

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The purpose of the Office of Alumni Relations is to support the College in achieving its goal of securing financial stability and institutional viability.

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

ACTION PLAN 1

Increase the number of alumni supporting the College financially, from the present level of 1.3% to 10%, by 1.74% per year over the next 5 years.

- A.** Increase attendance and participation at Alumni Weekend events to promote financial support
- B.** Increase attendance and participation at Homecoming luncheon and other events to promote financial support

ASSESSMENT

Analyze data from Alumni Weekend and Homecoming logs of attendance and participation, and development office donor records

RESPONSIBILITY

Director of Alumni Relations and Vice President for College Development

TIME FRAME

Over the 5 year period of the Plan in annual increments

RESOURCES REQUIRED

Planning and administration time of Director of Alumni Relations with assistance from work/study student.

RELATED TO

Institutional Goal No. 2

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

RESULTS

ACTION PLAN 1

We have begun the process of attempting to increase the number of alumni who support the College financially by increasing the number who attend on-campus alumni events and thereby become more acquainted with the opportunities to help financially.

- A. I mailed 5270 Alumni Weekend brochures and reservation forms in February 2003. I have scheduled additional class reunions, i.e. 1963, 68, 73, 78, 83, 88, 93 and 98, trying to encourage younger alumni to attend. I also have scheduled entertainment for our Half-Century Club breakfast, hoping to create more interest and I have scheduled a professional speaker for the alumni luncheon, for the same reason. In addition, special activities were planned for music alumni.
We had 171 alumni attend and participate in numerous events and 73 spouses or guests of alumni for a total attendance of 244. We received \$1900.00 in unsolicited donations.
- B. I mailed over 7,000 Homecoming brochures and reservation forms to alumni inviting them to attend an alumni Homecoming luncheon. (Note: The difference in Alumni Weekend and Homecoming mailings was due to a computer “glitch” resulting in the retrieval of bad addresses.) Only 15 alumni reserved a place for lunch; with family members and college personnel, we had 24. Additional alumni attended the basketball games only, and I estimate we had a total of 50 alumni present.
- C. I made 172 fund-raising visits in support of financial goals, which yielded \$45,823.00. The total raised by Alumni Relations was \$47,723.00.

RESPONSE

We will continue our efforts to encourage higher attendance and greater participation in alumni events and to increase alumni financial support for the College.

- A.** Due to the increased attendance from last year, we will continue same efforts to increase attendance and participation.
- B.** A decision has been made to discontinue the mailing of Homecoming brochures, at least for 2004, because of the cost and response of less than 1% from alumni. We will promote Homecoming for alumni in The Lamp, the College magazine. If alumni participation warrants, we will consider resumption of the mail out.
- C.** Visits are an important part of our efforts and will be continued.

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

ACTION PLAN 1

Increase the number of alumni supporting the College financially, from the present level of 1.3% to 10%, by 1.74% per year over the next 5 years.

- A.** Increase attendance and participation at Alumni Weekend events to promote financial support
- B.** Increase attendance and participation at Homecoming luncheon and other events to promote financial support

RESULTS

The process continues to increase the number of alumni who attend alumni events and thereby become more acquainted with the opportunities to help financially.

- A.** Due to the efforts of the fall phonathon by the director of development, contacts, and events hosted by the alumni office, the alumni participation rate increased from 1.3% in 2002-03 to 3.4 % for this year. Out of 8,080 contactable alumni, this has resulted in 278 alumni donors and 75 are new donors. The total alumni giving for the year is \$107,864.29.
- B.** The Board of Managers elected to change their name to the National Alumni Board. This renaming gave the board a sense of pride and represents what the board is all about – guiding the National Alumni Society. Seven mailings were sent to the board members during the year to keep them abreast of news about the board as well as the college to keep their interests peaked. The board has dramatically increased their membership from 27 in 2002-03 to 40 this year. They are becoming very active and involved by planning and volunteering to help with all events and initiating the regional events idea for increasing alumni attendance and financial support. The fundraising chair, Dr. Freddie Smith ('62) is funding the catering for each regional event. They also participated in funding a bench project and raised over \$590 with many giving to their areas of interests. This gives the board a 75 % participation rate.

- C.** Regional events were held in several places in Georgia this year. On August 16, 2003, 22 alumni and friends attended a Newnan area event to kick off the new BPC satellite site. On November 10, 2003, 58 alumni and friends attended a dinner that was in connection with the Georgia Baptist Convention in Columbus. On March 4, 2004, National Alumni Board fundraising chair, Dr. Freddie Smith ('62) hosted 22 alumni and friends at his home for the Waycross area, and on May 4, 2004, National Alumni Board president, Ricky Ussery ('85) hosted 14 alumni and friends at his church for a Dublin area event.
- D.** Homecoming has become more of a student-oriented event than an alumni event. Each year less and less alumni visit during Homecoming in February, last year alone there were only around 15 who attended and over 7,000 brochures were mailed. The decrease in attendance, economical strain on the budget for brochures and mailing coupled with the issue that most alumni wait to visit until Alumni Weekend in April, have drawn us to the conclusion to use Alumni Weekend as our focal point and allow Homecoming to revolve around the student body. Since it was the Centennial of the college we thought an alumni event during Homecoming would be appropriate at this time due to its athletic nature. The Alumni Office hosted the Athletic Hall of Fame luncheon in the new Student Activities Center inviting Hall of Fame award recipients and their families. On February 7, 2004, fifty-four alumni and families of alumni attended this event to finally unveil the 85 Hall of Fame plaques in the Hall of Fame room, a project that had taken over two years to complete.
- E.** The Centennial Alumni Weekend was a great success bringing over 365 alumni and friends to campus, over 120 more than the previous year. There were almost 100 choir members with Hildegard Stanley directing and several alumni were brought in as guest entertainers, David Williams ('84) of Georgia headlined the Musical Spotlight, Pauline Taylor-Hunt ('76) of Texas also sang during this session as well as for the alumni luncheon, and Hugh Tyner ('78) of Nevada was the guest speaker for the Annual Tributes Service. From this wonderful weekend, a golf tournament was held, fourteen reunions were planned and 10 new and excited National Alumni Board members were acquired, many from the Atlanta area. The Half-Century Club inducted three new committee members and officers and participated in a park dedication that they funded. The National Alumni Board inducted their new officers and two new members. At the annual Alumni Tributes Service, alumni and friends of the college who had passed away in the last year were honored and nine alumni and friends were given National Alumni Society Awards.
- F.** Half-Century Club executive committee met on October 28, 2003, to vote on a new project. Due to the Centennial, Ann Turner, library director, wrote a book on Brewton-Parker's history. The club decided to fund the publishing of the book. The goal was \$13,000 and they raised \$4,785. This project will be completed in 2004-05.

- G.** The director of alumni relations made 204 alumni and friend visits in her first year working at BPC. This resulted in gaining support of the college both in attendance at events and by raising \$6,565.

RESPONSE

- A.** Efforts will continue to encourage higher attendance and greater participation in alumni events and to increase alumni financial support for the college.
- B.** Due to the increase in the participation rate and new donors, the phonathon will be hosted again in September/October 2004.
- C.** The National Alumni Board is increasing its sense of ownership and pride in the college and their role to help advance the college through their efforts with the alumni. This board will continue to grow in numbers, strength and financial support.
- D.** Four more Georgia regional events are planned for the upcoming year due to the success of this year. Several major areas are being focused on: Atlanta, Macon, Savannah and Hinesville. Each of these events is raising the standard a little higher and should bring more attendance. On September 18, a low country boil will be hosted in Hinesville at the illustrious Bluff Creek Farm on the marsh in Midway. On September 23, a reception is being held in Savannah at the Gaston Gallery Bed & Breakfast (where part of the filming for Midnight in the Garden of Good and Evil took place). On October 14, another reception will be hosted in Macon at the Historic Federated Garden Center and on November 15, a dinner will take place at the Historic Green Manor Restaurant in connection with the Georgia Baptist Convention. If each of these is as successful as they are believed to be, more regional events will be planned for the spring and the following year.
- E.** With the student-oriented nature of Homecoming and our focus on bringing alumni back for Alumni Weekend instead, Homecoming will not be advertised as an alumni event. If circumstance calls for it, there may be special events for certain groups of alumni conducted during this weekend.
- F.** Centennial Alumni Weekend was such a great success that efforts are soaring for 2005. To enhance the excitement of the weekend, a theme has been chosen: cruise on back to Brewton-Parker (a Caribbean cruise ship idea). In order to bring in the younger alumni for their reunions, a heavy hors d'oeuvre reception will be held outside around the lake with tiki torches, limbo poles, free photos and live music. For the older alumni reunions, sit down dinners will take place. Alumni guest entertainers will be brought in for the weekend as well as the giving of alumni awards.
- G.** Half-Century Club will meet this fall and work on a plan to raise the remaining money needed to fund the publishing of the BPC history book.

- H.** Personal visits and contacts of alumni and friends of the college are a vital role in the efforts to gain and keep their loyalty as well as their funding and will be continued.

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-2003 THROUGH 2007-2008

RESULTS & RESPONSES—2004-05

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

RESULTS

ACTION PLAN 1

The process continues to increase the number of alumni who attend alumni events and thereby become more acquainted with the opportunities to help financially.

- A.** Due to the efforts of the fall phonathon, by the director of development and contacts, and the event hosted by the alumni office, the alumni participation rate is 2.9% for this year. Out of 8,284 contactable alumni, this has resulted in 281 alumni donors and 131 are new donors. The total alumni giving for the year is \$96,021.92.
- B.** The National Alumni Board met four times this year. Six mailings were sent to the Board members during the year to keep them abreast of news about the board as well as the college to keep their interests peaked. The board's membership totals 40 this year with many interested alumni wanting to join in the future. They are becoming very active and involved by planning and volunteering to help with all events and initiating the regional events idea for increasing alumni attendance and financial support. The fundraising chair, Dr. Freddie Smith ('62), is funded the catering for each regional event this year.
- C.** Regional events were held in several places in Georgia this year. On September 18, 2004, thirty-five alumni and friends attended the Hinesville area event for a low country boil at Bluff Creek Farm in Midway, GA. On September 23, 2004, twenty-one alumni and friends gathered for the Savannah area event at the Gaston Gallery Bed and Breakfast. On October 14, 2004, twenty alumni and friends attended the Macon area event at the Federated Garden Center and on November 15, 2004, sixty-eight alumni and friends met at the Historic Green Manor Restaurant for the Atlanta area event that was in conjunction with the Georgia Baptist Convention.
- D.** Alumni Weekend was a great success bringing over 305 alumni and friends to campus. The theme this year was "Cruise on Back to Brewton-Parker," to promote the college's travel program this year. There were around 30 choir

members with Hildegard Stanley directing. Several alumni were brought in as guest entertainers, Pauline Taylor-Hunt ('76) of Texas who also received the first ever Music Alumni Award, and Wayne Ates ('60) of Jesup, GA was the guest speaker for the Alumni Tributes Service. From this wonderful weekend, a golf tournament was held, 6 reunions took place including the new Young Alumni Party (luau). The Half-Century Club inducted the class of 1955 into its group and the Christian student drama group, Glimpses of Truth, performed. At the annual Alumni Tributes Service, alumni and friends of the college who had passed away in the last year were honored and six alumni and friends were given National Alumni Society Awards – Alumnus of the Year, C. Paul Scott ('57); Friend of the Year, Gary Campbell; Minister of the Year, Charles “Bucky” Strickland ('90); Young Alumnus of the Year, Eric Wilson ('95), Music Alumna of the Year, Pauline Taylor-Hunt ('76); and Half-Century Club Alumnus of the Year, Richard Young ('53). At the Alumni Society Luncheon, the Baron Singers performed and three alumni were inducted into the Hall of Fame, Don T. Harbin ('57), I. David Harris ('52) and Dennis Holmberg ('70).

- E.** Half-Century Club executive committee met on November 2, 2004, to vote on a new project. The club decided to fund the restoration of Jones Lake - draining and dredging of the lake, an addition of an island with a gazebo and bridge, building a dock and moving the existing gazebo across the lake and adding running water and electricity. The goal is \$20,000 to be completed in two years - \$10,000 each year. The club raised \$8,720 in the first year.
- F.** The director of alumni relations made 273 alumni and friend visits this year resulting in gaining support of the college both in attendance at events and by raising \$8,445.
- G.** The alumni office and music division hosted a Baron Singers alumni reception following the Christmas concert celebrating Glenn Eernisse's ten years at BPC. Over 50 alumni and friends attended the reception to dine, fellowship, and review memorabilia.
- H.** The college created its first travel program this year. On September 20, 2004, a Kick-Off Cruise Party was hosted by Carnival Cruise Lines. Over fifty alumni, staff, students and friends joined the party to learn more about the program. On May 16, 2005, twenty-three alumni, staff, students and friends enjoyed a five day cruise to Key West and Nassau, Bahamas aboard the Carnival ship, Celebration. It was a huge success.

RESPONSE

Efforts will continue to encourage higher attendance and greater participation in alumni events and to increase alumni financial support for the college.

- A.** Due to the increase in the participation rate and new donors, the phonathon will be hosted again in September/October 2005.

- B.** The National Alumni Board is increasing its sense of ownership and pride in the college and their role to help advance the college through their efforts with the alumni. This board will continue to grow in numbers, strength and financial support. The goal is to get the board numbers up to 50 for 2005-06.
- C.** More Georgia regional events are planned for the upcoming year due to the success of this year. Several major areas are being focused on: Atlanta, Macon, Savannah, Hinesville, Columbus (GBC), Dublin, and Waycross. Three other areas are being looked at as well – Brunswick, Augusta and Valdosta – due to the larger number of alumni in those areas. Plans are being made now on setting dates and locations as well as finding sponsors for each of these events.
- D.** Alumni Weekend was a great success and efforts are soaring for 2006. To enhance the excitement of the weekend, another theme will be chosen perhaps in correlation to the next travel program.
- E.** Half-Century Club will meet this fall and work on a plan to raise the remaining money needed to fund the restoration of Jones Lake.
- F.** Personal visits and contacts of alumni and friends of the college are a vital role in the efforts to gain and keep their loyalty as well as their funding and will be continued.
- G.** The alumni office is looking into more affinity reunions for the future like the Baron Singers event since it was such a success.
- H.** The travel program will definitely continue after the fun had on the cruise ship this year. Plans are being made now for a five day Western Caribbean Cruise to Cozamel and Grand Cayman on the Carnival Ship Inspiration in May 2006.
- I.** Class Note forms are on the alumni website as well as in The Lamp for easy access to update the alumni office.

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

ACTION PLAN 2

Involve graduating and current students in financial support

- A.** Solicit \$25.00 gift from each graduating student before they leave campus
- B.** Organize Student Foundation and recruit 20 students from the sophomore, junior or senior classes who will commit to raise \$500.00 each for the general scholarship fund.

ASSESSMENT

Prepare log showing number of graduates who contribute \$25.00 and log recording names of students recruited for Student Foundation with results of their efforts

RESPONSIBILITY

Director of Alumni Relations and Vice President for College Development

TIME FRAME

Over the 5 year period of the Plan in annual increments

RESOURCES REQUIRED

Planning and administration time of Director of Alumni Relations with assistance from work/study student.

RELATED TO

Institutional Goal No. 2

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

ACTION PLAN 2

Involve graduating and current students in financial support

- A. Solicit \$25.00 gift from each graduating student before they leave campus
- B. Organize Student Foundation and recruit 20 students from the sophomore, junior or senior classes who will commit to raise \$500.00 each for the general scholarship fund.

RESULTS

We have made two attempts to involve students in financial support of the College, both with little or no results. These attempts involved soliciting graduating seniors to contribute to the College prior to leaving the school and the establishment of a Student Foundation.

- A. Having gotten started late in the semester to solicit student support, our efforts were “lost” in the busy time of graduation. Our Vice-President for College Advancement appealed to graduating seniors in May of 2003, but with no response.
- B. An attempt was made to organize a Student Foundation. Members of the faculty and staff were asked to recommend students to recruit for the Foundation. Forty-six names were submitted. These students were invited to an information meeting. Nine students attended. We had a second meeting for those unable to attend the first meeting. Three attended.
- C. Applications were given to these twelve with instructions to return, if interested. Three completed applications were received.

RESPONSE

Renewed efforts will be made to involve graduating seniors in financial support of the College.

- A. A letter, from the President and Vice-President for College Advancement, has been mailed to each potential graduating senior encouraging their financial support of the College.

- B.** Plans are to initiate forming the Student Foundation in early Fall of 2003. A better response is anticipated since the “seed” has been planted and the students who indicated an interest will help by promoting the concept.

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ACTION PLAN 2

Involve graduating and current students in financial support

- A.** Solicit \$25.00 gift from each graduating student before they leave campus
- B.** Organize Student Foundation and recruit 20 students from the sophomore, junior or senior classes who will commit to raise \$500.00 each for the general scholarship fund.

RESULTS

Several events have occurred to involve students in alumni activities with more to come in the future including financial support.

- A.** Grad Center Days were established for the college with the efforts of the Herff Jones Company. This center creates an excitement for seniors about graduating. It's a one-stop-shop where they can make sure all forms and issues are completed with the registrars and financial aid offices. They are measured for their caps and gowns and can also purchase their invitations and class ring (the BPC invitation and signet ring was created by a committee of alumni and students in the fall). The last stop is the alumni table where students are informed of the many services the alumni office offers as well as receiving a free gift for visiting. If students are unable to attend the center they can order on-line. Grad Center Days were on March 24 at Mt. Vernon and March 25 at Hinesville and over 50 students stopped by the alumni table. There were also several alumni who came to the center to inquire about the rings. This is fantastic for the first time and should grow every year.
- B.** At the graduation rehearsal in Mt. Vernon on April 30, the alumni director congratulated the seniors on their success, informed them of the services the Alumni office provides and there would be, following the rehearsal, a reception in their honor was awaiting them as well as a special gift. Almost every student stopped by the reception and received their gift. The gift was a business card caddy with the college's seal neatly wrapped with a note to reiterate the services the alumni office can provide to them. These gifts were also given at graduation rehearsal for the Hinesville site on May 1.

- C. To begin our graduating seniors in their financial support of the college for the future, an idea was formed for a gift program. Solicit seniors to give money to a certain project or fund by the way of allowing them to give in honor or in memory of those who helped them get through college. The students' name along with those they are honoring would be placed in the commencement program for all to see. Start it with \$10 for two lines and additional lines would cost \$5 each. This way they are giving to the college but get a little something in return: to put their parents, grandparents, spouses' names in the program. The provost was asked in early spring if this program could take place for this year but it was too late in the semester to implement it – the commencement programs had already been underway in layout.
- D. The organization of a Student Foundation was attempted by the previous alumni director. In 2002-03 the response was very minimal. Although many student recommendations were given from faculty and staff, only three students sent in applications after two informational meetings and to be beneficial the number needed to be twenty. Since a new director began in August, it was not an opportune time to try again at such a late date – the focus was to try and build the alumni program first. The organization of this club will be held off for a few years to focus on the seniors' gift program.

RESPONSE

Efforts will continue to be made to involve graduating seniors in alumni activities and financial support of the college.

- A. Grad Center Days will commence in March again with the hopes of higher attendance since awareness is spreading. This is a perfect way to begin our graduating seniors thinking in the alumni mindset.
- B. Hosting the graduation reception and giving a gift to the seniors was a grand success and will be copied for next year.
- C. The senior gift program will be implemented next year. The provost will be contacted in the early fall to begin the process.
- D. The organization of the Student Foundation will be held off for a few years to focus on the seniors' gift program.

BREWTON-PARKER COLLEGE

OFFICE OF ALUMNI RELATIONS SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2004-05

OBJECTIVE 1

To support the College in securing financial stability and institutional viability by maximizing resource development

ACTION PLAN 2

Involve graduating and current students in financial support

- A.** Solicit \$25.00 gift from each graduating student before they leave campus
- B.** Organize Student Foundation and recruit 20 students from the sophomore, junior or senior classes who will commit to raise \$500.00 each for the general scholarship fund.

RESULTS

Several events have occurred to involve students in alumni activities with more to come in the future including financial support

- A.** Grad Center Days were established for the college with the efforts of the Herff Jones Company. This center creates an excitement for seniors about graduating. It's a one-stop-shop where they can make sure all forms and issues are completed with the registrars and financial aid offices. They are measured for their caps and gowns and can also purchase their invitations and class ring. The last stop is the alumni table where students are informed of the many services the alumni office offers as well as receiving a free gift for visiting. If students are unable to attend the center they can order on-line. Grad Center Days were on March 16 at Mt. Vernon and March 15 at Hinesville with over 50 students stopping by the alumni table.
- B.** At the graduation rehearsal in Mt. Vernon on May 13, the alumni director congratulated the seniors on their success and informed them of services the office provides, threw free gifts out and announced the rehearsal reception in their honor was awaiting them as well as a special gift. Every student stopped by the reception and received their gift. The gift was a lidded candy jar with the college's seal filled with candy wrapped with a note to reiterate the services the alumni office can provide to them. These gifts were also given at graduation rehearsal for the Hinesville site on May 14.

- C. To begin our graduating seniors in their financial support of the college for the future, a gift program was formed. The alumni office solicited seniors to give money to the college by way of allowing them to give in honor or in memory of those who supported and helped them get through college. The students' name along with those they honored appeared in the commencement programs for all to see. The price was \$5 per name and 12 seniors from each site (24 in all) gave to this project raising \$410.

- D. Over 177 alumni contacted the alumni office to place information in the Class Notes section of *The Lamp* this year.

RESPONSE

Efforts will continue to be made to involve graduating seniors in alumni activities and financial support of the college.

- A. Grad Center Days will commence in March again with the hopes of higher attendance since awareness is spreading. This is a perfect way to begin our graduating seniors thinking in the alumni mindset.

- B. Hosting the graduation reception and giving a gift to the seniors was a grand success and will be copied for next year.

- C. The senior gift program will continue next year with the hopes of more participants.