

A decorative background featuring a repeating pattern of stylized, light blue leaves with white outlines, arranged in a horizontal band across the top and bottom of the page.

Watch the webinar:

<https://youtu.be/14Zn1oHYtbQ>

Deepening Alumni connections without physical events

Sasha McCarthy, AFHEA

July 2020



S⁺PETERS



LUTHERAN COLLEGE



St Peters Lutheran College

- Queensland's largest Independent School and Australia's largest Lutheran School
- Opened in 1945, Celebrating 75 years in 2020
- Prep – Year 12 Co-ed College
- 2,200 students
- Three campuses – Indooroopilly, Springfield and Ironbark





A bit about me...

- Bachelor in Business and Bachelor in CI from QUT
- Corporate Communications background
- Currently studying my MBA
- A full house



Starting the dream job...

Intention vs Reality

- All my plans went out the window
- Events planned every other week
- No time to look sideways at what might be missing
- Lack of strategic vision or direction for the Association
- Low engagement
- Poor attendance

EVENTS



COLLEGE

21 MAY | YEAR 7 (JUNIOR HIGH) VIRTUAL OPEN MORNING

🕒 9:00AM - 10:00AM

📍 Online event

[READ MORE →](#)

Thursday 18 Jun

all day | Week 9A

3:30pm | Contemporary Music Production Course
6pm | 9EF Parent Ironbark Briefing Streamed Event

Friday 19 Jun

all day | Week 9A

Saturday 20 Jun

2pm | POSTPONED - Gala Music Concert - Matinee | 75th Anniversary Celebration
7pm | POSTPONED - Gala Music Concert | 75th Anniversary Celebration



COLLEGE

16 JULY | 2020 VIRTUAL OPEN DAY

🕒 6:00PM - 6:30PM

📍 Online: Register for Link

[READ MORE →](#)





ENTER COVID-19



The Networks

Seven new Old Scholar Networks

- Online
 - Short set-up
 - Low ongoing maintenance
-
- The St Peters Old Scholars Tutors Network
 - The St Peters Old Scholars Baby Sitters Network
 - The St Peters Old Scholars Adopt a Senior Network
 - The St Peters Old Scholars Coaches Network
 - The St Peters Old Scholars Mentors Network
 - The St Peters Old Scholars Volunteers Network
 - The St Peters Old Scholars Coffee Club



SPOSA Tutors Network

- Online presence on SPOSA Intranet page
- 65 tutors connected as at 16/06/2020
- Increased from 7 tutors as at 25/02/2020
- On average 3 new tutors join each week
- Payments/ sessions/ delivery method arranged by parents and tutors
- Sessions predominately delivered by Zoom/ Microsoft teams/ Skype



The following Old Scholars have expressed their interest in tutoring current St Peters students in 2020. Please read through the list below to find tutors in your needed subject area/s.

Note: All of our private tutors have self-nominated, so if you have any questions regarding qualifications, payments rates or methods of delivery we ask that you discuss these directly with your tutor.

Name	Subject Areas	Mobile	Email
Adel Jones	Maths, Chemistry	0450 596 172	adel.jones1000@gmail.com



SPOSA Mentors Network

- Intra-College Partnership SPOSA/ P&F and Careers
- Advertised through weekly communications, newsletters and emails
- Online presence on SPOSA Intranet page
- Movie files held on SPOSA Google Drive
- New video produced fortnightly
- Uses Current student volunteers
- 13 students currently matched with industry mentor parent/ Old Scholar
- Significant future growth potential into formal 6-monthly mentoring programs planned



SPOSA Adopt a Senior Network

- Online presence on SPOSA Intranet page
- Approx 100 Year 9 students participating
- 130 Old Scholars receiving correspondence weekly
- A part of Year 9 Service Learning Program with Chaplaincy
- Positive Old Scholar feedback
- Great engagement tool
- Increase to Financial and Archival donations



Responding to COVID-19

The St Peters Community has been finding new ways to thrive in response to the unprecedented times of COVID-19. To help support the older and more vulnerable members of our community, SPOSA have been working closely with the St Peters Chaplaincy team to offer students the opportunity to reach out and support these people.

The 'Adopt a Senior' Support Network involves matching a Senior School student with an elderly Old Scholar. The program (and matching process) is facilitated by SPOSA and requires students to commit four weeks, during which time they will need to check-in with their elderly partner as least once a week via email, telephone or Skype. The program aims to support the elderly in their isolation—to find out how they are going or invite them to share their life stories.

Benefits of 'Adopt a Senior'

This program is a chance for students to make a difference in a potentially hard time for our elderly Old Scholars. It is an opportunity to show compassion to the lonely and to keep in contact despite social distancing requirements.

How to Get Involved

If you're excited about this opportunity and want to make a difference in an Old Scholar's life, please email SPOSA@st-peters.qld.edu.au. Your email should include the following:



SPOSA Volunteers Network

- Communication published in the College Magazine, Plus Ultra.
- Currently we have 10 Volunteers working across:
 - Old Scholar phone calls
 - Community Funding Grants writing
 - Outstanding Alumni databasing
 - Old Scholar interviews
 - Professional mentor databasing
 - Old Scholar contact details databasing
 - Historical book writing
 - Archives management
 - Videography and Video production, and
 - Publications



Call for Volunteers

Have you ever considered becoming a Volunteer?

SPOSA are looking for Volunteers to assist from their homes, or onsite at the College.

Volunteers needed for:

- Marketing and video making
- Journalist interviews of Old Scholars
- Web site development and management
- Archiving, and
- Database management.

For more information, or to register your interest, contact SPOSA Office on +61 7 3377 6592 or email SPOSA@stpeters.qld.edu.au.



Other initiatives

- Digital archiving (developing an online 'ebay' for archives via our LMS - Infiniti)
- Monthly Old Scholar birthday email that includes a voucher to have a free coffee with a friend on us, and an update your details link)
- Young Old Scholars Advisory Group to act under the Committee on behalf of young alumni
- Digital newsletter that sends from our database - Digistorm to record change of detail updates
- Linking our socials – to cross post and record our engagement stats
- Converting Outstanding Alumni list into video using Adobe Spark. Great for socials and archiving <https://spark.adobe.com/>

The collage displays three digital initiatives from St. Peter's Lutheran College:

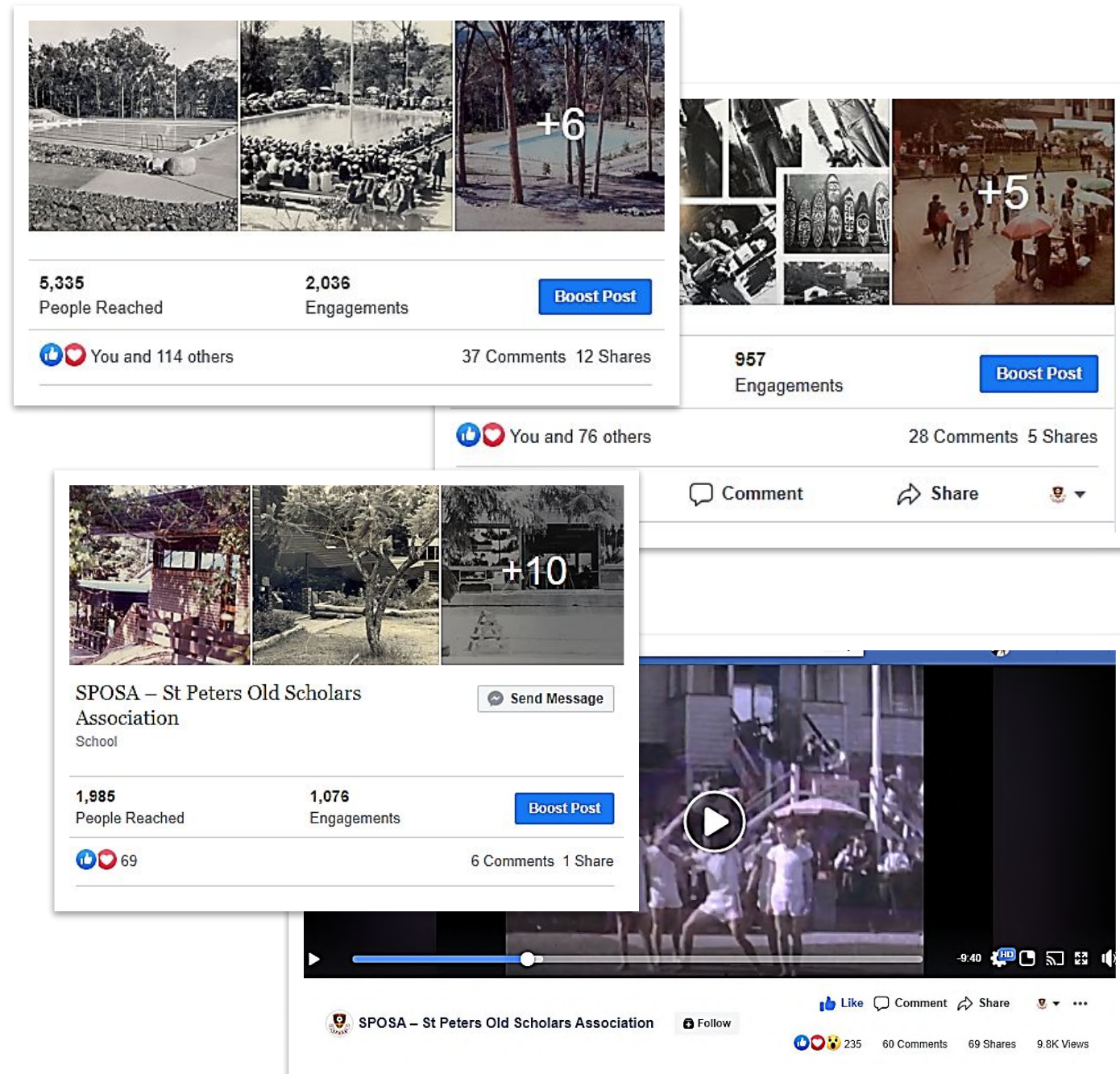
- Website Screenshot:** Shows the 'AROUND THE SCHOOL' section with a link to 'THE MULTI #3' newsletter. The newsletter text states: 'The Multicultural Committee has put together a mini newsletter to keep the College community up to date with their events and bits of interesting information and family sharing from our committee members. You can read the third newsletter here.'
- Email Template:** Titled 'St Peters Lutheran College Uniform', it features an image of a maroon V-neck sweater. The text is a birthday message from the St. Peter's Old Scholars Association (SPOSA) to a former student, offering a voucher for a free coffee at Café 45. It includes contact information for Llewellyn Jones, SPOSA President, and the college's address in Indooroopilly, QLD.
- Video Player:** A video showing a group of young alumni in a celebratory mood, with one person in the foreground wearing a striped shirt and a sash.



What I have noticed

Several key success factors have improved, including:

- Social media engagement
- Foundation and Archive donations
- Website generated update contact details forms
- Organic calls from within the College community
- Volunteer offers from parents and Alumni
- Intra-College offers for partnerships
- Enthusiasm and productivity of the Committee
- Credibility and interest of SPOSA within the College
- Also, we have had a very low rate of Old Scholars asking to receive no further communications.



Questions?



Sasha McCarthy | Alumni and Archives

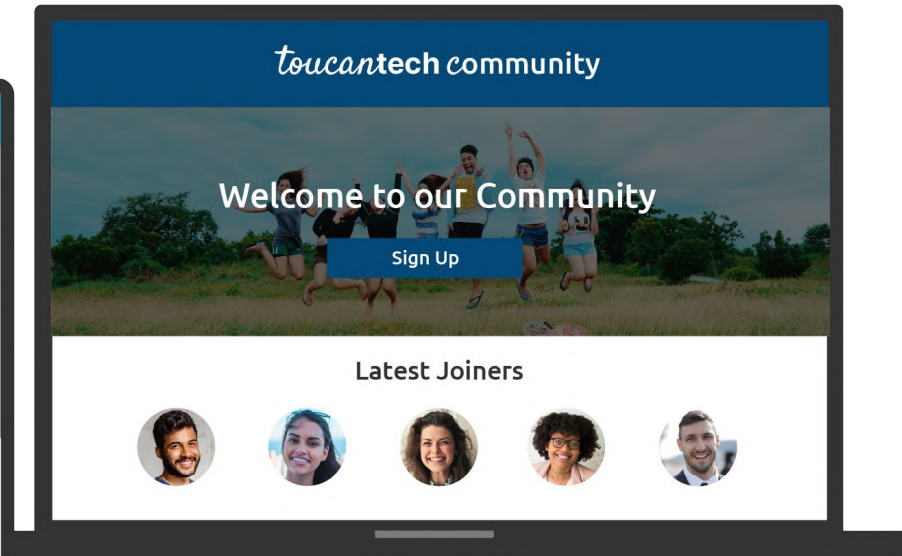
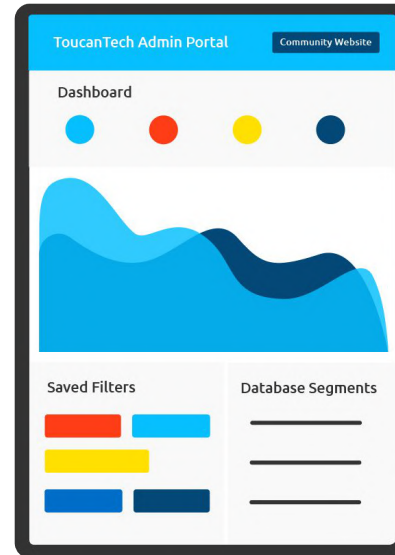
St Peters Lutheran College, Brisbane, Australia

E: s.r.mccarthy@stpeters.qld.edu.au

M: +61 409 287 442

About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Any questions?

Please contact ToucanTech Asia Pacific contact
Merryn – merryn@toucantech.com
www.toucantech.com

