



OLD CRANBROOKIANS' ASSOCIATION INCORPORATED

STRATEGIC PLAN

OCTOBER 2012

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MISSION STATEMENT

The mission of the Old Cranbrookians' Association ('OCA') is:

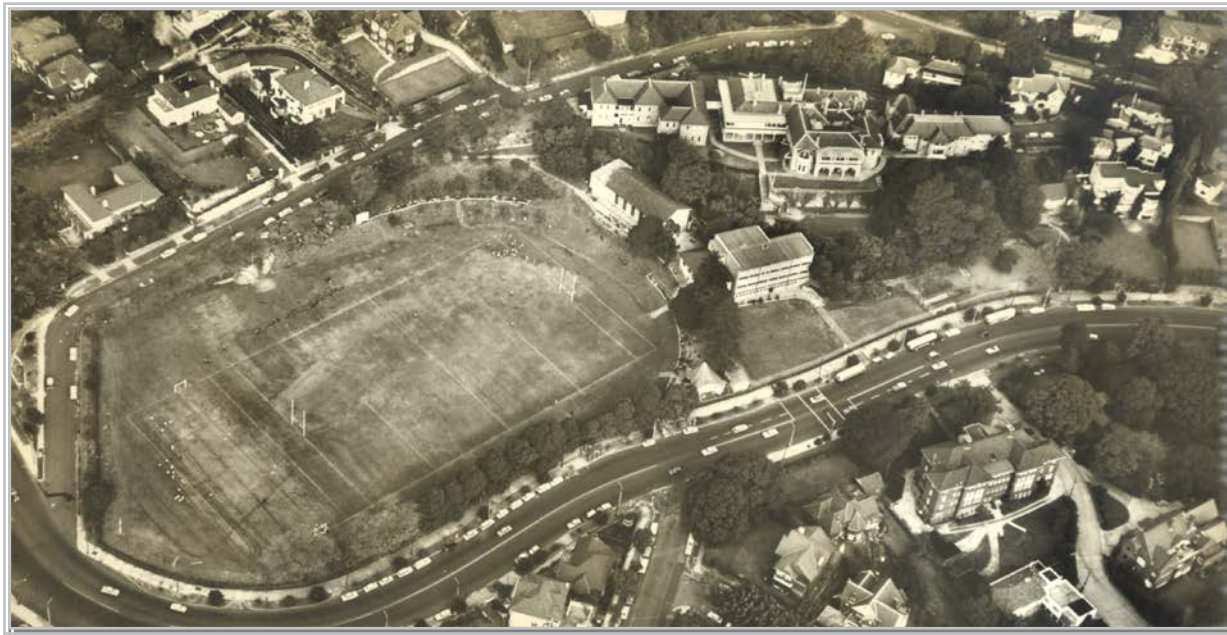
1. To foster unity and close fellowship amongst Old Cranbrookians ('OCs') and to promote the general welfare of the OCA and its members.
2. To assist in the promotion of the general welfare of Cranbrook School ('the School').
3. To foster unity between, and to align the common interests of, the OCA and the School community.

KEY OBJECTIVES

The objectives of the OCA shall be:

1. To advance the views and policies of the OCA, in the best interests of the OCA, its members and the School.
2. To provide opportunities which promote and foster close relations:
 - a. amongst OCs;
 - b. between the OCA and Cranbrook students; *and*
 - c. between the OCA and the wider Cranbrook community.
3. To establish scholarships and to give prizes and donations for any purpose – scholastic, sporting or otherwise – connected with the School.

4. To promote and increase the value of OCA membership.
5. To do all such other things as are incidental to the attainment of the above objectives, including the raising of all necessary funds.



STRATEGIC OBJECTIVES

1. IMPROVE COMMUNICATIONS

- ◆ Better use our website.
- ◆ Increase use of social media.
- ◆ Increase number of registered users on website.
- ◆ Increase and enhance digital communications with our members.
- ◆ Analyse our membership (questionnaire); find out what our members want.
- ◆ Better understand the lifecycle of our membership and the individual segments therein, so as to deliver improved service.

2. MAXIMIZE THE POTENTIAL OF OUR CORE EVENTS

- ♦ Define our core events to form an annual calendar of events.
- ♦ Look at ways to enhance events.
- ♦ Promoting and reporting of core events.
- ♦ Create a template and plan for each event.
- ♦ Form a core group of OCs who are responsible for the organization and success of each event.

3. FOCUS ON YOUNGER OCS

- ♦ Focus includes –
 - i. current students (Years 10-12);
 - ii. segmentation of 17-25 year olds.
- ♦ Create social and other events targeting specific segments.
- ♦ Enhance and expand OCA mentoring and networking programs between OCS.
- ♦ Create a Year 12 Liaison sub-committee with a view to holding an OCA-sponsored event to initiate contact with the OCA and promote OCA membership.

4. FINANCE

- ◆ Raise funds to support the objectives of the OCA – in particular, the endowment of OCA scholarships.
- ◆ Ensure prudent management, allocation and disbursement of OCA funds.
- ◆ Comply with good corporate governance principles, including transparency of financial reporting.

5. RELATIONSHIP WITH STAKEHOLDER GROUPS

- ♦ Develop and improve the OCA's relationship with stakeholder groups within the School community, including:
 - i. the student body;
 - ii. the School Council;
 - iii. the Foundation;
 - iv. the School Executive;
 - v. the Common Room;
 - vi. the Cranbrook School Parents' Association (CSPA) and other parent groups, including those of boarding parents; *and*
 - vii. past parents.

IMPLEMENTATION OF STRATEGY

- ◆ Formation of project teams responsible for implementing each of the above objectives (3-4 OCA Committee members on each team).
- ◆ Each project team to elect a Convenor / Chair.
- ◆ Each project team to put together a plan to achieve the strategic objective, which is to include the following:
 - i. purpose statement;
 - ii. list of sub-objectives;
 - iii. committee membership;
 - iv. KPIs (i.e. what success looks like);
 - v. budget to achieve outcome(s); *and*
 - vi. reporting back to OCA Committee (dates, format etc.).

OCA SUBCOMMITTEES

- ◆ A sub-committee is different from a project team in that it has a definite delegated function that would otherwise be performed by the OCA Committee itself.
- ◆ Each OCA sub-committee must have formal terms of reference which are approved by the OCA Committee.
- ◆ Examples of OCA Sub-Committees currently in existence include:
 - i. Finance Sub-Committee;
 - ii. OCA of the Year Sub-Committee;
 - iii. Scholarship Sub-Committee.

