

MEMORANDUM OF UNDERSTANDING BETWEEN THE FOUNDATION AND THE ALUMNI ASSOCIATION

**Endorsed by the Central Committee of the Alumni Association,
3 November 2004**

The International School of Geneva (Foundation/School) recognizes that involved, engaged and interested alumni are vital to the school.

The alumni not only hold the School's memory and spirit in trust, they also hold the ability to greatly impact the future as voting members of the Foundation and as contributors of time, expertise and financial resources to important initiatives.

The Alumni Association does not have access to the personnel or financial resources to effectively serve this growing global community.

Therefore, in order for the thousands of alumni spread across the world to be kept informed and offered opportunities to communicate, network and support fellow alumni and the school, the school must provide an infrastructure and function in support of those purposes.

The following outlines some of the necessary steps for creating a transition of responsibilities from the Alumni Association and setting in place an effective Alumni Relations Programme within the Foundation:

Budget Resources

The Foundation will explore the provision of funding for the delivery of an Alumni Relations Programme in conjuncture with the Alumni Association.

This funding will permit the Foundation and Alumni Association to meet the cost of a permanent Alumni Relations Programme and support the provision of:

- Invitations to alumni events around the world supported by the Alumni Association, the Foundation and local chapters.
- Biannual newsletter.
- Regular updates on the school and alumni activities.
- Alumni website.
- Searchable directory and database.

The creation of a funded Alumni Relations Programme will require that the School and the Association examine additional budget and income issues including the financial implications of memberships in the Association and/or local chapters, 'Life Memberships' that have been granted by the Alumni Association, and how to treat alumni who decide not to pay a fee or membership.

Dedicated Personnel

Beginning in the 2004-2005 school year, the Development Department will develop an active Alumni Relations Programme. The Governing Board and the Director General have approved an additional position within the Development Function and consideration must be given to the servicing needs of the Alumni Relations Programme when making this appointment.

In this first instance, Sue Anthony has been hired by the Foundation to help with the transition of responsibilities between the Alumni Association and the Foundation.

Integration of Data and Information

Information should be held in a comprehensive, user-friendly, secure database that allows the School and Alumni Association, or its representatives, to contact the alumni community and begin to build long-term relationships based on preferences and personal affiliations. The School's Raiser's Edge database was designed for this purpose and is in use by thousands of schools around the world. Provision will need to be made to allow the School and Alumni Association to share access to this data in pursuit of agreed objectives such as communications, event management and fundraising. This will require careful attention to prevailing data protection legislation and the data protection policies of the School and the Alumni Association.

- One of the first projects should be the migration of the Alumni Association's data to the School's database. The export of the most up-to-date alumni information, from existing Alumni Association databases, can be formatted by Blackbaud/Raiser's Edge to allow for an import in the database. The school will assume the costs of this project.
- The basic data fields of the database will be a resource shared by the school and the Association. Due attention must be given throughout the process of data migration, collection of new data and use of such data to ensure that the School and Alumni Association's use is compliant with prevailing data protection legislation.
- If the School should decide in the future to abandon its Alumni Relations Programme, the data acquired during the transfer to Raiser's Edge and data of alumni acquired post the confirmation of this memorandum, will be shared with the Alumni Association. The data fields imported from the current alumni database, Maximiser, will provide the benchmark for the return of data to the Alumni Association in this eventuality.

Communications Website/Directory

The School has the capacity within its website to develop a separate, password-protected presence for the alumni. As a minimum the website will retain a searchable directory of alumni. It can also send personalized emails to segregated alumni lists as well as allow alumni to RSVP for events scheduled for anywhere in the world. This will be one of the most important tools in developing and cultivating the involvement of worldwide alumni.

When the Alumni Association is able, working together we can begin to build the website and its functionality. A gradual transition from the current site to the School's site will help ease any confusion within the alumni community.

Newsletters

The Alumni Association currently publishes its bi-annual newsletter via mail, emails and posts on its website.

- The School will support the provision of a regular newsletter that can be published via emails and the web. This format also allows for a more regular, cost-efficient dissemination of news.

- There should be a careful survey of alumni to determine which alumni cannot receive the newsletter electronically and why. If we find that there is a large portion of alumni who cannot receive electronic communications, then we will have to find additional solutions.

Events/Reunions

- The School will work with the Alumni Association in planning and executing the reunions that take place every five years.
- The School will provide, as possible, logistical support and encourage alumni to hold events. It will continue the practice of sending marmites to alumni groups holding Escalade events. The website will allow the School and Association to send invitations to events via email and for alumni to RSVP to those events.

Support for Local Chapter Development & Role of Alumni Association

- The School will encourage and support the development of alumni chapters or groups. It will provide what logistical support it can to make these efforts successful.
- The existing Alumni Association has a key role to play here as the oldest and largest chapter of the worldwide community providing advice to emerging chapters.
- Article 3 of the Foundations Charter recognises the invaluable role the Alumni play in the life of the School. The Alumni Association will continue to participate in those committees & task forces of the Foundation where an alumni presence is felt appropriate.

Dr Nicholas Tate
Director General

Sam Jarrell
President of the Alumni Association