



**BALCOMBE**  
GRAMMAR SCHOOL

# ALUMNI ENGAGEMENT STRATEGIC PLAN 2023 - 2027

a connected community







## FROM THE PRINCIPAL AND ALUMNI RELATIONS LEADER

Keeping our community connected is a major priority for us at Balcombe Grammar School and with the school now 16 years of age, a vitally important part of our community is our alumni.

No matter how long ago you graduated or how distant you are from our school, our hope is for all of you when you think of Balcombe you have the desire to have a lifelong relationship with your school, to feel connected with your alumni and Balcombe family no matter where you find yourself. We envision our family as one who assures its members that they always have Balcombe's support, prayers, and respect.

When we talk to alumni about 'connecting' to the school, the conversation is always in the context of supporting Balcombe's mission to remain a connected community and to provide a dynamic learning community, based on strong values, committed to the realisation of each student's unique potential. We trust each of you has benefited from this mission as part of your student experience.

We hope your Balcombe education provided you with a foundation to serve compassionately and change lives in both your own families and the communities where you work and live. Because you are family, we are committed to ensuring that Balcombe finds meaningful ways for you to strengthen your bond with Alumni. We believe we can do better in creating opportunities to enrich your lives and for you to enrich the lives of our current students and your fellow alumni alike, which is why we have commissioned our Balcombe colleagues to develop this Alumni Engagement Strategic Plan with the support of the Alumni Steering Committee.

This Strategic Plan is a school-wide blueprint that calls for a mutual commitment between school and alumni, executed in a more purposeful way than ever before. With it, it is our goals to strengthen a sense of community and the connection of our alumni to their school. We look forward to partnering with you in this relationship.



**Mr Ross Patterson**  
Principal



**Mr Tim Johnson**  
Alumni Relations Leader







## HISTORY OF BALCOMBE GRAMMAR SCHOOL

In 2003 the dream of creating Balcombe Grammar School began. The dream belonged to Fay Weston who over the ensuing years displayed great determination and strength to ensure that a co-educational school based on Christian values was established in Mount Martha. In 2004 and 2005 Fay gathered support from a number of local residents including Barry Steggall, Reverend John Leaver and Evelyn Sayers.

By 2006 the dream was well and truly alive and after a number of successful public briefings 30 students were enrolled at Balcombe Grammar School for the beginning of 2007. These students were transferred by bus to Cranbourne Christian College (now Casey Grammar School) for the first year of their Balcombe Grammar education while facilities were built on the Mount Martha site.

In 2008 these students along with another 116 students began their education at the Balcombe Grammar Mount Martha site. From this time the school grew quickly from eight classrooms to the wonderful school that we have today supporting over 950 students. A school that has excellent facilities, passionate staff, an inclusive culture and a very supportive student and parent community. In the 15 short years that have followed, Balcombe Grammar has grown to be a highly desirable choice for families on the Mornington Peninsula seeking a co-educational experience for their children.

The implementation of the 'Alumni Engagement' Strategic Plan in conjunction with the 2020 & Beyond Strategic Plan will ensure that our school remains a connected community based on a strong set of values.



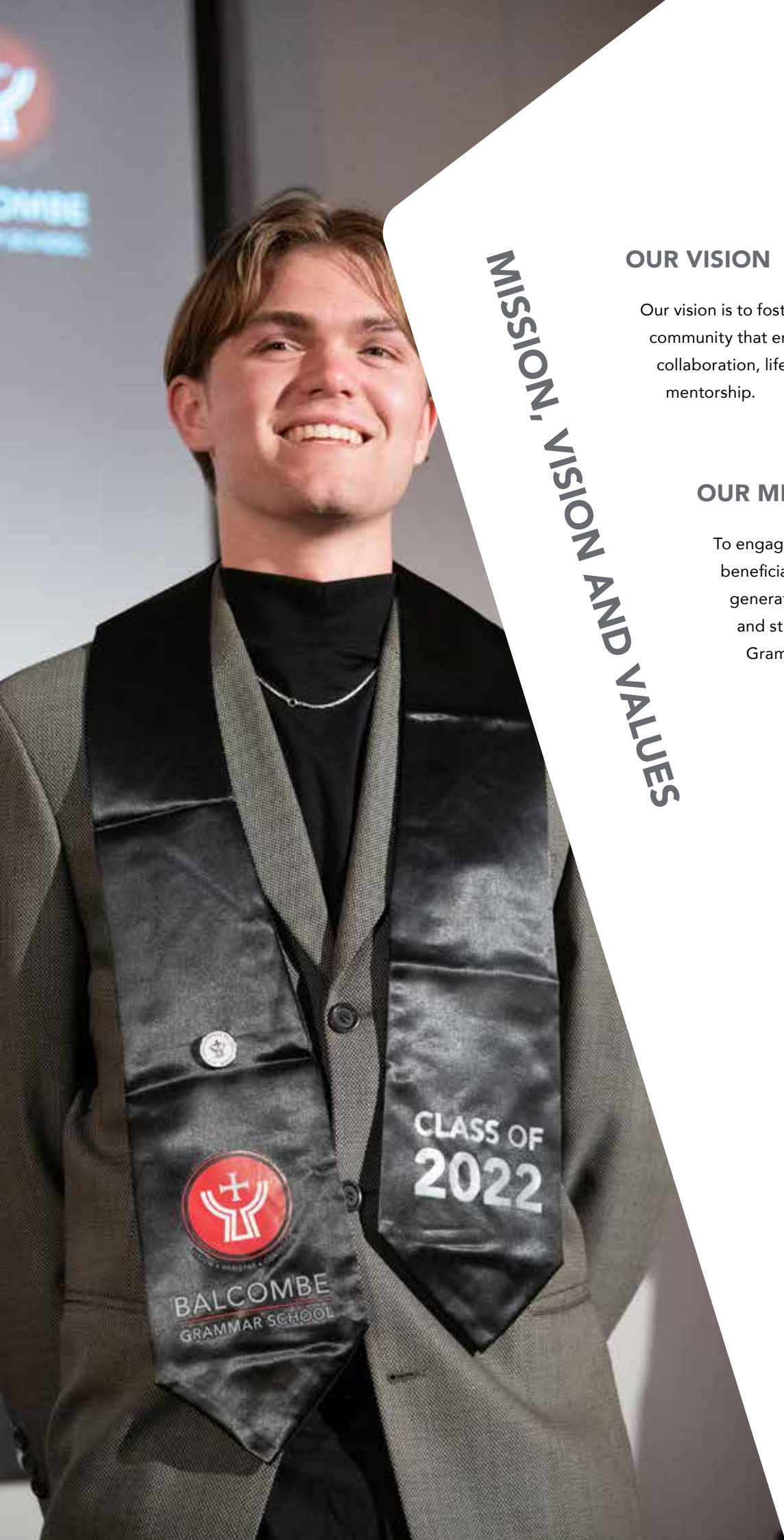
Alumni live at the heart of many Independent Schools across the Country, serving as a critical bond between a school's staff and student community and the world in which it prepares its students to lead.

Today, a school's relationship with its alumni is more important than ever. At Balcombe Grammar School we are committed to supporting our graduates to stay connected with their school. In return, we will continue to implement opportunities for our alumni to positively share their alma mater's story, and with their skills and experience, engage with our current students and the wider Balcombe Grammar community. As we develop new resources and buildings, implement innovative learning experiences, and equip students to begin their careers after graduation, alumni support is essential to achieving our shared aspirations. Recognising the importance of these relationships, we seek to add value to the lives of alumni, and we are committed to doing so in a way that is fresh, substantive, and energising in its approach.

Balcombe's first Alumni Engagement Strategic Plan is grounded in a value proposition that provides mutual benefit to alumni and alma mater. Over the next five years, the school will use this plan to strengthen its relationships with alumni while pursuing a path that supports our strategic objectives. This is the beginning of a strong focus for our alumni to remain part of our connected community for many years to come.

**BUILDING MEANINGFUL LIFELONG RELATIONSHIPS**





# MISSION, VISION AND VALUES

## OUR VISION

Our vision is to foster an engaged alumni community that empowers success through collaboration, lifelong learning and mentorship.

## OUR MISSION

To engage alumni in a mutually beneficial partnership that generates meaningful connections and strengthens the Balcombe Grammar School community.









## MEASURES OF SUCCESS

Alumni Relations is a service-oriented enterprise, striving to deliver quality services to students and alumni.

Historically, outcomes have been difficult to measure because they are often abstract, subjective, and complex. Moving forward the school will actively measure alumni engagement activities, which provide tangible and countable metrics and meaningful indicators of the impact we are having on alumni.

Over the next five years, Balcombe Grammar will begin to define success measurements through developing and monitoring the following four key areas:



### **PARTICIPATION**

Increasing annual alumni event participation.



### **VOLUNTEERISM**

Increasing the annual number of volunteers and hours.



### **ENGAGEMENT**

Increasing online connections through Balcombe Grammar School platforms and social media.





## GOALS AND STRATEGIES

Four strategic goals will be the focus for the next five years.

### GOAL 1

**To cultivate a vibrant and robust community that engages alumni purposefully, personally, and professionally.**

- Sharing of Alumni engagement events and stories through BGS publications and social media.
- Enable more effective networking event opportunities.
- Develop methods and processes to recognise alumni annually.
- Develop and scale online alumni engagement opportunities.
- Improve and expand opportunities for student-alumni mentorship.

### GOAL 2

**To prepare current Balcombe Grammar students to become engaged alumni.**

- Communicate with students on what it means to be an engaged alumnus.
- Develop opportunities to contribute to key Balcombe events.
- Involve students in alumni communications and events.

### GOAL 3

**To enhance our internal practices to maintain accurate record keeping, accessible communications and quality of events.**

- Develop key processes to capture, track and analyse data linked to event attendance, and philanthropic support.
- Develop processes to monitor and update the alumni database.
- To form stronger networks with the Alumni Relations Departments of 'like schools'.

### GOAL 4

**Capture alumni 'voice' to enhance alumni engagement.**

- Development of an Alumni Steering Committee (ASC).
- Implementation of post-event surveys.
- Development of an annual Alumni Events Calendar with the ASC.
- Provide more effective methods to communicate with alumni and engage them in a true dialogue.



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# BALCOMBE

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## GRAMMAR SCHOOL





## WORKING GROUP

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