

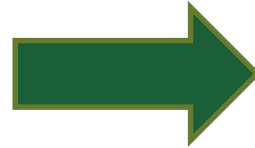
# Proposal for Alumni Relations & Development Director



# Committee Objective & Proposal

## **Task:**

Determine steps to take to move forward with the purchasing of Alumni Tracking Mechanism/  
Developing an alumni program.



## **Proposing**

Hire a Development Director to strengthen alumni relations, look for ongoing fundraising opportunities, and outline steps to move towards establishing a Foundation.

# Key Learnings from Previous Presentations\*

- Many local schools have some kind of foundation or organization that facilitates alumni relations and brings in money i.e. *Mason, Mariemont, Indian Hill, Madeira, Wyoming, Milford, Princeton, Oak Hills, Walnut Hills, Fairfield, Hamilton and Lakota*
- Biggest challenge is connecting with alumni after graduation.
- Designated staff needed to build relationships and coordinate efforts to create a strong affection among current students and alumni
- Targeted effort to connect with affinity groups outside of athletics including Music, Theater, Art , NHS, and 96 additional clubs and associations

*\*See appendix for details*

# THE NEED IS CLEAR

“Always an Aviator” campaign highlighted the need for ongoing efforts and benefits associated with facilitating alumni relations

- Sycamore has 30,000+ alumni many of which live in the area (and many are current Sycamore parents).
  - Sycamore Alumni and Friends Association (SAFA) has 10,000 email addresses in the database with little confidence that information is accurate and little proactive action being taken without a dedicated resource
  - Most fundraising to date have been a local ask tied to a specific need, not an ongoing give (e.g. Tag day)
  - \$100,000 = 4,000 individuals giving \$25
  - Need to create a culture of staying connected beyond social media
- The desire keeps coming up to tap into our alumni & concerted effort is needed
  - Create connections early to keep alumni tied to the community especially if non-local
  - Personally invite alumni to events & tie connection to interests and skill sets of each alumni
- Opportunity to facilitate community relations activities & understand our alumni base
  - Career conversations (e.g. alumni sharing experience of not attending 4-year institutions, internships)
  - Alumni feel loyalty and connection to the school & want to stay connected (e.g. Homecoming, theatre, athletics, academics)
  - Tied into engagement of the 70% that do not have students in the school system

# Create New Role to Expand & Continue Always an Aviator Efforts

## Alumni Relations

- Generate opportunities for alumni to stay connected through social media, generating awareness, and providing reunion planning tools
- Build relations and strengthen current student experience
- Establish and maintain alumni database

## Community Involvement

- Coordinate with other school organizations running major events (e.g. athletic boosters, SBOB, SAFA, Sycamore Bridges, etc) to align schedules & frequencies
- “Career days” and internship opportunities

## Fundraising

- Build structure to support ongoing giving efforts & outline strategic plan to create a Foundation (501-3C non-profit)
- Create culture of giving & implement fundraising efforts
- Identify projects & develop the “sell”

Create connection of current efforts to ongoing programs including athletics and other interest groups

# Development Director

Establish ongoing efforts to strengthen alumni relations, create a culture of planned giving, and look for opportunities for alumni involvement

## Essential Duties and Responsibilities

- Develop and implement a strategic plan to build alumni database and create connections including a comprehensive fundraising plan
- Work with the Sycamore Administration team and Board of Directors to maximize giving potential of individual members and develop strategies to leverage existing networks and grow from there
- Successfully raise **\$100k+ annually or at least 80% of operating expense by 2024 with plan to get to fully funded by 2025**
- Engage with current students to develop ongoing alumni relations post graduation and create opportunities to connect to and learn from alumni
- Create collateral to support ongoing efforts, run alumni connect campaigns, pledge drives, donation drive
- Source and implement needed technology supports/fundraising software

## Reports to

Administration; in future could report to Foundation Board

## Salary

Tend to be 85K-110K

## Qualifications

- Previous success with individual giving and major gifts
- Minimum of 5 years professional development experience; experience with an educational system preferred
- Entrepreneurial spirit with a demonstrated ability, creativity and influence to establish a program from the ground up
- Demonstrated ability to connect with and present to people at all levels (e.g. Alumni, School Administrators, students, BOE, parents, community)

# Summary and Next Steps

**March 2022:**  
Present to SAC

**May/June 2022:**  
Present to BOE

Funding approval needed:

- \$100K salary + benefits
- 2 years to make this a self-sustaining role with understanding that there may be some additional costs associated (e.g. database)

**May/July 2022:**  
Recruit & Hire

Administration team & HR to coordinate posting, recruiting & hiring

**August 2022:**  
Onboard & Begin establishing program

- Individual hired & tasked to outline program & any needed resourcing
- Assess & document current efforts – what groups are already happening, begin to create connections
- Create structure & direction (community calendar)
- Look for opportunities to create connections – theatre, bands, other organizations

**August 2024:**  
Self funded position with sustainable program developed

- Through growing our associate relations programing and increasing fundraising efforts it is anticipated that this position can be self-funded in 2 years and ROI will be actualized.
- Establish goals for YOY growth.
- Determine need to establish Foundation Board with members of various constituents

# Appendix





## Previous Presentations

- Sycamore Alumni & Friends Associations (SAFA) - 2014
- Effective and Sustainable Alumni Organizations - February 2018
- Public School Education Foundations - February 2020
- Graduate Feedback for Sycamore Community Schools - April 2020

<https://www.sycamoreschools.org/Page/2319>

## References to White Papers and Blogs for more info

- [GGA-Alumni-Community-Whitepaper-Shaindlin-REV.pdf \(grenzebachglier.com\)](#)
- [The importance of the alumni network | Red Brick Research](#)
- <https://www.alumnifutures.com/>
- [Starting an Alumni Board: Guest Blogger Michael Griffin](#)
- [Oberlin Alumni Magazine / Fall 2021](#)