

EPS – Event Evaluations (Full Calendar)

KEEP – BLUE

UPDATE – GREEN

ELIMINATE – RED

EVENT	GOAL	COST	ROI – Does this event achieve its purpose?	KEEP, UPDATE ELIMINATE?	NOTES
New Family Bowling Event May	New parents and students opportunity to connect	Low	No	Eliminate	
New Family Campus Event 5/7/24 or 5/9/24	New parents and students opportunity to connect	Low	Not sure	Update	5/6 – campus scavenger hunt 9 – movies and games Social for parents 9 th grade orientation – tech intro, advisory, schedules Plan an afternoon that works for the advisors
New Family Picnics July	New parents and students opportunity to connect	Low	No	Eliminate	These gatherings are not well attended, most people are away during July
Sunny Up Truck – Summer Staff 7/24/24 8/8/24	Appreciate summer staff	Low	Yes	Keep	

Summer Staff Happy Hour 8/12/24	Appreciate summer staff	Med	Yes	Keep	
Employee Welcome Week – Service Day 8/26/24	Allow faculty / staff to make connections Live out our values by serving the community	Low	Yes	Update	Choose new NPOs to partner with?
BTS Picnics August 8/26/24, 8/27/24 8/28/24	New and retuning parents and students opportunity to connect	Low	Yes	Update	New students gather 30 min before official start time Full group joins at a later time
Photo Day 8/29/24 - 8/30/24	Students get photos taken	Low	Yes	Keep	Parents send reminders in WhatsApp Use a treat for incentive
Ice Cream Social 9/4/24	Students celebrate the first day of school	Low	Yes	Keep	
Fall Harvest 9/27/24	Kicks off Annual Fund Community building – parents, faculty, campus	High	Yes	Keep	
Head's Table 9/9/24 – 10/11/24	Formal Annual Fund ask	Low	Yes	Update	Keep extra ½ hour for social Add more remote options Add 2pm options

	Opportunity for small group connections				Fewer lunch hour options Evening options?? Focus on new families Email from Sam (personal)
Phone-A-Thon 10/29/24	Fundraising	Low	Yes	Update	10/9 – AF Grade Rep email 10/15 – Avoid the Call email 10/17 – AF Grade Rep WhatsApp 10/18 – Include ATC in Friday email 10/22 - AF Grade Rep WhatsApp 10/24-10/25 – VB emails 10/29 – Phone-a-Thon
Dialing for Dollars 11/2024	Fundraising	Low	Yes	Update	SU text – not email VB – email “YOU will get us to 95%” Then share success in Friday email
APG General Sept, Dec, Mar, May	Parent community bonding	Low	Not sure	Update	Goal – get more parents involved Evening meeting?
APG Coffees and Socials Quarterly Sept – May	Parent community bonding	Low	Yes	Update	Does every APG gathering need to be accessible to all? Add topics / speakers to coffees held on campus?

					Offer more gathering times, greater variety in activities?
Senior Parent Reception 12/11/24	Social opportunity for senior parents and faculty/college counselors Alumni parent engagement	Med	Yes	Keep	
Employee Holiday Party 12/20/24	Faculty / staff celebrating holidays	High	Yes	Update	No aerialists Update venue every couple years
Winter Celebration	Conclude Annual Fund Connections for families and faculty/staff; connects families to campus	High	Not sure	Eliminate	Go offsite: Pro – one space, new vibe Con – huge cost Multiple small / med events Hamburgers w Head Project gatherings (going back to the Auction conversations)
New Parent Welcome 5/2/24	Connections for newly admitted families and faculty/staff; connects families to campus	Med	Yes	Keep	
Super Q Event May 2025	Connections for families and faculty/staff	High	Not sure	Update	Pro – Full community, new vibe Con – logistics, spring event, huge cost

	Opportunity to invite alumni/alumni parents to campus				
Senior Reception 6/11/24	Connections for seniors, senior families, faculty/staff	Med	Yes	Update	Add table cards with alumni parent info Add alumni info cards to senior gift bags?
Graduation 6/13/24	Celebration for seniors, senior families, faculty/staff	High	Yes	Keep	Updating day of event timeline for 2024 New venue for 2025?
Post Grad Party 6/13/24	Faculty / staff celebrating end of year	High	Yes	Update	Move venue every two year
Employee Year End Lunch 6/17/24	Faculty / staff appreciation	Low	Yes	Update	Switch up food trucks

NEW - Events Proposing for 2024 – 2025 Academic Year

May 2024

- New Parent Welcome
- **New Student/Parent Gatherings (On Campus)**
- **Alumni Giving (2 weeks)**

June 2024

- Senior Reception
- Graduation
- Post-Grad Party
- Year End Lunch

July 2024

- Sunny Up Food Truck

August 2024

- Summer Staff Happy Hour
- Employee Welcome Week – Service Day
- BTS Picnics
- Photo Day
- Ice Cream Social

September 2024

- Fall Harvest
- Head's Table

October 2024

- Head's Table
- Phone-A-Thon
- **Homecoming Weekend**

November 2024

- Dialing for Dollars

December 2024

- Senior Parent Reception
- Employee Holiday Party

January 2025 / February 2025

March 2025 / April 2025

May 2025

- New Parent Welcome
- New Student/Parent Gatherings (On Campus)
- **Alumni Giving (2 weeks)**
- **Super Q – All Community Event**

June 2025

- Senior Reception
- Graduation
- Post-Grad Party
- Year End Lunch

BUDGET ISSUE: Eliminating one major event (Winter Celebration) and adding two - (Homecoming and Super Q)

STRATEGY – Alumni Parent Engagement and Alumni Giving

Alumni Parent Engagement Strategy

- “Here’s ways to stay connected”
 - Card on tables at Senior Parent Reception (Dec)
 - Card on tables at Senior Reception (June)
 - QR code to alumni parent web page?
 - “Keep your WhatsApp....the chats stay live even after your child graduates”
- Care Packages
 - Add a station at Alumni Parent Fall Harvest (October)
 - Take home the package and ship to their kid
- Inspire with envelope insert for giving?
- Small group gatherings and asks for Endowment fundraising

Alumni Parent Journey

- Dec 2024 – Senior Parent Reception
- May 2025 – Super Q Community Event
- June 2025 – Senior Reception, Graduation
- Oct 2025 – Homecoming Weekend
 - Care packages

Homecoming Weekend

- Highlight the arts and STEM as well, not just athletics
- Weds – game
- Thurs – game
- Fri – alumni gathering and concert / art walk
- Sat – alumni and alumni parent activities
 - 10 year reunion group
 - Alumni gathering
 - Campus tour
 - Dinner out
- Food trucks, games, etc.
- Mini classes again? Alumni loved it
- Alumni Parent Fall Harvest

Alumni Giving Strategy

- Email and social media
- 2 week campaign window
- Video clips from Sam + Bart / maybe favorite faculty saying “Thank you for your support?”
- End campaign with Alumni Pub Night or Super Q Event