak**

Opportunities to see **old boys at events**

**External view** of what is going on outside Radley

**BUILD A  
CULTURE OF  
RECIPROCITY**

OUR PROGRAMMES

## Opportunities to get involved

We want every member of the Wellington Community to be able to enjoy and benefit from their association with the College and the Community. We have a number of exciting opportunities across our programmes for members of the Community to be part of.

[FIND OUT MORE](#)





# Opportunities to give back

## **Work placements**

Social introductions

Shadowing

Business connections

Event venues

## **Mentoring**

Advice on Universities

## **Job opportunities**

CV development

Investment in businesses

## **Career services**

Recommendations

## **Sports clubs**

Accommodation

## **International wisdom**

HARNESS THE  
NETWORK



Linked in

'TECHNOLOGY ARENAS'




BESPOKE  
FRONT END  
PORTAL

**THE ROCK**

Back end database (GDPR compliant to the hilt of course!)

## HARNESS THE NETWORK


 WELLINGTON COLLEGE


Sign in

Welcome to Wellington Connect

**JOIN NOW**


Connect with


 LinkedIn


 Facebook


Email

Why is it safe to register with LinkedIn / Facebook?

**Connect**  
Connect or re-connect with fellow parents, OWs and staff to catch up and stay in touch

**Mentor**  
Introduce, employ and offer to act as a mentor to our current sixth form students and young OWs

**Network**  
Leverage your professional network to get introduced to people you should know.


**Advance**  
Advance your career through making connections with other members of the Wellington Community





## HARNESS THE NETWORK


The screenshot displays the Wellington College website interface. At the top, the header includes the college's name, navigation links (Home, Me, Updates, Album, Events, Directory, News, Jobs, Groups), and a search bar. The user profile for Murray Lindo is shown, identifying him as the Head of the Wellington Community at Wellington College. Below the profile, there are sections for 'What's new', 'The album' (featuring photo galleries from 2016, 1984, 2013, and 2017), 'Updates' (with recent posts from May 2018), 'Events' (listing 'Wellington Community Networking Drinks', 'Walking Tour Around Wellington College Gardens', and 'Friends of Heritage Day'), and 'People you need to know' (displaying a grid of member photos).




## HARNESS THE NETWORK

 WELLINGTON COLLEGE


    Invite others

 Murray


Home Me Updates Album Events Directory News Jobs Groups




Business, 2008, Wellington College UK, Blucher




Some of the data in this profile is from this user's LinkedIn profile



**Broker at Aon Risk Solutions**  
London, England, United Kingdom Insurance

 Willing to help  
See more



**RECENT WORK EXPERIENCE**


- **BROKER**  
at Aon Benfield , Insurance  
May 2014 - present
- **INTERNSHIP**  
at Aon Benfield , Insurance  
Feb 2014 - May 2014

**EDUCATION**

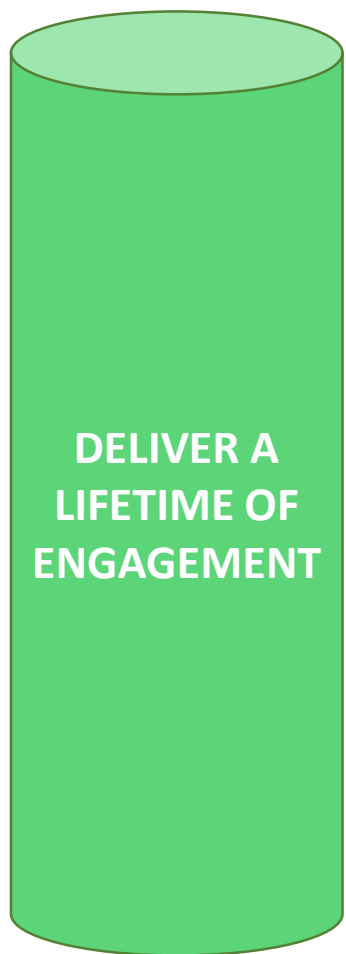
- Bachelor of Science (BSc), Sports and Exercise, 2012, University of Leeds
- 2008, Wellington College Berkshire

Send message

Request mentor

Connect on: 

**FROM THE SAME WELLINGTON LEAVING DATE AS ADAM**



# Regular contact throughout their lives

- ▶ Map key contact points
- ▶ Add value around each 'life-stage'
- ▶ Engage: tell stories
- ▶ Keep reminding them you are there...



# Demonstrate your value

1. Do your research!
2. Excellent engagement leads to great fundraising
3. You are part of the VALUE ADD OF THE SCHOOL
4. Not the 5 years at the school it's the 50 years afterwards that count!
5. Accept our role is not static – keep changing to stay relevant!



DEMONSTRATE  
YOUR VALUE

# The six pillars of 21<sup>st</sup> Century engagement



**ALIGN WITH THE  
SCHOOL'S  
VISION**

**KNOW YOUR  
VALUE**

**BUILD A  
CULTURE OF  
RECIPROCITY**

**HARNESS THE  
NETWORK**

**DELIVER A  
LIFETIME OF  
ENGAGEMENT**

**DEMONSTRATE  
YOUR VALUE**