The Scots College OBU

Strategic Plan

29 April 2014
Strategic Framework

1. Vision

2. OBU Objects

3. Strategic Goals

4. Pillars (Governance, Alumni Reunions, Events & Activities, Functions, Sustainability, Mentoring & Networking, Membership & Marketing)
   - Description
   - Key Strategies
   - Actions
   - Milestones
   - KPI’s

**Detailed in following pages**

To be developed by Pillar Chairs and actioned by Pillar Committees
Vision Statement

“To realise the College motto 'O that we may be worthy of our forefathers' by being an outstanding, relevant and valued alumni, by connecting the College community with the Old Boys and supporting fellow Old Boys in their connections with each other throughout Australia and overseas”
OBU Objects

As per OBU Constitution

1. To bring together the Old Boys
2. To promote reunions of Old Boys’ and other functions
3. To promote and support the College
4. To encourage and foster the connection between the College and the Union
5. To present awards and prizes including the Honour Cap and other forms of recognition
6. To award bursaries and scholarships
7. To arrange and support sporting and cultural events with the College
8. To further the interests of the Union and the College in every possible way
OBU Strategic Goals

1. Increase active engagement of members to foster lasting relationships
2. Increase attendance and support for Old Boy and College activities
3. Effectively communicate with Old Boys and the College community
4. To keep Old Boys connected to the College
5. To provide an effective re-union program throughout Australia and overseas
6. Support Old Boys’ business and career progression with networking and mentoring
7. Support students of the College with relevant careers guidance and subsequent mentoring
8. Facilitate personal and family support to Old Boys when required
9. To be financially able to arrange and fund ongoing scholarships and bursaries for sons’ of Old Boys in financial need
10. To run relevant fundraising campaigns to support the goals of the Old Boys’ Union
11. To foster and support the College traditions and core values by providing student awards
12. To promote a culture where Old Boys will view Scots as the first choice of school for their son
The Scots College OBU

Strategic Plan

OBU Pillars

1. Governance
2. Alumni Reunions
3. Events & Activities
4. Functions
5. Sustainability
6. Mentoring & Networking
7. Membership
8. Marketing
TSC OBU Vision

To realise the College motto ‘O that we may be worthy of our forefathers’ by being an outstanding, relevant and valued alumni, by connecting the College community with the Old Boys and supporting fellow Old Boys in their connections with each other throughout Australia and overseas.

Objects

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Strategic Goals

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- To promote a culture where Old Boys’ will view Scots as the first choice of school for their son
The Scots College OBU

OBU Structure

- Patron: TSC Principal
- OBU President
- OBU Immediate Past President

OBU Executive – President, Immediate Past President, Hon Treasurer, Hon Secretary, Hon Solicitor plus two other Vice Presidents each of whom will chair committees detailed below

- Governance
- Alumni Reunions
- Events & Activities
- Functions
- Sustainability
- Mentoring & Networking
- Membership
- Marketing

Pillar Committees (8)

Alumni Manager and Alumni Office

School Research Specialists
Strategic Plan Overview

### TSC OBU Vision

To realise the College motto ‘O that we may be worthy of our forefathers’ by being an outstanding, relevant and valued alumni, by connecting the College community with the Old Boys and supporting fellow Old Boys in their connections with each other throughout Australia and overseas.

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### Key Strategies

- **Pillar 1: Governance**
  - Effective implementation of strategy
  - Effective coordination and planning
  - Effective succession planning
  - Strong relationship with College
  - Strong relationship with Council
  - Ongoing liaison with other school Alumni

- **Pillar 2: Alumni Reunions**
  - Effective reunion program
  - Supporting and strengthening regional reunions
  - Supporting and strengthening Interstate reunions
  - Supporting and strengthening Overseas reunions

- **Pillar 3: Events & Activities**
  - Organising & increasing attendance at OBU events
  - Increasing OB attendance and support at other relevant College events and activities
  - Increasing attendance at College sporting events

- **Pillar 4: Functions**
  - Organising the OBU Annual Dinner
  - Organising the Clansman Luncheon
  - Organising the Chieftains Luncheon
  - Organising the OBU ‘Long Lunch’
  - Supporting the organisation of the Vintage Luncheon

- **Pillar 5: Sustainability**
  - Engaging with the College Foundation
  - Organising OBU Scholarships
  - Effective management and control of the OBU accounts
  - Develop financial capability to meet OBU Strategic Goals

- **Pillar 6: Mentoring & Networking**
  - Providing effective careers advice to College Years 10-12 students
  - Providing effective careers advice for younger Old Boys
  - Providing networking for Old Boys
  - Organising support to OB’s in need

- **Pillar 7: Membership**
  - Developing and keeping current the Old Boy database
  - Maintaining and building OBU Archives
  - Keeping OBU records and information up to date and easily accessibly
  - Maximising student membership in OBU

- **Pillar 8: Marketing**
  - Raising the image and profile of the OBU
  - Ensuring effective communications utilising all appropriate media
  - Ensuring the website is effective and current
  - Ensuring interesting articles for Lang Syne
  - Support to Pillar Committees
OBU Operating Structure and Role - Executive

Key Strategic Elements:

- **Governance**
  - Strategy
  - Planning
  - Succession
  - Relationship with College
  - Relationship with Council
  - Other school alumni

- **Alumni Reunions**
  - Reunions
  - Regional
  - Interstate
  - Overseas

- **Events & Activities**
  - OB attendance at sporting events
  - Social events & activities (GPS/OBU)
  - Back to Scots weekend
  - Remembrance Parade

- **Functions**
  - Annual Dinner
  - Clansman Lunch
  - Chieftain Lunch
  - Long Lunch
  - Vintage Lunch

- **Sustainability**
  - Foundation
  - Scholarships
  - Accounts
  - Finance sub committee
  - Donation evaluation
  - Financial Capability

- **Mentoring & Networking**
  - Careers advice (Years 10 to 12 students)
  - Careers advice to Old Boys
  - Old Boy networking events
  - Old Boy support

- **Membership**
  - OB Database
  - Archives
  - Records and information
  - New members
  - Retention

- **Marketing**
  - OBU image and profile
  - Communication
  - Website
  - Lang Syne
  - Marketing support to other Pillars

Pillars:

- **Governance**
- **Alumni Reunions**
- **Events & Activities**
- **Functions**
- **Sustainability**
- **Mentoring & Networking**
- **Membership**
- **Marketing**

Chair:

- President
- TBA

Committee:

- President
- TBA
- TBA
- Hon Treasurer
- TBA
- TBA
- TBA
End Of Presentation