

Action Team: Community Connectedness / Alumni Association

Goal: Creation of an FHS alumni organization

Rationale/Compelling Need: This organization will unite diverse demographic groups with our community. It will foster a spirit of support and commitment among our alumni, schools and community. It will provide opportunities for students and members of the community to collaborate on projects and issues which will benefit the schools, the students and the community.

Actions/Strategies	Person(s) Responsible	Target and Time Frame	Costs, Resources, Technology Impacts	Evaluation Instruments and Processes	Benchmarks	Communication Plan
<p>Define organization:</p> <p>a. Mission, goals, purpose.</p> <p>b. Structure</p> <p>c. Membership</p> <p>d. Establish non-profit status</p> <p>e. Recruit additional members to help with action plan</p>	<p>Subcommittee (all steps)</p>	<p>3-6 months</p> <p>3-6 months</p> <p>3-6 months</p> <p>ongoing</p>	<p>(\$150-\$175 total)</p> <p>0</p> <p>0</p> <p>0</p> <p>\$150-\$175 fee; could be covered by donations</p> <p>0</p>	<p>Organizational documents; charter</p> <p>Organizational documents; charter</p> <p>Organizational documents; charter</p> <p>State Tax Document</p> <p>Membership list of subcommittee members</p>	<p>Documents outlining mission, goals, purpose</p> <p>Organizational structure defined</p> <p>Membership requirements for organization defined</p> <p>Process for establishing non-profit status completed</p> <p>Subcommittee consists of at least</p>	<p>Report progress quarterly to steering committee (all steps)</p>

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<p>Develop Communications Plan</p> <p>Develop strategy & marketing “sizzle,” including logo / slogan</p> <p>Prioritize & evaluate marketing vehicles.</p> <p>Print media: newspaper ads & inserts, mailers, bill inserts, flyers. Electronic media: websites, free airtime (TV Fairfield, TV Hamilton, radio)</p> <p>Live/relational – FF city council, township trustees, senior citizens organizations, live at local events, graduating seniors, existing clubs</p>	<p>Subcommittee; help from PR & outside resources</p> <p>Subcommittee; outside resources</p> <p>Subcommittee; outside resources</p> <p>Subcommittee; outside resources</p>	<p>6 months</p> <p>10-12 months</p> <p>12 months</p> <p>12 months</p>	<p>0</p> <p>TBD: Local newspapers: \$250 Journal; \$120 weeklies; ~\$15 per column inch. Copying, printing, mailing costs</p> <p>Mailers & flyers: copy costs & postage. Electronic: N/C on district website. Live: N/C</p> <p>N/C</p>	<p>Solicit advice & guidance from interested marketing & PR professionals</p> <p>Evaluate cost-effectiveness of available print media; need database in place for mail campaigns</p> <p>Evaluate effectiveness of available electronic media</p> <p>Action Team reps visit/speak at meetings & events to spread word about organization</p>	<p>Written marketing / communications plan</p> <p>Organization receives recognition & solicits membership through effective print media.</p> <p>Organization receives recognition & solicits membership through effective print media.</p> <p>Organization receives recognition & solicits membership through effective (live) communications</p>	<p>Report quarterly to Steering Committee (all steps)</p>

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<p>Gather data & administrative tasks</p> <p>a. Create searchable database</p> <p>b. Internal search/school records: graduation programs, yearbooks, retired teachers & personnel</p> <p>c. Existing organizations search: class reunion lists, community organizations</p> <p>d. External data gathering: Web page</p> <p>e. Data gathering: mailed registrations</p>	<p>Subcommittee; help from PR & outside source</p> <p>Subcommittee; help from PR & outside source</p> <p>Subcommittee; help from PR & outside source</p> <p>Subcommittee; help from PR & outside source</p> <p>Subcommittee; help from PR & outside source</p>	<p>12-24 months</p> <p>Begin with 12 months; ongoing</p> <p>Begin with 24 months; ongoing</p> <p>Begin with 24 months; ongoing</p> <p>Begin with 12 months; ongoing</p> <p>Begin with 24 months; ongoing</p>	<p>TBD</p> <p>TBD</p> <p>TBD</p> <p>TBD</p> <p>Potential copying, printing, mailing costs</p>	<p>Searchable database of membership & class graduation records</p> <p>Input of existing data, beginning with recent graduations</p> <p>Search/contact with existing organizations, such as individual classes (reunions)</p> <p>Solicit registration to website such as FFYEARS.com</p> <p>Efficient process to collect data via hard-copy from individuals; input into database</p>	<p>Reliable, comprehensive, usable database of membership & class graduation records</p> <p>Existing data from recent graduating classes (5-10 years) entered into database</p> <p>Data retrieved and input into database</p> <p>Individuals register on website; possible link to alumni page</p> <p>Individuals can “register” via mail</p>	<p>Report quarterly to Steering Committee (all steps)</p>