

The Alumni Promise



Alumni Relations Strategic Plan



Prepared by
The Alumni Advisory Board



Alumni Relations Strategic Plan

This Alumni Relations Strategic Plan, to be known as “The Alumni Promise”, serves as a living and flexible guide to the work of the Alumni Advisory Board (AAB) in its service of the Alumni Community and Whitfield School.

Bylaws may be found [here](#). Please contact Director of Alumni Relations Laura Lotz '95 with questions.

This document focuses on the AAB’s detailed goals as they currently stand: the promise we make to you, our valued alumni.

Mission & Vision Statement

School Mission Statement

School Mission: A small community committed to kindness and trust, Whitfield inspires a diverse student body to lead lives of curiosity, integrity, and purpose.

Alumni Relations Mission Statement

Alumni Relations Mission: To foster and expand life-long pride in being a Whitfield Warrior and cultivate the enthusiastic habits of networking, engaged participation, volunteerism, and giving while supporting fellow alumni and future alumni of the school.

School Vision Statement

To empower young people to discover and become their best selves.



GOAL 1: Cultivate a vibrant, robust community that engages alumni purposefully, personally, and professionally.

a. Provide multiple opportunities for alumni engagement.

- i. Regularly survey alumni for events and other opportunity ideas.
- ii. Craft authentic engagement opportunities, both in-person and online.
- iii. Foster pre and post-event follow-up with surveys and highlights.
- iv. Encourage alumni to actively participate in the community by volunteering their time, expertise, and resources.

b. Engage and promote alumni leaders.

- i. Improve methods to identify, mobilize, and train new leaders.
- ii. Increase the number of alumni leaders.
- iii. Select and maintain an energetic, invested Alumni Advisory Board (AAB).

c. Develop and scale customized online alumni engagement opportunities.

- i. Develop the online platform, Whitfield Connects, to better serve the interest of our alumni.
- ii. Design event management solutions to more effectively plan and capture attendee information.
- iii. Track and respond to alumni media consumption patterns.
- iv. Increase the use of video and non-static images to appeal to all alumni generations.
- v. Improve the program's use of LinkedIn and Whitfield Connects to promote professional engagement.
- vi. Facilitate networking events, online forums, and mentorship programs that enable alumni to connect, share experiences, and seek advice.

GOAL 2: Establish effective communication channels to keep alumni informed, connected, and engaged.

a. Provide options for alumni professionals to connect over social media.	b. Utilize email newsletters, alumni websites, and other digital tools to share updates, news, and events.
i. Develop and continually update online channels including LinkedIn, Facebook, Instagram, and Whitfield Connects to enable alumni networking. ii. Encourage conversations and message replies on social media and through Whitfield Connects.	i. Highlight success stories, achievements, and milestones through newsletters, social media posts, and alumni publications.

GOAL 3: Connect alumni and current students to model the value of alumni involvement in the present school community and as a lifelong opportunity.

a. Educate students on what it means to be an engaged alumna/us.	b. Improve and expand opportunities for student-alumni connections.
i. Define the characteristics of a model alumna/us. ii. Create and deliver messaging around the “Whitfield Alumni” identity throughout the student experience tying to the School’s Habits of Mind and Heart. iii. Create and deliver messaging that fosters a developmentally appropriate culture of giving (time, talents, and treasure).	i. Facilitate an opportunity to connect and mentor current students and young alumni professionally. ii. Research mentorship best practices at independent schools. iii. Support senior Capstone Program by working with the senior team on mentorship requests and connection processes. iv. Work with faculty, staff, grade-level teams, and club sponsors to identify authentic opportunities for alumni engagement.
c. Develop opportunities for alumni participation around major student milestones.	d. Involve students in alumni communications and events.
i. Define major milestones and opportunities where alumni can engage with students.	i. Create policies and processes for including students in alumni communications and event programs.
e. Connect student affinity groups and related alumni.	
i. Create and communicate affinity group opportunities. ii. Develop the online community platform Whitfield Connects to connect alumni with fellow alumni who self-identify with specific affinity groups.	

Get In Touch



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