

BRENTWOOD COLLEGE SCHOOL

ABOUT

Founded in 1923, Brentwood College School is a co-educational boarding school for Grades 8 to 12 in Vancouver Island in Mill Bay, BC, Canada. The school is celebrating its centenary in 4 years.

Tuition fees cover the cost of school operations, charitable gifts provide the much-needed support for student financial assistance, new and upgraded facilities, and help offset the costs of Brentwood's leading-edge programs.

Brentwood's community of Old Brentonians (alumni) are represented in more than 50 countries.

Brentonian Connect - connect, contribute, celebrate, repeat!



Leveraging Technology to Overcome Limited Resources and Scale Impact

CHALLENGES

- **Large alumni base to service:** 6-7,000 living alumni globally, nearing 3,300 contactable alumni by email, need to find lost alumni.
- **Small team:** 3.8 people in the advancement team: 1 person focused on alumni, 2 on development and 0.8 on database management.
- **Annual fundraising targets:** Historically, wide-spread giving was not a strong part of the culture of the school. One of the school's current strategic priorities is to "build a culture of philanthropy."
- **Small university counselling and career services team of 3:** Need for additional, unbiased support and guidance from alumni who are studying and working in the real world. Students need to feel comfortable with the uncertainty of their future careers and know that it's ok to change careers.
- **Leveraging technology:** Finding the right technological support to best streamline and automate processes and leverage the activities of the small core team.

SOLUTION

Brentonian Connect

To meet their varying challenges, Brentwood chose Graduway to power their alumni networking platform. Launching Brentonian Connect in 2017, their platform has become the center of all alumni activities, with all alumni event-related photos only available on the platform.

One area where the school has found immediate impact from the platform is alumni volunteering. Through utilizing engaged alumni on their platform, they have been able to cut down on the work involved in finding alumni volunteers to help with campaigns and to speak and/or co-host at different events.

The aim now is to have all 'Alumni in Residence' (graduating seniors) on the platform and engaged BEFORE they graduate. Already, Brentonian Connect has also been the heart of the new mentorship program launched last year.

Grade 10 students were brought onto the platform and had the ability to get guidance on college applications, how to prepare for interviews and building CV from old Brentonians.

This in turn has built out into a full Career Education Programme for students from Grade 10-12 in collaboration with the University Counselling office using Brentonian Connect as one of the major tools.



Building on this collaboration with the University Counselling Office, other unintended but welcome **internal partnerships** have been formed. Today there is effective and strategic collaboration with:



Admissions

by using the platform to rally alumni to speak to potential students and parents;



Marketing And Communications

who use the platform to effectively promote events and activity through the exclusive platform rather than 'shot in the dark' efforts, in addition to using the weekly digest to promote specific news items;



The Head Of The School, Faculty And Staff

to keep up with alumni and use them as mentors, volunteers for events and so on.

The next step for the school is the **Graduway-Raiser's Edge NXT integration** to help pool data in a more timely manner. This will take valuable hours off of the workload of the Advancement Assistant and free her up to work on more strategic areas.

RESULTS

■ **58% of contactable alumni are on the platform** and engage regularly.

■ **115% of the annual alumni participation fundraising goal** reached for 2019 - highest alumni participation ever.

■ Close to **50% of the Grade 10 class** were involved in **formal mentoring relationships** with alumni within 6 months of program launch.

■ **190 formal mentoring relationships** took place between students and alumni within the first year of the program.



*With a one-person Alumni Relations team, we absolutely credit Graduway with the **nurturing and growth** of our Alumni Relations programming to include a student-alumni mentorship initiative, regular e-newsletters & an easily accessible directory that empowers our graduates to make their own connections – **all without having to hire another employee!***



Amy Weinberg,
Alumni Relations Manager, Brentwood
College School