

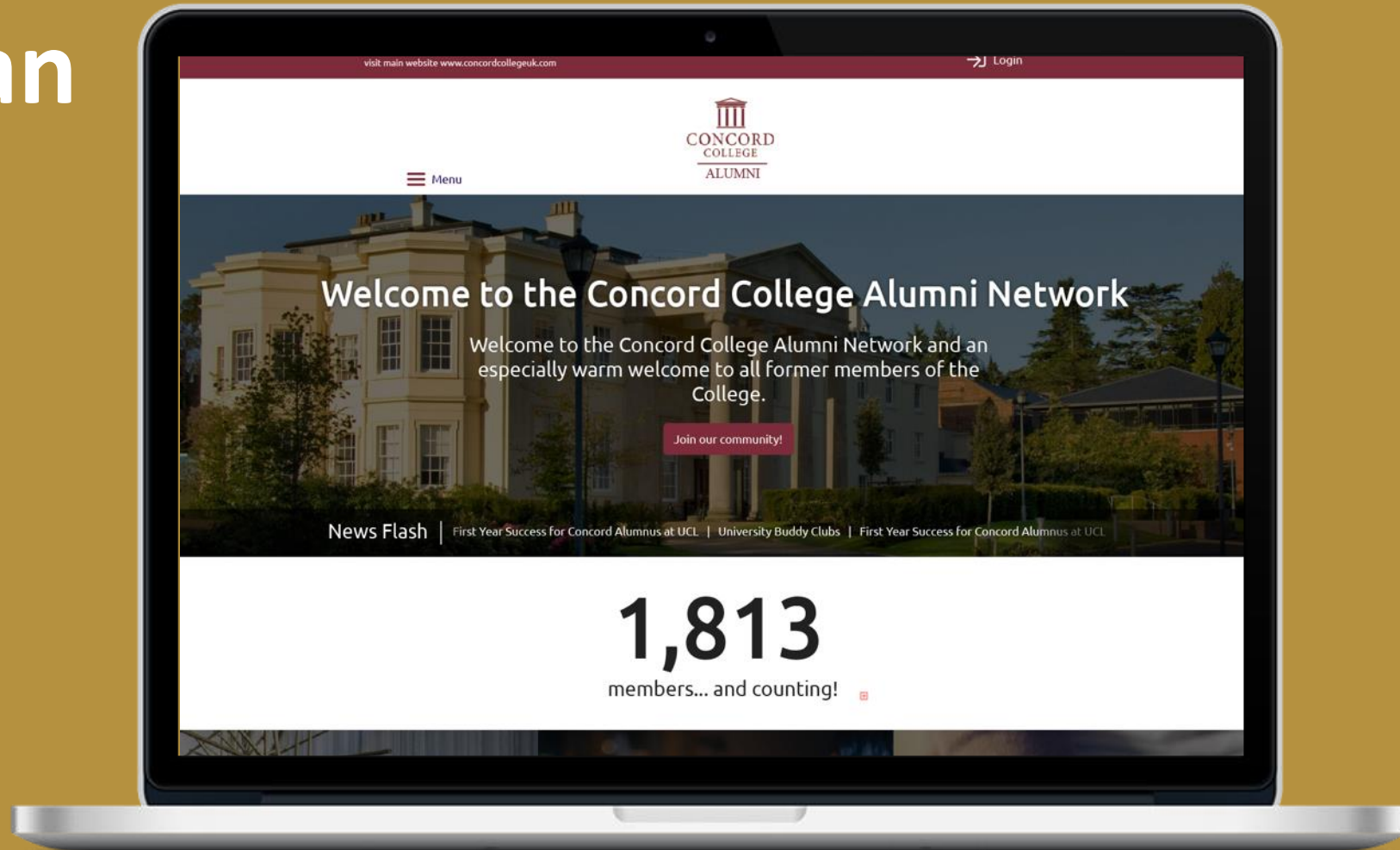


The Alumni Journey

What does good engagement look like?

Sara Eastwood, Alumni Officer, Concord College

How Concord
has created an
alumni
network of
relevant and
useful
connections



My role at Concord

🕒 Three short days a week
Term time only

💡 Marketing &
Development team of
only three

The Team



Vanessa

Head of
Marketing &
Girls



Sara

Alumni Officer



Josh

Marketing
Intern

Overview of Concord



Leading international secondary school set in Shropshire countryside, founded 1949



85% boarding



Last year (2016/17) 85% A*/A grades at A-level



21 Oxbridge/ 18 LSE/ 22 Imperial/ 35 UCL



578 Pupils, over 30 Nationalities



6,947 Alumni records, 1,800 members, over 70 Nationalities



Marketing team set up

Putting my own
alumna 'hat' on –
and learning to
make the Concord
community relevant



Year 1

(2015)



94

Stories Published



51

Emails Sent

Year 2

(2016)



88

Stories Published



87

Emails Sent

Year 3

(2017)



80

Stories Published

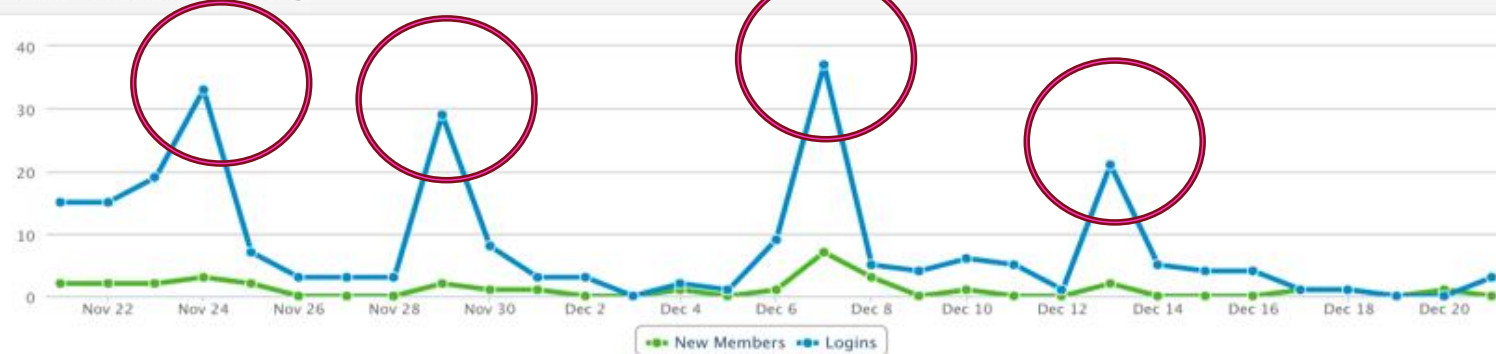


182

Emails Sent

Dashboard

New Members and Login Activity



New members awaiting approval



Registered 3 Weeks ago
[Click here to review/approve](#)



Registered 1 Month ago
[Click here to review/approve](#)



Registered 2 Months ago
[Click here to review/approve](#)

[Go to members](#)

Latest comments



commented on *Desperately Seeking an Alumni Friend from 1995-1998* saying:

You're welcome, the link to his Facebook page is as follows:
<https://www.facebook.com/ryo.yokoyama.3347?fref=ts>



Sara Officer (Sara Eastwood) commented on *Desperately Seeking an Alumni Friend from 1995-1998* saying:

WOW that is amazing thank you so much for letting me know. Please can you message me his Facebook Link so I can connect with him. You are a superstar x

Latest joiners



Director
17 Hours ago



Alumni student
2 Days ago



Alumni student
3 Days ago



ini student
1 Week ago



Alumni student

Relevant: Keep it Short & Sweet

Your College Your Alumni Your Network

10th May 2018

Fantastic Leadership Experience Opportunity

[Click here to find our more](#) - it's free!

Please note that the closing date is this SUNDAY.

 364 (53.8%) Opened
 135 (20.0%) Clicked

Your College Your Alumni Your Network


21st May 2018

"Trust Dr Pugh"

"There are different opportunities out there for you to be happy."

Catch up with this Concord alumnus who recently visited and reflected on their time at Concord...

Click [here](#) to read his interview.

 281 (63.1%) Opened
 81 (18.2%) Clicked

Your College Your Alumni Your Network

24th May 2018

We had an idea

Because helping each other is what we do best.

Dear first_name

We've created some University Buddy Clubs and taken the liberty of joining you to your University Club.

[Click here for more information](#)

 80 (57.1%) Opened
 30 (21.4%) Clicked

Your College Your Alumni Your Network



8th May 2018

Calling all Head Prefects

You all have the X-Factor

Which is why you became Head Prefect at Concord College.

So what are you doing now? [Click here to answer five short questions](#) about what you are doing now to help us write our Head Prefects story.

 37 (69.8%) Opened
 28 (52.8%) Clicked

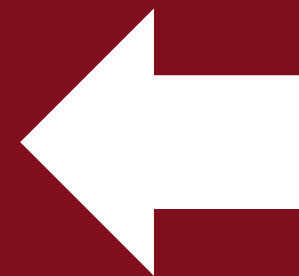
Relevant Communications....

○ ○ ○

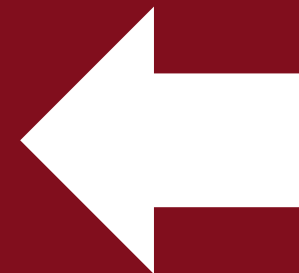
DELETE 392 activities completed

Sort by Date - Most recent first ▼

<input type="checkbox"/>	TYPE/RECIPIENT(S)	ACTIVITY NAME	DATE/ASSIGNED ADMIN	LINKED TO	DETAILS AND RESULTS
<input type="checkbox"/>	@ Email 1664 people	Launching Business Networking post 2015 Mem bers	30 May 2018 22:10	Email sent	665 (40.0%) Opened 43 (2.6%) Clicked 4 (0.2%) Hard Bounces 28 (1.7%) Soft Bounces 0 (0%) Complained 1 (0.1%) Unsubscribed
<input type="checkbox"/>	@ Email 122 people	Medical Futures Volunteers MEDICS	30 May 2018 11:20	Email sent	88 (72.1%) Opened 13 (10.7%) Clicked 0 (0%) Hard Bounces 2 (1.6%) Soft Bounces 0 (0%) Complained 0 (0%) Unsubscribed
<input type="checkbox"/>	@ Email 90 people	Cambridge Meet&Greet	25 May 2018 10:04	Email sent	60 (66.7%) Opened 32 (35.6%) Clicked 0 (0%) Hard Bounces 0 (0%) Soft Bounces 0 (0%) Complained 0 (0%) Unsubscribed
<input type="checkbox"/>	@ Email 140 people	We've joined you to a Buddy Club	24 May 2018 13:30	Email sent	80 (57.1%) Opened 30 (21.4%) Clicked 0 (0%) Hard Bounces 1 (0.7%) Soft Bounces 0 (0%) Complained 0 (0%) Unsubscribed
<input type="checkbox"/>	@ Email 1360 people	Members Opt-In Survey	8 May 2018 13:25	Email sent	912 (67.0%) Opened 472 (34.7%) Clicked 4 (0.3%) Hard Bounces 24 (1.8%) Soft Bounces



Gets




Results

Interesting Results...

<input type="checkbox"/> DELETE		392 activities completed		Sort by Date - Most recent first	
<input type="checkbox"/>	TYPE/RECIPIENT(S)	ACTIVITY NAME	DATE/ASSIGNED ADMIN	LINKED TO	DETAILS AND RESULTS
<input type="checkbox"/>	@ Email 851 people	Non Members Opt-In Survey	8 May 2018 11:50	Email sent	340 (39.9%) Opened 146 (17.1%) Clicked 30 (3.5%) Hard Bounces 40 (4.7%) Soft Bounces 0 (0%) Complained 2 (0.2%) Unsubscribed
<input type="checkbox"/>	@ Email 545 people	Spring 2018 Newsletter NON Members	18 Apr 2018 12:40	Email sent	139 (25.4%) Opened 23 (4.2%) Clicked 18 (3.3%) Hard Bounces 15 (2.7%) Soft Bounces 0 (0%) Complained 1 (0.2%) Unsubscribed
<input type="checkbox"/>	@ Email 253 people	Catch up with Yvette Ang (2008-2012) NON MEMBERS	16 Apr 2018 14:55	Email sent	47 (18.5%) Opened 1 (0.4%) Clicked 4 (1.6%) Hard Bounces 9 (3.5%) Soft Bounces 0 (0%) Complained 1 (0.4%) Unsubscribed
<input type="checkbox"/>	@ Email 825 people	Opt in NON members	7 Mar 2018 15:55	Email sent	277 (33.5%) Opened 78 (9.4%) Clicked 29 (3.5%) Hard Bounces 30 (3.6%) Soft Bounces 1 (0.1%) Complained 3 (0.4%) Unsubscribed
<input type="checkbox"/>	@ Email 557 people	Catch up with James Brann (1955-1956) NON MEMBERS	15 Feb 2018 15:50	Email sent	138 (24.6%) Opened 22 (3.9%) Clicked 17 (3.0%) Hard Bounces 13 (2.3%) Soft Bounces

These Are
NON
Members!

Relevant Stories




Search for people

[Home](#) [NETWORK](#) [NEWS](#) [PARTNERS](#) [SUPPORT US](#) [CLUBS](#) [EVENTS](#) [PHOTOS](#) [SHOP](#) [RESOURCES](#)

2010's Alumni

All things relevant to alumni from the 2010's years


[Home](#) > [News](#) > [Stories by Decade](#) > [2010's Alumni](#)



First Year Success For Concord Alumnus At UCL

From curricular to extracurricular... Read about this Alumnus' new role at university!


Posted on: 24 May 2018



Millie Is Losing It For Charity!

I am going to Machu Picchu this August and am taking it as an opportunity to lose weight. Just two months into this incredible journey and I am already two stone down!

Posted on: 24 May 2018



Catch Up With Xiao Chen (2015-2017)

Read Stories Written By Millie

Millie Is Losing It For Charity!
On the Road to Self Discovery
[View all](#)

Read Stories Featuring Millie

Millie Is Losing It For Charity!
On the Road to Self Discovery
Catch up with Nick and Zach
[View all](#)



SHARE

Help Requests



[Has Someone You Met at Concord Ever Helped You](#)

[The Concord College Anthony Morris Foundation](#)

[Celebrating Investors for the Future](#)

[My Machu Picchu Trek for The Children's Society](#)

[Recent Leavers Reunion Feedback](#)

[2018 Summer Job Placements at Concord](#)

[Millie Is Losing It For Charity!](#)

[Our 70th Birthday Book](#)

Facilitating useful connections



The laptop screen shows a web application with the following sections:

- LOCATION**
 - Current city:
 - Current country: (dropdown menu is open showing a list of countries including Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, etc.)
 - Has worked/studied in (country):
- HIGHER EDUCATION**
 - University:
 - Qualification level: (dropdown)
 - Subject: (dropdown)
 - Course:
- WORK/EXPERIENCE**
 - Employer:
 - Has experience in (industry): (dropdown)

Below the filters, there are buttons for **DEVELOPMENT SEARCH** and **ADVANCED FILTERS**. A message states "1 profile found matching your search criteria".

At the bottom of the filter section, there are buttons for **CLEAR** and **FILTER**.

Below the filters, there is a row of buttons: **+ FLEXIGROUP**, **REMOVE/ADD USER GROUP**, **EMAIL**, **LOG ACTIVITY**, **EXPORT**, **CLEAR SELECTION**, and **MERGE MEMBERS**.

The main content area displays a table with the following columns: **NAME & PROFILE**, **EMAIL**, **TYPE**, **GROUP**, **STATUS**, **JOINED**, **LAST VISIT**, and **ACTIONS**.

The table contains one row of data for a user named **Christopher Steven** (profile picture is a small version of the man in the circular inset). The user's email is redacted with "xxxxx". The user's status is "Online profile". The user joined on "2015-09-10" and last visited on "2018-04-19". The user's group is "Alumni student". The user's type is "Scholar". The user's last visit is "2018-04-19". The user's actions are listed as "In School 1988-".

Concord Alumni Clubs

Clubs



78

Bath Buddy Club



25

Bristol Buddy Club



119

Cambridge Buddy Club



50

Cardiff Buddy Club



4

Durham Buddy Club



6

Edinburgh Buddy Club



9



28



1

Search Clubs

View a full list of the Clubs in alphabetical order:

Search...

Search for people

Keyword...

Member Type

From

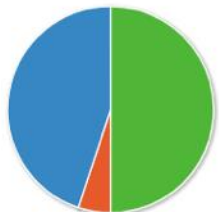
To

Country

City

SEARCH FOR PEOPLE

Overview



■ **128 Unique Opens**

243 opens to date.

■ **13 Bounced**

13 bounces to date.

■ **115 Unopened**

Open rates are only estimates.

Summary

50.0% of all recipients **opened so far**.

16.0% **clicked a link (41 people)**.

0% **unsubscribed (0 people)**.

0 **people marked it as spam (0%)**.

0 **people forwarded your email**.



Your College Your Alumni Your Network

15th February 2018

What are you doing in August 2019?

Maybe it's time to catch-up with friends?

Dear first_name

We are busy planning a huge reunion party to celebrate Concord's 70th Birthday in August 2019.

I thought it would be fun to try and get as many people attending this event from around my time at Concord - so we can all party together.

If you think you **MAY** be able to come to this reunion please [click here](#) to join our exclusive '70th Birthday 1986-1991 Alumni' Club so everyone can see who 'might' be attending - which may encourage others to plan to attend too too!

[Home](#) > [Clubs](#) > [Join if 1986 to 1991 Alumni](#)

Join if 1986 to 1991 Alumni

[JOIN](#)

Join this Club if you attended Concord College between 1986-1991 AND you think you might attend the 70th Birthday Reunion at Concord in August 2019. Use the comments tab to start chatting - nearer the time we can use this Club to liase about where to stay and even organise other mini events to make it a fun packed weekend e.g. meeting up on the Friday night in Shrewsbury to go to Park Lane - ha ha who can remember going there!!!! You are not committed to attending by joining this club - it's just to see who MAY attend.

[SHARE](#)

MEMBERS

 Clubs Admin

Administrator/s (1)



Members (24)





Travel & Tourism



Woodland Stays & Clearviews: Holiday Let Business

Are you visiting Concord? if so why not stay in this Alumni's holiday let rentals - two log...

Law & Order



Michelman & Robinson LLP: Banking and Finance Attorney

If you are based in the US and need some help with foreign entities, Umera is an...

Consulting Business

Home > Clubs > Join if Starting a Business

Join if Starting a Business



LEAVE

Join this Club if you are an entrepreneur or are looking to start up a small business. We have two Alumni small business /innovation experts on hand to offer help and advice.

As a member you can use the 'comments' tab to ask any questions you have. If you find any interesting articles or resources that would be interesting please send them to us and we can attach them to this club for others to you. Any activity in this Club including comments will activate a weekly email newsletter which goes out to all members so anyone can click through to answer your questions so start a conversation today!



SHARE

MEMBERS

COMMENTS

Clubs Admin

Administrator/s (2)



Members (7)



Search for people

Keyword...

Member Type

From

To

Country

City

SEARCH FOR PEOPLE

Thankful and Willing

From: Ferri Prof.
Sent: 31 May 2018 06:36
To: Alumni
Subject: Re: New Business Networking Initiatives from your Alumni Network



Ferri PhD, FCIM, MIMMM
Webster Chair Professor
Department of Mining and Materials Engineering

From: Alexander Professor
Sent: 30 May 2018 12:37
To: Alumni
Subject: Re: HELP REQUEST: Concord Medical Futures Conference

Love to come and help/give a talk, unfortunately I am attending fund raising for charity uk Microtia same day, maybe next time.

thanks, alex

Professor Alexander M.

Director & Professor of Nanotechnology & Regenerative Medicine

(Nanotechnology and Regenerative Medicine Commercialisation Centre)

dardyleong

To: Alumni

CCAMF responds to Neil Email

• To help protect your privacy, some content in this message has been blocked. If you're sure this message is from a trusted sender, click here.

Dear Hawkins,

Thank you for your wonderful letter.

It is so good to sponsor the two students whose fathers had studied in Concord College.

It is to keep within one big family is the main objective of Anthony Morris scholarship.

What a brilliant idea!

Congratulations to you and Mr Morris.

From

Dardy



Summary of Top Tips



Relevant

Make your stories relevant to someone – if they are not relevant don't write them – and then share with the relevant people



Useful

Don't expect people to find the connections – nudge this along and help to connect people via your online community



Thankful

Always thank back - and create a spirit of reciprocity



Questions?