

Alberto M. Carvalho, Associate Superintendent  
Office of Intergovernmental Affairs, Grants, Marketing, and Community Services

**SUBJECT: AUTHORIZE THE SUPERINTENDENT TO CREATE AND IMPLEMENT AN ALUMNI RELATIONS INITIATIVE; AND TO ESTABLISH A TRUST & AGENCY ACCOUNT FOR REVENUES AND EXPENSES RELATED TO THE ALUMNI HALL OF FAME**

**COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS**

**LINK TO DISTRICT**

**STRATEGIC PLAN: EDUCATE AND ENGAGE STAKEHOLDERS ON DISTRICT INITIATIVES AND ACTIVITIES TO PROMOTE MEANINGFUL RELATIONSHIPS**

Authorization is requested to create and implement an Alumni Relations initiative within Miami-Dade County Public Schools (M-DCPS). The purpose is to provide a vehicle to further engage the alumni of M-DCPS in order to broaden community-based support, utilize successful graduates as role models for our students and provide a venue for alumni to build relationships with other classmates who have a vested interest in our local schools.

Education at all levels has never been more essential to the well-being of the global community. Yet, educational institutions face an increasingly challenging environment in which to advance the mission of their institutions. Realizing that our graduates are one of many vital stakeholders in our efforts, the school system plans to take this proactive approach to engaging alumni. Through their involvement with their local schools, alumni serve as ambassadors in the community not only for their alma mater, but for education in general. Further engaging these graduates is seen as a win-win situation for M-DCPS.

Research into the body of work of alumni relations is most generally found in colleges and universities. However, there are some other K-12 districts which have made efforts at the district level to engage alumni. Most notably are New York City Public Schools, Chicago Public Schools, Houston Independent School District, Fairfax County Schools and the Hawaii Department of Education. Their efforts include providing online directories for alumni networking, campaigning for their personal as well as their organization's financial and in-kind support, recognizing distinguished alumni, and building active alumni associations at schools.

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Plans for 2007-2008 with the Office of Marketing and through the *District Marketing Plan* include, but are not limited to: a District web site, the creation of an Alumni Hall of Fame, outreach efforts to all schools for communications of reunions, District initiatives, employment or volunteer opportunities, and adult and community education programs. This item is in support of School Board Item H-14, presented by Dr. Martin Karp, Vice Chair, and approved by the Board at its February 14, 2007, Meeting authorizing the Superintendent to explore adding this outreach to the District's Marketing Plan.

The existing staff and budget within the Office of Intergovernmental Affairs, Grants, Marketing, and Community Services will provide the support for this initiative; and a Trust & Agency account will be established to support the Alumni Hall of Fame. The Alumni Hall of Fame will be established and operated at no cost to the District as revenue estimated at \$50,000 from event tickets sold to participants will underwrite the cost.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, authorize the Superintendent of Schools to:

1. create and implement an Alumni Relations initiative beginning with the 2007-2008 school year; and
2. direct Financial Operations to establish a Trust & Agency account estimated at \$50,000, for revenues and expenses related to the Alumni Hall of Fame.

AMC/LDB