

Westlake Girls High School Alumni Association
Committee meeting Thursday 16th May 2013 7.00 pm WGHS Staff room

Present: Lilly, Beth, Gloria, Julie, Tasha, Cathy, Danielle, Ronelle, Jean, Michele

Apologies: Jenny Chu, Jessica Miao

Agenda

- Update on membership and ideas for growth and publicity
- Events – options for main event 2013
- Dates for any other events
Morning tea for former staff?
Informal café / bar catch-ups around selected school activities?
- Careers Dept - talks with students - timing
- First newsletter – what will interest alumni?
- Developing a network for business contacts
- Website developments

Update on Membership and ideas for growth and publicity

Cathy gave a brief update on the association.

Current membership: Total 336 (increased by 35 since mid April)

Alumni Facebook likes: 367 (increased from 290 in mid April)

Demographic Data from Facebook: 19 / 4 / 2013 - 12 / 5 / 2013

18 - 24 yr olds	65.6%	25 - 34 yr olds	10.7%
35 - 44 yr olds	9%	45 - 54 yr olds	4.4%
55 - 64 yr olds	3%	13 -17 yr olds	3.8%
65 +	0.3		

The demographics clearly show the favoured use of Facebook by the younger alumni and underlines the need for a range of strategies and forms of communication to broaden our reach.

Location

305 NZ 33 Australia 5 US 5 UK 3 Canada 3 South Korea 2 Taiwan

Membership form- Cathy has added one or two details to an online survey that Ronelle suggested last time about current occupation and so on. There is still a need for this information from most of the Founding members, however, as the Jubilee registration site, 2012, did not request this information.

Ronelle will also be made an administrator so that she can have access to all of the data on occupations and interests from the google surveys.

Some members can't make meetings but have offered to lend a hand where they can. There are 30 in this 'interest group' who will be contacted shortly.

Jessica Miao is on the committee but is now in China. She emailed in some suggestions about how to reach Chinese alumni who are no longer in NZ and these ideas will be pursued with her after liaison with the International Dept at Westlake. She is enthusiastic and her involvement will be very helpful. She has mentioned Weibo, used widely in China, and the need to have information on our website.

Cathy will gradually contact people for different graduation years to form subgroups, possibly through Facebook Pages where it suits, so that people are aware of alumni events and feel as though they know people when they come to our events. Jean Yang from the committee is to be congratulated on her efficiency in setting up a FB page for the 2010 graduates.

Ronelle will check to make sure that we are complying with the Privacy act.

Cathy has had a good response from some of the staff passing on information about former students to her. She follows these up when she can. Long standing staff members, in particular, are a valuable resource with their knowledge and experience with a large group of students.

We have had recent publicity in the school newsletter and the May Channel magazine. For further publicity we should look to NSTA – Community section, and try Mairangi Bay News, Campbells Bay Courier, A4 posters in Takapuna Library, the new Korean Centre and some of the business in Milford. Julie has links with some Milford businesses and it would be useful for Cathy to make contact with some of those to publicise the association and activities.

We should try to have photos to record alumni visits to school / talks with students and publicize these on FB and the alumni section of the website

We could have a page in the annual school magazine for photos of alumni reconnecting with WGHS.

Other Resources

Cathy has been in to Takapuna Library which has some older articles on the school. They have an incomplete set of the year books. The school library has a complete set, but it would be good to resume giving one each year to the public library where they are accessible to the public. Cathy will liaise with the staff member responsible for the year book.

Wikipedia doesn't have any alumni listed for us so Cathy will update this. She also suggests that someone else may like to update our details on Wikipedia as she will only update the alumni details.

Events – options for main event 2013

There was discussion on 2 options for a main event this year, and the need to have a successful event that would interest a broad range of alumni.

Details were presented about the 2 proposals and discussion considered numbers, cost and the range of alumni the events might appeal to.

The Department Store has an interesting package and could suit us for an event in the future. For their event, there need to be a minimum of 100 people, with different workshops at their shop in Takapuna and 15% discount for shopping. Murray Bevan, Showroom 22 is the contact.

A spring mix and mingle evening with a short fashion segment from local company 'Repertoire' also has an appeal, and there are links to the school.

Their event manager suggest that a mid-week event, either on a Wednesday or Thursday night, is generally best, with simple, healthy nibbles, (possibly with input from alumni in that field), drawing on links to current students. This could be a segment in an evening with students modelling clothes, or a music group performing. Such an evening would suit perhaps the last 2 weeks of August or September. Cost would be an important factor. We shouldn't expect people to pay more than about \$20.00 for an evening. It would be important to have a RSVP for both options. The ideas presented by the events manager from Repertoire are helpful to consider for the future. That NZ company contributes to a successful annual event with Tauranga Girls College. Miriam Berquist-Staite is the contact.

After some discussion, it was decided that as the purpose at this stage is to build up our alumni network, it is unrealistic to expect the substantial support yet that would be needed to successfully host such an event. So neither of the options discussed will suit this year. Cathy will write to both companies thanking them for their input.

NOTE - Need to liaise with Westlake Parents Forum to ensure we are supporting each other with our plans.

Another option

Our theme and emphasis is on **reconnecting** (with each other and with Westlake),

There are many alumni who would be interested in dropping by, catching up with friends, having a look at the new developments around the school and meeting the new principal.

It was decided to have a range of different activities rather than focusing on a single evening event.

Spring catch-up

We will aim for an informal gathering on a Sunday afternoon in spring, based in the staff room but with the possibility of some good weather to use the outdoor area near the Admin Centre as well.

Notes:

A short address by the principal, tours of the school, alumni and their families welcome, former students keen to meet staff, using the FB groups to advertise the event, as well as mail outs and the 1st alumni newsletter in June.

Cathy to check out a possible date.

Other events to be confirmed and advertised:

- Afternoon tea for former staff later in Term 3. **Cathy to check out a date.**
- For key school sporting/cultural events that are coming up – informal meetings before or after in cafes and bars.

There is a WGHS Pre Big Sing concert Mon 10th June 6-7.00pm at the school

Investigate if there is interest from former students who were in music groups to link up after that. (staff room is not available that night)

Also, there is the Annual Westlake Gala Music Showcase on Thursday 15th August at Westlake Boys Auditorium. An informal catch-up could be organised around that. Such gatherings could start small this year, but become a regular occasion for meeting up and networking.

- **Launch of a Linked In –type of network and mentoring scheme**

The Sir Peter Blake Leadership week is from Friday July 5th to Friday July 12th 2013.

Gahzaleh Golbakhsh, a film maker who is a former student, will be visiting our school on 9th July to talk to a group of students as part of this project.

This may be a good opportunity to focus on our mentoring programme. At this point we might be ready to start publicising our mentoring programme in the school and also launch a Linked In network.

Cathy will check out the timing with the Careers Department before we decide if this is a good time to have this launch.

Julie suggested having a number of guest speakers from various industries to talk to our students about their careers and future prospects within a small time frame. Cathy says that there are a lot of former students who are willing to come in and talk about their careers.

Lilly will be talking to our International Department to encourage links with our international students. Cathy has discussed this with the International Dept.

Cathy has joined Linked In and researched some of our past pupils. Ronelle will investigate the use of Linked In further for our association.

Cathy has begun approaching some of our more high profile ex-students and is waiting to hear back from them. More will be approached over the next month.

Ideas for website development (gradually underway and for future development)

Welcome (Principal)

Contact details - Co-ordinator

Committee names

Upcoming alumni events

Alumni News

Alumni Newsletters

Alumni Profiles

1957 – 1961, 1962 – 1969, 1970 – 1979, 1980 – 1989, 1990 – 1999, 2000 – 2010, 2011 -

WGHS news

WGHS newsletters

School History

Links

Contact with Alumni:

Underway - writing to some of our notable alumni

An idea for the future is to have some form of recognition for our distinguished alumni

Inviting alumni profiles – for the website (ultimately school history / archives)

Encouraging our alumni to submit updates and photos for sharing briefly on FB and for newsletters

Broader Interest Group

Contact them as a separate group after each meeting inviting comments and suggestions. We could invite them to a committee meeting, or Cathy will meet them on a more casual basis.

There is a group of around 30 alumni who have offered to help with selected events / activities

Careers / Mentoring

Any time in Term 2 or the first 2 weeks of Term 3 are the best times for alumni to speak to interested groups of students.

Newletters

Most associations have 2-3 newsletters a year. This year we will have just 2 – June and November, but will aim for 3 (March, June / October) from 2014.

Meeting times:

Thursday night seems to suit most. Wednesday is the other possibility.

Next meeting time to be advised.