

UPDATE – David Formosa

Welcomed all members and highlighted that the networking is what the CDN is all about.

Introduced the Principal of OLSH for the prayer celebrating International Women's Day.

Website will be established later in the year with JWAM.

Three more meetings this year will take place and hopefully a conference in 2017.

Thank you to our sponsors who are supporting us.

One sponsor will speak at each meeting for 10 minutes.

DEVELOPMENT IN CATHOLIC SCHOOLS – A Principal's Perspective

Ms Anne O'Loughlin (OLSH)

- Founded in 1938, the only local catholic school with a development office
- Many schools in the area to choose from
- Our greatest gift is that we are small (around 650 students) and plan on remaining small to maintain the relationships, to grow bigger would compromise this
- Three other catholic girls schools in the area ... they are bigger (over 1000)
- The school needed to market ... no one knew who they were ... we needed to let people know so the Development Manager was appointed two years
- Need to be more articulate about what is happening ... so many great things happen at our school and in Catholic education
- Development gets the message out in the public forum
- While we promote our school this also promotes the benefits of catholic education
- We need to welcome catholic students from government primary schools ... we need to extend relationships outside of our community
- Development is a growing part of catholic education ... you need to keep key staff informed, tell them what you are doing
- We are all about catholic education You must know thoroughly what your school is about, what your schools vision is
- How do be 'brand' the catholic way? Teachers hate the word brand ... so you may need to adjust your presentation for your audience.

Mr Chris Caldow (Penola)

- Enrolments had always been steady at around 300 at Year 7 but the demographic was shifting
- Had to convince the board that a Development office as needed ... but what it was needed to be explained
- A school needs to get out a consistent message ... but you need to establish what that message is first
- Who were they at Penola ... the principal interviewed all staff to find out what they thought

- The school didn't have a motto but he asked what it should be ... the feeling was that they could find a pathway for their students given the breadth of their curriculum 'real life learning'
- Most students come via word of mouth ... demographic has shown the numbers will drop before growing again and EVERYONE on staff need to be on message as less families will be talking about them
- We have to remain inclusive ... we must improve student outcomes ... which is core business
- Teachers need to make sure they are prepared and engaging That message will spread
- Administration staff need to be welcoming
- You don't, as staff, know whether or not a person you are speaking with is a prospective family
- It is always easy to justify the Development Office by talking about enrolments.

Dr Peter Casey (Former Principal @ St Patrick's not CEO consultant)

What should you know?

- Know yourself and know your place in the grand scheme of things ... it is not your job to run the school but help the school achieve its goals
- The role of the Development office is limitless ... be sure to employ the right people
- What are the expectations of the role
- Is the mission of the school right for this time of the school Process, process, process
- Document clearly and publish widely
- You need to work out your schools story
- Know who is in change
- Ditch what is not working ... get wins in when you can, even if it is small
- Start with the end in mind
- Return to the strategic plan regularly
- Never underestimate building community ... have conversations at any opportunity
- Encourage the principal to lead by being present Same for all staff
- A kind word, pleasantness ... goes a long way
- Whatever you have to do, do it well ... don't brand something and put it out if it is not to standard.

Teachers need to be given the one liners to put out there into the community

TAPPING INTO YOUR ALUMNI

Jane Balme (CBC St Kilda)

- 138 years old ... 7000 records but more than 14000 have gone through the school
- We have not valued alumnae enough
- Rely on reunions to update data ... but there is the constant challenge with privacy issues
- Clean the data once a year
- Anzac ceremony is a great success for the school ... given its age
- Don't assume the older alumnae will not have an email

Shane O'Neil (OLSH)

- Position created in 2008 for the 70th year celebration
- Database had 3800 names ... a lot of stability in the area ... the parents tend not to move
- The objective of the role was to maintain and grow the database and put together a publication

- Now at 8000 records 5500 active (55%)
- Facebook started 12 months ago with 113 likes now up to 900
- Shift has gone from the role initiating to alumnae requesting.

Chrissie Collins (Loreto)

- Your database is key ... email bounce backs need to be followed up ... capture mobile numbers as that rarely changes
- 15 reunions a year (every five years). Principal is very visible ... dates set in October each year
- Interstate and international reunions are held when the Principal travels
- We are inviting prospective families to reunions
- Always Friday night ... 6pm (Principal welcome) invite past staff ... drinks and nibbles. Tour at 7pm ... coordinators there ... 7.30pm group photo .. then they go to an after party organised by the alumni
- Golf day, spiritual day are successful
- Networking and mentoring circles
- Admissions and careers ... use alumni as guest speakers
- Principal sends birthday card for 21st
- Development sends cards to 30, 40, 50+
- Committee ... make the past school captains to join ... to get the young balance
- ebulletin Snap shot of what is currently happening at school and then what relates to them

A social media dashboard can monitor all your social media ... the need for print is going to diminish

Trish Woodman (De La Salle)

- Over 100 years old Old collegians formed in the 1930s but by the 1990s the consistency was lost and an Alumni officer was employed ... she started by helping enter data
- More structured reunions now ... Mothers of past students, reunions
- Nice to have others in the department to bounce ideas off
- Twitter, Facebook, two magazines a year
- You must be able to relate to all age groups ... current students see a history
- It is all about Friend-raising before Fund-raising
- We charge for reunions and cost in for postage and extra's who arrive.

A WORD FROM OUR SPONSORS – Ellikon

- Manufacturing in Australia has shifted Which means loss of jobs
- Print has so many variables ... we look at education is the pillar for our growth ... we work on our relationships with our clients
- We hope to be a supplier that can assist in the journey and the dreams of the school
- We work from design to print.

THE MARKETING AND COMMUNICATIONS DILEMMA

- Conversations, relationships and communication are key
- The area needs to be given credibility ... you need to appoint qualified people ... it also needs to be a whole school responsibility
- You must have a plan ... a three to five year strategy ... analysis your competitors ... make sure your plan has been signed off by the Board/Principal

- Break down your five year plan to a yearly plan ... Outline how the money will be spent ... allows for transparency, so people understand what you are doing It also allows you to justify why you may not be doing something
- You **MUST** be able to say **NO!** but first you must listen and be respectful
- There needs to be distinction from other areas (eg IT)
- You must have support from those are above you ... Principal
- Internal communication is key Mention what you are doing at staff meetings ... have one on one conversations ... make sure they have a go to person
- You must continually educate the staff ... we never stop learning
- You need to constantly upskill.

GENERAL BUSINESS

- We want to hear from other schools what is and isn't working
- This is not about pushing our sponsors but networking

MEETING CLOSED AT 2.30PM