

HEAD-ROYCE SCHOOL ALUMNI COUNCIL STRATEGIC PLAN 2017-2022

MISSION

The mission of the Head Royce School Alumni Council is to encourage and foster active, life-long engagement amongst alumni in the Head-Royce School community. The council serves the school and alumni in advancing the Head-Royce School mission of continued learning, diversity and citizenship.

The council:

1. Acts as a liaison for the alumni body.
2. Plays an integral role in informing, engaging, and inspiring alumni to support Head-Royce School by participating in and volunteering for HRS alumni strategic initiatives and through philanthropic giving.
3. Inspires all alumni to keep a life-long and fond connection to the HRS community and fellow alumni.

OUR VISION OF THE FUTURE

To be the life-long connection between alumni and HRS, and play a vital role in building a vibrant, sustainable and fulfilling alumni presence within the HRS community.

TARGET AUDIENCES

The objective of the council is to make sure that HRS alumni programs and initiatives are designed to attract the diverse range of HRS Alumni. Over time, audiences may become more refined and targeted as we continue to learn more and grow our program. Some key target audiences in year 1 will include:

1. Young Alumni (10 years out from graduation)
2. Anna Head Alumnae
3. Alumni residing in key geographies outside the Bay Area
4. Alumni seeking opportunities to network, both professionally, socially and around common interests

STRATEGIC OBJECTIVES

1. Engage a greater number of alumni by offering relevant programming and connections that serve their needs and strengthens their ties with the school and its mission.
2. Develop a comprehensive communications program to reach alumni in ways that are relevant and that strengthen the identity and value of being an HRS alum and illustrate the value and relevancy of the HRS alumni relations program to the greater HRS community.
Tactic Year 1: Increase the alumni program's reach, visibility, and engagement capacity by leveraging current technology (digital, social, mobile, web-based tools and platforms).
3. Improve the useful and relevant data on alumni and utilize this data to inform programmatic needs and changes.
4. Develop a programmatic approach to connect Alumni with each other, with students and the greater HRS community.
5. Increase alumni giving.

KEY METRICS

As we continue to build the alumni program at HRS, measurable indicators will be critical to the evaluation of programs and activities. Over time, we will continue to develop a more robust set of performance indicators, with key indicators for year 1 to include:

1. Increased confirmed contact methods and communications response and open rate
2. Increased attendance at events
3. Increased participation in the Alumni Annual Fund