

Geneva High School Alumni Engagement

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Introduction

Geneva High School has a diverse, talented alumni base that should be celebrated. The Alumni Engagement project is the vision of Geneva City School District Social Worker Susan McGowan. Susan began this project with a well-received poster campaign at Geneva High School that highlighted Geneva High School faculty and staff who are Geneva High alumni.

The purpose of the Geneva High School Alumni Engagement Project is the development of a database that would allow the Geneva City School District to track past graduates. Having this information consolidated and easily accessible will allow the district to:

- 1) Celebrate alumni accomplishments
- 2) Illustrate to current students the range of possibilities available to them after they graduate

Current students at Geneva High School could benefit from learning about what Geneva High alumni have gone on to do after graduation. Through building a relationship between alumni and students, students will be able to connect the work they are doing in high school to their future.

Alumni Database

My work on the Alumni Engagement Project focused mainly on developing the alumni database. I first set up a Gmail account ghsengagealums@gmail.com in order to create a central place where alumni data could be stored and shared amongst the various parties involved with this project

I started with some previously collected data on Geneva High alumni which I organized and formatted so that it could be easily sorted by various criteria, such as class year or state. The data was organized into three spread sheets: alumni with e-mail addresses, alumni with street addresses, and alumni with no contact information.

Outreach

In order to get the word out, I employed a variety of different means:

- 1) E-mailed information about the project to alumni who were listed on the Geneva City School District website. I asked them to forward the information to the other alumni with whom they were in contact with.
- 2) Wrote an article about the project for the Geneva City School District's spring newsletter.
- 3) Created a Geneva High School Alumni LinkedIn group. This group provides an opportunity for alumni to connect with one another. It can also be used as a platform to update group members about developments in the Alumni Engagement Project.

Survey

The second phase of the project was developing a survey for alumni in order to attain more information about the best way to contact them, as well as about their post-high school education, current employment, and availability to participate in alumni projects.

In order to encourage alumni to participate in the survey, I organized a small raffle. Susan was able to get a couple of Geneva hats and I reached out John Eades, the CEO of Vere Sandals and a Geneva High alum, and he generously donated a pair of Vere sandals for the raffle.

GHS Alumni Survey

Dear Geneva High School Alumni,
OBJECTIVE: This survey is part of the Geneva High School Engaged Alumni project. The purpose of this project is to both celebrate alumni accomplishments and to illustrate to current GHS students the range of possibilities available to them after they graduate.
CONNECT WITH FELLOW ALUMS: Connect with fellow alumni on LinkedIn by joining our group: Geneva High School Alumni.
* Required

E-mail address *
Preferred e-mail address

Phone Number

Street Address
Preferred address

City

State

Skype Name

Interview
Would you be willing to be interviewed over e-mail, phone, or skype by GHS students?
 Yes
 No
 Other: _____

Presentation
Would you be willing to give an in-person or skype presentation to GHS students?
 Yes
 No
 Other: _____

Other Projects
Are there any other types of alumni engagement projects that you would be interested in getting involved in?

First Name *

Last Name *

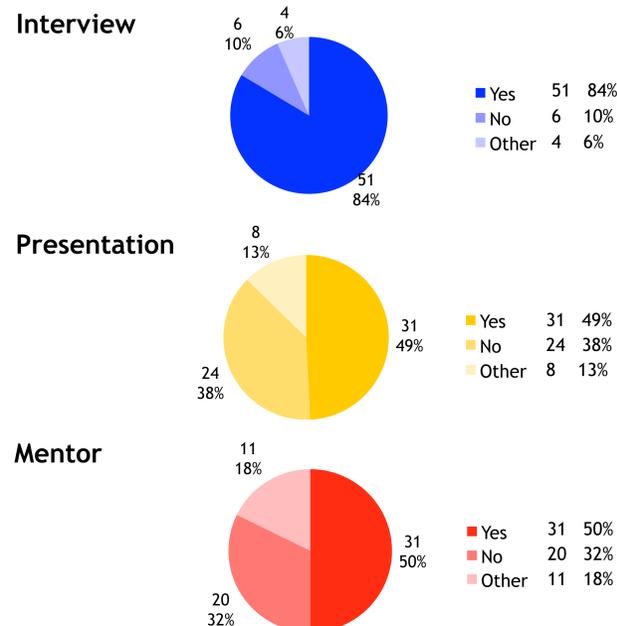
Graduation Year *
Year you graduated from GHS

College/University

Graduate School

Job *
Current employment: position title, place of employment

Response Data



Results

Out of the 257 alumni who were received the survey by e-mail, 66 responded. The majority of respondents indicated that they would be willing to do an interview, while about half indicated that they would give a presentation or mentor a current student.

A number of the survey respondents are employed by well-known organizations such as the Department of Defense and the Buffalo Bills. Others have started their own businesses, such as Vere, or are employed locally by the Colleges.



Moving Forward

The next step for this project will be connecting Geneva High School alumni to students. Susan McGowan has the survey information and will be reviewing it with Geneva High School teachers to pinpoint alumni to reach out to.

Beyond the interviews, presentations, and student mentoring, I have ideas for other projects that could be implemented:

- Alumni panels:
 - Young Alumni, Life after Geneva High School
 - Running a Business
- Connect Geneva High School teachers with relevant alumni working in a field that correlates with class topics

Connecting the Alumni Engagement Project to the Geneva City School District website will be another important step. If information about the project can be found directly under the alumni section of the school district website, it will hopefully be more visible and accessible for Geneva High alumni.

Acknowledgements

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