



Old Concordians' Association

Strategic Plan
2022 –2025

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To facilitate and encourage **lifetime connections** between Old Concordians and the Concordia Community.

Core Purpose

President's Message

Here at Concordia, the connections our students make with the College community are lifelong. Upon leaving Concordia, all students become Old Concordians and are invited to maintain those lifetime connections through reunions, alumni events, Old Concordian' sports groups, volunteering, networking, and mentoring opportunities.

Concordia College and the Old Concordians' Association (OCA) have a strong tradition of cultivating meaningful, lifelong relationships with our 8,000+ Old Concordians, and recognise the integral role Old Concordians play in the development and success of the school, and the benefits that result from the enduring relationships forged over the life of the college.

The renewed Strategic Plan identifies the Focus Areas and Major Objectives that OCA aim towards in serving our Old Concordians and the wider College community.

Matthew Bruening, Class of 2016
OCA President



Focus Area

Connection

To build a supportive and engaging community for the enduring success of Concordia College.

Major Objective / **Database**

- + Database records of Old Concordians are up to date and accurate, continuous research and updating by staff members to achieve the most accurate and up to date records as possible
- + Different platforms are used to find contact details for Old Concordians, including digital and social media marketing, personal approaches, all OCA communications and at all OCA events.

Major Objective / **Reunions and Events**

- + Continue to assess and improve current events and provide new and greater opportunities for Old Concordians to connect with each other and the college
- + OCA committee to review events offered annually
- + Aim for increased attendance at reunions and events each year (as Government restrictions permit)
- + Provide at least 3 interstate reunions each year (as travel restrictions permit) and aim for one international reunion each year



- + Develop an annual “lifestyle” event
- + Gather feedback from Old Concordians regarding reunions and events.

Major Objective / **OCA in the Classroom**

- + Increase awareness of OCA among students by incorporating OCA into school life at all levels
- + Regular OCA presence in school newsletters, including OCA sport club updates
- + Students continue to visit the Heritage Centre to understand the history of Concordia
- + Develop a new OCA information video for current students and for the website.



Major Objective / **OCA Demographic**

- + Segment database to discover where Old Concordians live, their age and their interests and needs
- + Deliver targeted communications to identified Old Concordian demographics and groups on a regular basis with topical communications
- + Provide relevant and meaningful ways of engagement for each identified group.

Major Objective / **Communications and Marketing**

- + OCA branding to be engaging, clear, easy to understand and consistent
- + Continued emphasis on communicating through different platforms, in particular digital and mobile including Facebook, email, mail and LinkedIn
- + Present an annual communication plan each November for the following year
- + Deliver appropriate communications to all segments and demographics, including current students and Old Concordians of all ages
- + Increase the number of Old Concordians featured in OCA “Spotlight on Old Concordians”. Highlight individuals and families in communications, focus on interesting stories from all walks of life.



**Maintain the framework
of the mentor / career
support service**

Focus Area

Opportunity

To share the wisdom and knowledge of members of the Concordia community to enhance each other's lives.

Major Objective / **Mentoring and Career Support**

- + Maintain the framework of the mentor /career support service
- + Identify quality mentors over a range of subjects and update the database in a way that they can be easily searched for and found
- + Understand careers of the future and source mentors to provide career information in these areas
- + Engage with students to identify careers they are interested in
- + Ensure the mentoring and career service is resourced and overseen by an appropriate facilitator
- + Advertise for mentors in OCA communications and at reunions and events.

Major Objective / **Interest Groups**

- + OCA members to oversee, monitor and properly support each Old Concordian interest group
- + Increase the number and range of special interest groups, and look at providing sponsorship of other existing local groups
- + Assess applications for funding against agreed criteria

- + In a structured manner, promote interest group membership to students and Old Concordians as a natural progression after completing school
- + Ensure interest groups have sustainable resources.

Major Objective / **Research**

- + Continue to plan research to discover what Old Concordians want, what are their needs and how they will be met, how it will be done and by whom, who has the skills (data and analytical)
- + Disseminate project results and apply, review and begin to plan next project.

Major Objective / **Work experience**

- + Develop the framework for a monitored, transparent, well-functioning work experience program and determine how it will work with the school
- + Identify work experience providers over a range of careers and update the database in a way that they can be easily searched for and found
- + Work with Concordia Directors to identify and connect with relevant industry connections.

**Continue to plan research
and discover what Old
Concordians want**







... promote interest group membership
to students and Old Concordians
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completing school

Focus Area

Future

To provide resources to ensure the ongoing delivery of quality services.

Major Objective / **Leader Support**

- + OCA Committee to provide practical support to student presentations and at reunions and events
- + OCA committee members to identify possible volunteers from the Old Concordian Community
- + Continue to engage a College Board Member as an ex-officio member of the OCA Committee
- + Continue to promote awareness of the purpose of OCA to directors of the college.

Major Objective / **School Support**

- + Promotion of OCA, what it stands for and what it offers to current students
- + Develop a suite of up-to-date promotional materials for junior, middle and senior school levels (videos, publications etc).

Major Objective / **Volunteer Support**

- + Continue to build volunteer pool
- + Coordinate volunteers and record all relevant details in the database
- + Replace any committee members that resign with new members with useful skills and connections, have full numbers on the committee to provide maximum support
- + Record committee member details in the database.



Major Objective / **Remunerated Resources**

- + Continue to support the position of a paid Alumni Manager to be located at Concordia College.

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