

Alumni Strategic Plan

Executive Summary

The Euclid Public Schools Alumni Association (EPSAA) was first established in 1991 to connect and engage alumni of the Euclid Schools primarily through communication and activities, including a quarterly newsletter, reunion support, the Sports and Distinguished Achievement Halls of Fame, and the Euclid Schools Foundation.

As the Euclid Public Schools Alumni Association turns its focus to the future, we continue our commitment to the alumni, students, and staff of the Euclid Schools and to the Euclid community. We have engaged in a rigorous strategic planning process to guide our work over the next several years, beginning with a new Mission and Vision Statement.

Mission and Vision Statements

Vision Statement: As we thought about where we've come from and where we want to be, we created a new vision statement to articulate our long-term goals and define success for the association.

EPSAA will be a leader among public school alumni associations in the greater Cleveland area by engaging all Euclid Schools alumni and connecting them in a meaningful way to the Euclid City Schools, its current students, and the Euclid community.

Mission Statement: In the near-term, it was important that we define a new mission statement that adequately captures our core values and objectives and how we plan meet those objectives.

The Euclid Public Schools Alumni Association connects Euclid Schools alumni and association members to resources, information, benefits, and events that engage them with the past, present, and future of the Euclid City Schools.

Core Functions: The Euclid Public Schools Alumni Association's core purpose is *Member and Alumni Relations*. This purpose is fulfilled through 3 core functions:

- *Fundraising and Events;*
- *Communication;* and
- *Memorabilia.*

In addition to these outward-facing functions, there are several internal, *Administrative and Operational* functions that are essential to the implementation of our mission and vision.

Alumni Input for Strategic Planning Process: Between June and September, 2018, EPSAA released a survey and held a series of public focus groups at Euclid Public Library to acquire recommendations from our core constituents to form the basis of our strategic plan.

Date	Topic	Number of Attendees/ Responses
5/16/18	Survey	90
6/30/18	Trustee Retreat	5
7/28/18	Membership & Alumni Relations	8
8/11/18	Events & Fundraising	6
8/25/18	Communication & Memorabilia	8
9/8/18	Review Recommendations	9
	Total Engagements	126

The recommendations that emerged from this process are included in the following pages. As EPSAA looks toward its future, members of the executive team should identify goals and strategies related to each function that will set us up to fulfill our mission and vision and achieve the items outlined in the following pages.

Near-Term Priorities: The following items should be prioritized before the end of 2018:

Administration and Operations

1. Determine a process for selecting committee members and leadership.
 - a. Identify alumni that would be a good fit and recruit them
 - b. Trustees should have a donational commitment and recruit others to donate.
2. Identify parts of the bylaws that need to be changed or amended to meet the goals of the Strategic Plan
3. Complete necessary prep work to successfully execute all parts of this strategic plan.

Membership and Alumni Relations: Reunion Support

1. Have a presence at as many reunions as possible

Events and Fundraising

1. Meet with school personnel to determine events in collaboration with the district, when EPSAA can assist with or have a presence at district events, and appropriate access to school buildings for EPSAA-sponsored events.
 - a. Consistently have a tabling presence at school events to promote the organization and sell memberships

Communication

1. Research and purchase domain name and website platform

Newsletter

1. Send one final mailing to all current members, including the news about the e-newsletter

Memorabilia

1. Determine a collection and storage strategy for memorabilia
2. Prioritize the organization of current items

Strategic Plan Items

Administration and Operations

1. Determine a process for selecting committee members and leadership.
 - a. Identify alumni that would be a good fit and recruit them
 - b. Trustees should have a donational commitment and recruit others to donate.
2. Identify parts of the bylaws that need to be changed or amended to meet the goals of the Strategic Plan
3. Complete necessary prep work to successfully execute all parts of this strategic plan.
4. Treasurer creates an overall organizational budget, outlining planned revenue and expenses, to guide fundraising targets and assist with event- and membership-based goal setting, to be approved by Trustees.
 - . Add assessment points to adjust budget as needed
5. Reach out to other like organizations to help determine best practices across impact areas.
6. Create the following committees (committee roles outlined below unless otherwise noted):
 - a. Membership and Alumni Engagement Committee
 - b. Event Committee
 - c. Memorabilia Committee
 - d. Communication Committee
 - e. Community and School Engagement Committee: to coordinate programming with and outreach to the Euclid community and the Euclid Schools, including mentorship opportunities.
2. Create specific goals and timelines related to the recommendations set forth in this document.
3. Determine if EPSAA and Foundation structure is best practice
 - a. Euclid Schools Foundation should run its own strategic planning process to determine organizational goals and strategies for sustainability.

Membership and Alumni Relations

1. Create a Membership and Alumni Engagement Committee to focus on member recruitment and retention
2. Finalize membership costs
 - a. Keep the \$10/\$100 existing costs
 - b. Free or drastically reduced price membership for 1-2 years for new graduates
 - c. Free lifetime membership for large donors to either EPSAA or the Euclid Schools Foundation (donation amount TBD)
 - d. Allow members to “gift” memberships to teachers and staff
 - e. Consider variable membership levels with different benefits
3. Finalize membership benefits, and consider the following options:
 - a. Swag/free stuff (could add a membership option that’s more expensive but includes a t-shirt)
 - b. Events with variable fee for member/non-member
 - c. Early event ticket options for members
 - d. Volunteer opportunities, such as alumni job mentoring
4. Set goals for membership growth
 - . Identify touch points for follow-up
5. Research and select a database software vendor that is cost effective and meets the needs of the EPSAA, and migrate the current database.
 - . Include capabilities for fundraising

Reunion Support

1. Have a presence at as many reunions as possible
 - a. Create a “go kit” so this can be handled by alumni volunteers
2. Offer supportive services to class reunion planning committees, but not be responsible for reunion planning or hosting. Services should include:
 - a. Provide accurate class contact lists from ESPAA database
 - b. Provide mechanism for online payments for a fee
 - c. Create and ad hoc reunion committee to create and share planning template for reunions.
 - Recommended locations for reunion events
 - Negotiate discounts with local business owners for events in the City of Euclid
 - Coordinate with the District to provide access to EHS and tours
 - Share best practices for successful events

Affinity Groups

1. Offer similar supportive services to affinity groups as listed under “Reunion Support,” but not retain responsibility for managing those affinity groups.
2. Consider financial support for affinity group events on a case-by-case basis.

Events and Fundraising

1. In addition to the Halls of Fame events, aim to host (4) events per year, (2) on-site at EHS and (2) off-site in the City of Euclid.
 - a. Historical bus tour
 - b. Gala in Fall 2020 (when both old and new buildings are existing)
 - c. Happy hours
 - d. Underground tour of EHS
 - e. Coordinate with the District for certain events (i.e. Tailgate)
 - f. Connect with Halls of Fame to make events more manageable and sustainable.
2. Meet with school personnel to determine events in collaboration with the district, when EPSAA can assist with or have a presence at district events, and appropriate access to school buildings for EPSAA-sponsored events.
 - a. Consistently have a tabling presence at school events to promote the organization and sell memberships
3. Create an Event Committee to manage events and support reunions once ad hoc committee is dissolved.
4. Create operational budgets for all events and predetermine goals to either raise money, spend money, or break even, depending on the event.
 - a. Every event should have a fundraising component (i.e. round up your ticket price for a donation) to benefit either EPSAA or the Euclid Schools Foundation.
 - b. For events with a cost to non-members, make prices high enough that it encourages people to join rather than paying for the ticket
 - c. Work toward positioning the organization to be able to absorb and run existing events that may not be sustainable in the future in their current state

Communication

1. Research and purchase domain name and website platform that includes:
 - a. Easy updating and customization
 - b. Online donation compatibility
 - c. E-Newsletter sign-up
 - d. Event calendar
 - e. Database integration
 - f. Portal for members
 - Special access to online store
 - List of items in memorabilia collection
 - g. Ability to purchase membership online
 - h. Newsletter archive
 - Include scanned versions of hard copy newsletters
 - i. Additional features recommended by the Communication Committee
 - j. Sub-pages for classes
 - k. Event payment
2. Create a Communication Committee to:
 - a. Determine an overall communication plan that outlines:
 - Audiences
 - Channels/Media
 - Messages
 - Messengers
 - Brand
 - b. Develop a plan to promote events and news (i.e. sending press releases or sharing notable alumni stories)
 - c. Determine key promoters who are responsible for sharing EPSAA news among their own constituents, such as class reps and Hall of Fame members.
 - d. Determine tools to support these key messengers, such as collateral materials and providing language to share
 - e. Prioritize communication that:
 - Includes calls to action
 - Is sensitive to how different generations communicate
 - Draws on nostalgia
 - Encourages people to come back to future events or join as members
 - Shares information about the District and support current students
 - i.e. building construction, student scholarships

Newsletter

1. Send quarterly e-newsletter to the mailing list (includes non-members)
 - a. Research and select the best, low-cost e-mail subscription service (Constant Contact, MailChimp, etc.)
 - b. Include upcoming events and volunteer opportunities
 - c. Send one final mailing to all current members, including the news about the e-newsletter
 - Mechanism to provide email address
 - Ability to opt-in to a mailed hard copy of future newsletter
2. Send one hard copy annual report for members by mail
 - a. Include meeting dates for the year and alumni updates

Memorabilia

1. Determine a collection and storage strategy for memorabilia
 - a. Prioritize the organization of current items
 - b. Create database and system to archive items for organized storage, access, and security.
 - Create descriptions of items to put with displays
 - Potentially use student volunteers for data entry
 - c. Digitize photos and articles and purchase a projection screen, to easily share images at events and in the Hall of Fame section at EHS
 - Change displays with season (i.e. football memorabilia during football season)
 - Consider completing a 360 scan of items
 - d. Determine what to keep and what has deteriorated and should be disposed of
 - e. Make a plan for preservation of existing collection and new items
2. Form a Memorabilia Committee to support the collection, archiving and storage of memorabilia.
 - a. Committee should determine messaging and set guidelines for the public about memorabilia collection
3. Determine how to display the memorabilia collection, including location
 - a. Reach out to Euclid Historical Society for advice and support and other similar organizations

Appendix A: Implementation Timeline

Function	Sub-Function	Item	2018	2019	Jan-Mar 2020	Apr-Jun 2020	Jul-Sep 2020	Oct-Dec 2020	2021	After 2021
Administration and Operations		1. Determine a process for selecting committee members and leadership and identify alumni that would be a good fit and recruit them.	ONGOING							
		2. Identify parts of the bylaws that need to be changed or amended to meet the goals of the Strategic Plan.	COMPLETE							
		3. Complete necessary prep work to successfully execute all parts of this strategic plan.			COMPLETE					
		4. Treasurer creates an overall organizational budget, outlining planned revenue and expenses, to guide fundraising targets and assist with event- and membership-based goal setting, to be approved by Trustees.		COMPLETE						
		5. Reach out to other like organizations to help determine best practices across impact areas.								
		6. Create committees			IN PROCESS					
		7. Create specific goals and timelines related to the recommendations set forth in this document.								
		8. Determine if EPSAA and Foundation structure is best practice								
		a. Euclid Schools Foundation should run its own strategic planning process to determine organizational goals and strategies for sustainability.							IN PROCESS	

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Membership and Alumni Relations		1. Create a Membership and Alumni Engagement Committee to focus on member recruitment and retention			COMPLETE						
		2. Finalize membership costs									
		3. Finalize membership benefits									
		4. Set goals for membership growth									
		5. Research and select a database software vendor that is cost effective and meets the needs of the EPSAA, and migrate the current database.									
	Reunions	1. Have a presence at as many reunions as possible	ONGOING								
		a. Create a “go kit” so this can be handled by alumni volunteers						IN PROCESS			
		2. Offer supportive services to class reunion planning committees, but not be responsible for reunion planning or hosting.									
	Affinity Groups	c. Create and ad hoc reunion committee to create and share planning template for reunions									
		1. Offer similar supportive services to affinity groups as listed under “Reunion Support”, but not retain responsibility for managing those affinity groups.	ONGOING								
	2. Consider financial support for affinity group events on a case-by-case basis.	ONGOING									

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Events and Fundraising		1. In addition to the Halls of Fame events, aim to host (4) events per year, (2) on-site at EHS and (2) off-site in the City of Euclid.		SHOF	MEMORABILIA SORTING		EHS and Central Farewell Events	Homecoming (Tentative) & SHOF		
		2. Meet with school personnel to determine events in collaboration with the district, when EPSAA can assist with or have a presence at district events, and appropriate access to school buildings for EPSAA-sponsored events.			COMPLETE					
		a. Consistently have a tabling presence at school events to promote the organization and sell memberships	ONGOING							
		3. Create an Event Committee to manage events and support reunions once ad hoc committee is dissolved.								
		4. Create operational budgets for all events and predetermine goals to either raise money, spend money, or break even, depending on the event.								
		c. Work toward positioning the organization to be able to absorb and run existing events that may not be sustainable in the future in their current state.								

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Communication		1. Research and purchase domain name and website platform	COMPLETE								
		2. Create a Communication Committee			COMPLETE						
		a. Determine an overall communication plan				IN PROCESS					
		b. Develop a plan to promote events and news				IN PROCESS					
			c. Determine key promoters who are responsible for sharing EPSAA news among their own constituents and tools to support these promoters								
	Newsletter		1. Send quarterly e-newsletter to the mailing list		COMPLETE		COMPLETE				
			a. Research and select the best, low-cost e-mail subscription service	COMPLETE							
			c. Send one final mailed to all current members, including the news about the e-newsletter	COMPLETE							
			2. Send one hard copy annual report for members by mail					COMPLETE			
		Memorabilia		1. Determine a collection and storage strategy for memorabilia			IN PROCESS				
			a. Prioritize the organization of current items			IN PROCESS					
	b. Create database and system to archive items for organized storage, access, and security.										
	c. Digitize photos and articles and purchase a projection screen, to easily share images at events and in the Hall of Fame section at EHS										
	d. Make a plan for preservation of existing collection and new items										
	2. Form a Memorabilia Committee to support the collection, archiving and storage of memorabilia.				COMPLETE						
	3. Determine how to display the memorabilia collection, including location										
	a. Reach out to Euclid Historical Society for advice and support and other similar organizations										