

Wheaton Academy is a private faith-based high school, with 6,000 living alumni, based near Chicago. Their alumni relations department is a small team, consisting of one full-time staff member.

THE CHALLENGE

Wheaton Academy had little experience with online alumni networking tools, but recognized that integrating web-based networking features in their alumni operations was critical for the long-term success of their program.

When Dawn started her research to find the tools Wheaton required, she assumed she would have to work with multiple providers to bring their vision to reality. Upon discovering 360Alumni, she realized she could get everything she needed in one platform, from one partner and more importantly, one support team.

Wheaton knew selecting 360 Alumni was the right decision, but didn't know what they needed to do or how to do it. The 360 alumni team quickly addressed their concerns and assured them they would be there every step of the way. And we were.

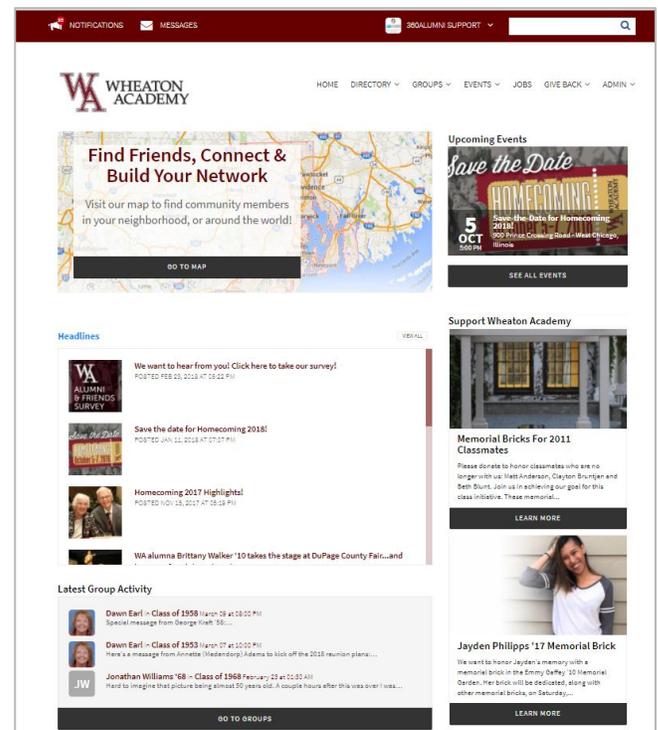
THE SOLUTION

Getting Out of the Starting Gate

360Alumni's Support team worked closely with Dawn at from Wheaton's Alumni Office to understand the Wheaton brand and how their alumni currently engage. 360Alumni then reviewed brand guidelines to create a community that matched the look and feel of Wheaton Academy.

In addition, 360Alumni advised on data strategy and profile fields for their directory, ensuring that alumni could easily update their information and find each other to build their personal networks.

As part of every community configuration, the 360Alumni team normalizes, dedupes, geocodes and runs an email validator on the client's alumni database. This maximizes the opportunity for a successful launch.



The 360 team is invaluable to me. They are dedicated to my success and are like valued colleagues and co-workers who I can count on.

—Dawn Earl, Director of Alumni Relations, Wheaton Academy



Email Marketing Wizardry

Email marketing is a key component to any alumni relationships program and 360alumni made sure that Dawn was fully trained in our fully integrated Emma® email marketing tools. The Success team advised on marketing strategy and provided campaign-specific support.

Dawn developed the skills and confidence to create impactful email messages that inspire her constituents to engage with and support each other - and Wheaton. With 360Alumni as a partner, Dawn has ongoing access to an 'agency' with deep expertise in alumni relations, marketing, fundraising and information technology.

Homecoming -- Just the Beginning

The 360Alumni Service and Success team helped Dawn focus on her first major effort using the new new platform—the Wheaton Academy 2016 Homecoming, which included establishing groups around specific class years. For the Class of 1967, for example, members were able to use the discussion area to post questions about the upcoming reunion, and after the event, Dawn used the media carousel to post photos to share with members.

Since Dawn's first Homecoming event she has organized dozens of events that were easily promoted in social channels, is curating content in 19 groups, (including one for their Board) and has delivered myriad beautifully branded emails.

Partners for the Long Run

Launching the new program was just the start of 360Alumni's relationship with Wheaton Academy. The Success team meets regularly with Dawn to identify goals and activities to help her meet her targets for success.

Using shared planning documents, the 360Alumni team helps Dawn stay on track to reach her objectives. Working with one provider, Dawn has been able to streamline her work and no longer feels like a 'one-person shop'. She knows she has experience, power and support of the entire 360Alumni organization right there with her. Alumni engagement at Wheaton Academy grows every day, in every way!

