

# Glen Eira College Connect

## Alumni Development

### *Term 1 Progress Report*

Our focus this term has been to increase our connections with alumni, develop our social media pages and start creating conversations around bringing in alumni for on campus sessions. The Glen Eira College Alumni Facebook page has been our main source of communication to past students and the wider school community. This page has consistently been updated with alumni bios each Thursday. We have also used this platform to celebrate alternative alumni involvement within the school, for example, on International Women's Day. You can visit the page at this link: <https://www.facebook.com/GlenEiraCollegeAlumni>

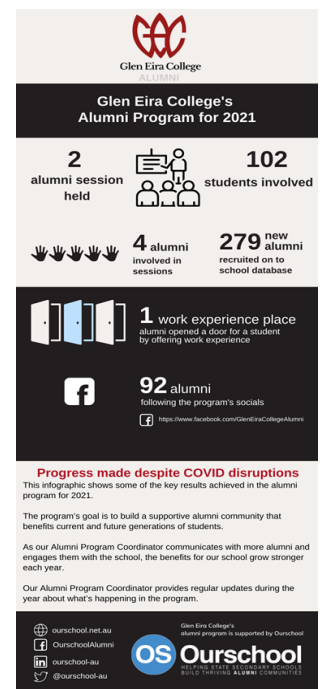
The Alumni database has grown significantly this term, and we are finding more past students reaching out to us via email or LinkedIn. Three alumni sessions are currently in the planning stages to be held next term. Both the alumni and classroom teachers are looking forward to these and they will no doubt generate further traction for alumni sessions in 2022.

I have met with Elise Dunstan (Ourschool Development Manager) each week, to touch base on my progress and for her to provide me with any support or assistance needed. I also attended a session held by Elise at Kew High School, which was great professional development for me, to see how a session is run. It was also helpful to meet other Alumni Program Coordinator's to share ideas and be able to support one another in this role.

Additionally, I am attending weekly Ourschool Coaches meetings with Elise and other APC's on Monday's, to learn about other school's experiences. This has helped me gain advice on how to tackle any challenges I may come across as well as gain a few ideas I can implement at Glen Elra.

The image to the right is an infographic depicting what was achieved *last year* whilst Katy Louden was the APC.

Below are more specific details and data regarding the progress of the alumni program so far this year.



## Alumni Contacts:

- 186 alumni that have been contacted to be involved in the program.
- 40 graduates from the class of 2021, have provided their details to be on the database.
- 105 active alumni, happy to be on database and hear about the program's activities.
- 25 alumni that are interested in coming back to hold a session with students.
- 81 contacts receiving our newsletters delivered once a term

## Branding, Marketing, Communications & Social Media:

- 8 Throwback Thursday's have been created this term, with 7 currently posted and 1 to be uploaded in the coming weeks. Each of these posters have been published on the facebook page, detailing the post-school pathway of each alumni as well as their most memorable part of GEC.
- 2 videos were posted on the facebook page for International Women's Day. 2 female alumni shared their post-school stories, the challenges they have faced in their chosen careers and how they have overcome these.
- The engagements on the facebook page are increasing each week. There are currently 95 page likes, 101 page followers and each individual post reaching between 100-300 people.
- Each Facebook post is signed off with "Supported by the Jellis Craig Foundation."
- The alumni page on the school's official website has been further updated. It contains links to our social media pages as well as our email that alumni can contact us by.
- The second e-newsletter has been sent to alumni via mailchimp.
- The alumni LinkedIn page has been created and encouraged for past students to follow and network.

| Published           | Post   | Type | Targeting | Reach | Engagement |
|---------------------|--|------|-----------|-------|------------|
| 24/03/2022<br>14:13 | Happy Throwback Thursday! 🎉 Today we have Andrew Wilson from the class of 2017. If you are an          | 📱    | 🎯         | 77    | 5<br>10    |
| 08/03/2022<br>15:00 | Thank you Ella, for also sharing your post-school pathway experiences in honour of International       | 📱    | 🎯         | 69    | 19<br>8    |
| 08/03/2022<br>10:00 | Happy International Women's Day 🎉 Class of 2016 Alum, Sunita Bhattacharya, kindly put together a       | 📱    | 🎯         | 158   | 63<br>28   |
| 24/02/2022<br>10:00 | Happy Throwback Thursday! 🎉 Today we have Malysa Pierment from the class of 2012! If you are an        | 📱    | 🎯         | 107   | 19<br>18   |
| 17/02/2022<br>10:00 | Happy Throwback Thursday! 🎉 Introducing Anna Nguyen, Class of '09! If you are an alum, or know         | 📱    | 🎯         | 151   | 51<br>22   |
| 10/02/2022<br>10:00 | Happy Throwback Thursday! 🎉 To kick off 2022 we have Nirvan Jamsandep, from the class of 2014! If      | 📱    | 🎯         | 292   | 131<br>27  |
| 09/12/2021<br>10:00 | Happy Throwback Thursday! 🎉 Today we have Sunita Bhattacharya, Class of 2016! Sunita shares a          | 📱    | 🎯         | 187   | 6<br>18    |
| 03/12/2021<br>14:00 | Zoe Tuttleby, GEC graduate from 2016, presented a wonderful speech at the 2021 valedictory ceremony    | 📱    | 🎯         | 212   | 62<br>19   |
| 02/12/2021<br>10:00 | Happy Throwback Thursday! 🎉 Today we have Zoe Markopoulos, Class of 2020! Despite only graduating      | 📱    | 🎯         | 182   | 13<br>23   |
| 11/11/2021<br>11:00 | Happy Throwback Thursday! 🎉 This week we have Eliza Sharpe, Class of 2018! Please feel free to         | 📱    | 🎯         | 910   | 216<br>82  |
| 04/11/2021<br>11:00 | Happy Throwback Thursday! 🎉 Shaking it up this week with a cohort photo from the class of 2016! 📸 It's | 📱    | 🎯         | 276   | 58<br>14   |
| 28/10/2021<br>11:00 | Happy Throwback Thursday! 🎉 This week we have Khyati Singh, Class of '15. If you are interested in     | 📱    | 🎯         | 246   | 6<br>10    |
| 21/10/2021<br>11:00 | Happy Throwback Thursday! 🎉 Welcoming Charlotte Skinner, Class of '17. Please make sure you get in     | 📱    | 🎯         | 242   | 17<br>14   |
| 14/10/2021<br>11:00 | Happy Throwback Thursday! 🎉 Today's profile is Morgan Edwards, Class of '18. If you are an alum or     | 📱    | 🎯         | 246   | 9<br>11    |
| 07/10/2021<br>11:00 | Another Throwback here to entertain your Thursday! 🎉 This week we have Gai Gross, Class of '17. As     | 📱    | 🎯         | 239   | 9<br>13    |

The reach and engagements of the Facebook posts

## Activities Completed in Term 1:

- 2 pre-recorded videos of alumni sharing their journey for International Women's Day were distributed around the school for teachers and staff to view as well as on the alumni social media pages for the community to see.
- Communications with teachers and alumni to hold subject and year level sessions in Term 2 have occurred.
- Communications have occurred with alumni from GEC's foundation schools. This has broadened our network of alumni and targeted those from the early years of GEC's establishment.

- Throwback Thursday posters continue to be made, engaging alumni in participating and giving them a platform to share their successes.
- I have been working closely with the Parents Association to hear their thoughts on how the program is benefitting the wider GEC community.

### **Planned Activities for Term 2:**

- A Year 11 Business Management subject-specific session with 2 alumni from the class of 2015. These two alumni have studied business and are currently working in the business industry, with one working as a Talent Acquisition Specialist and the other as an Assistant Accountant.
- An online session with an Architect from the class of 1999, to speak to a year 11 VCD class.
- 2 alumni (one from the class of 2018, the other class of 2017) to speak on the subject of humanities pathways at a year 9 assembly. One alum has completed a Bachelor of Business Management, and the other is currently studying a Bachelor of Law and Commerce.
- Potentially inviting a few alumni to come in for careers week, to speak to year 10's on their post school pathways ahead of their work experience placements.
- Attend the Industry Insights session run by Ourschool with 6 students from years 10, 11 and 12 following the accounting or STEM pathway.
- Display all of the Throwback Thursday posters on a board for prospective parents to see.
- Reaching out to current parents with alumni children through the Parents Association to continue to build our database.

*Bridie Skinner - GEC Connect Alumni Program Coordinator*

*1/4/2022*

