

# CSAANY'S NEWS

## ENGAGING NET GENERATION ALUMNI

O God of all beginnings  
and endings,  
We praise and thank you  
for the gift of this  
school year.

It has been a time filled  
with grace and blessings,  
With challenges and oppor-  
tunities, joys and sorrows.

The days have passed  
quickly, O Lord.  
The weeks, the months, the  
seasons, the holidays and  
holy days,

The exams, vacations,  
breaks, and assemblies,  
All have come forth from  
your hand.

While we trust that your  
purposes have always been  
at work each day,

Sometimes it has seemed  
difficult to understand and  
appreciate

Just what you have been up  
to in our school.

Give us the rest and  
refreshment we need this  
summer.

Let our efforts of this past  
year bear fruit.

Bring all of our plans to a  
joyful conclusion,  
And bless us, according to  
your will,

With the fulfillment of our  
summer hopes and dreams.  
Watch over us in the weeks  
of rest ahead,

And guide each day as you  
have done this past year.

Help us return to school  
with a new spirit and a new  
energy.

May we continue to grow  
In age, wisdom, knowledge  
and grace

All the days of our lives.

Amen.

*Author Unknown*

Connecting with, reconnecting  
and/or engaging alumni in our  
schools is vital, not only for  
giving purposes, but think in  
terms of mentor programs,  
sponsorships, PR, and much,  
much more.

If you haven't considered or  
investigated an e-  
communications based model,  
now is the time. An online  
community for alumni is the  
growing trend, even for schools  
with only elementary pro-  
grams.

There are a few things to con-  
sider, such as what are your  
over all goals. Communication  
and giving are the two biggest  
reasons for connecting with  
alumni. Second a look at the  
technical specification and  
mechanisms is warranted.  
There are many open or free  
source software programs/  
shareware, but these require

some level of expertise for cus-  
tomization and support. A  
custom-built system can be  
done to meet your every need,  
but this route can run expen-  
sive. A prepackaged system  
purchased from a software  
vendor, is the most common  
route for our schools.

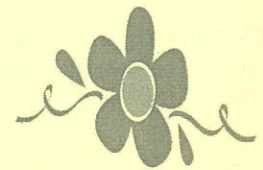
By choosing to move your  
alumni program to a net based  
system you are opening the  
school up to your alumni on a  
daily basis rather than annu-  
ally, quarterly or how ever  
often publications are sent.  
Online systems will allow for  
frequent updates, a database  
with alumni profiles, putting  
the updating onus on the grad.  
Not school staff, it also allows  
for photos and a place for  
graduates to reconnect with  
each other.

I have written many times  
about controlling the message

and I am an advocate for our  
schools to have Facebook ac-  
counts, the main reason is that  
if the school establishes an  
"official" site for the school,  
the message is controlled. An-  
nouncements, events, alumni  
and students can connect.  
Facebook has started a new  
kind of way for schools to re-  
connect with alums.

There are many ways to en-  
gage the net generation. Our  
schools can be on the cutting  
edge by speaking to them in a  
language and in a format they  
understand and use daily.

Have you tweeted  
([www.twitter.com](http://www.twitter.com)) about your  
school today?



## PLANNING STRATEGIES

As the school year quickly  
wraps up it is time to evaluate  
what worked, what needs to be  
tweaked and what needs to be  
dropped. To start spend some  
time in reflection, and even  
pose these questions at a fac-  
ulty meeting:

1. What programs and/or  
strategies have had the

greatest impact on student  
achievement?

2. How can best practices be  
identified, documented and  
replicated for the new  
school year?

3. What accountability struc-  
tures are in place that give  
parents and stakeholders a

clear picture of the school?

4. How can school leaders  
deal with the increasing  
levels of anxiety among  
faculty and students?

5. How can performance in all  
areas: student achievement,  
planning, programming,  
goals, etc. be improved?