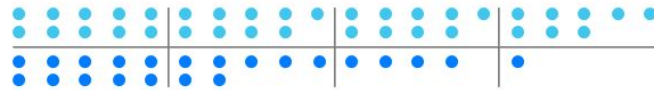
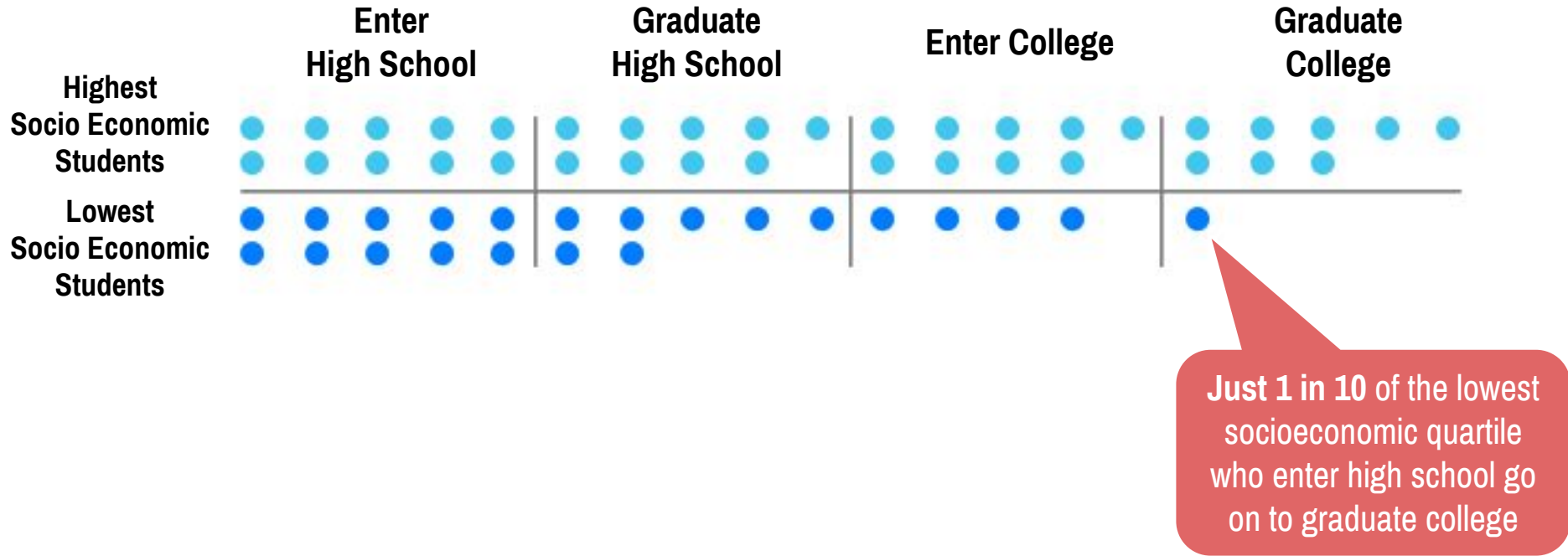


# FUTURE FIRST USA



Re-Imagining alumni programs:  
Supporting schools, partnering with educators, inspiring students

# About that logo...



A group of diverse students are walking along a paved path on a school campus. In the background, a large stone building with a prominent clock tower is visible. The students are dressed in casual attire, and some are carrying bags or papers. The overall atmosphere is that of a busy school day.

*“Bringing back alumni to talk to my students was an amazing experience for me. Probably one of the best days I’ve had as a teacher. My students were fully engaged and my alumni shared powerful encouragement. Thank You!”*  
- feedback from a New Britain High School English teacher

# Why Don't Public Schools Use Their Alumni?

## Alumni are the most overlooked and underutilized resource in public K-12 education

Despite the personal relationship alumni have with their schools and educators, their college knowledge, career connections, community networks, and personal resources, public school alumni are not utilized as an asset by their former schools.

Instead of being embraced as resource partners for students and program success, and engaged in school evaluation and community building efforts, they have been relegated to reunions, homecoming, and the occasional assembly heralding the return of the hero student. Why is this?

- Because FERPA requires that schools seal student records at graduation - and schools have no system in place for alumni.
- Because alumni associations are disconnected from their schools. Instead focusing on reunions and fundraising events.
- Because public schools look to businesses and nonprofits as their source of program partners.
- Because the college and career readiness of all students is a recent, and underfunded, mandate.

# The Role and Opportunity of Alumni to Increase Student Success

The time to reimagine and redefine our alumni programs is now.

**Alumni are the inspiring role models, near peer college advocates, STEM mentors, career partners and project learning supporters your students need.**

Alumni reflect the diversity of your students, they grew up in the same community, and they demonstrate the range of college and career pathways. These similarities create the foundation of trust essential to successful mentorships.

Alumni are powerful influencers who are uniquely able to connect students actions today with their personal goals.

# OUR MISSION

To build the next generation high school alumni program.  
Helping high school educators embrace and mobilize their alumni,  
so every student has the role models, college access support, career  
opportunities, and community networks they need to graduate  
motivated and prepared for success in the 21st century economy.

Future First affiliates are doing the same work in the UK, Australia, Germany, and  
Kenya. Collaborating and constructing local models.

# Our Vision

Alumni engagement will lead to a new, lifelong, relationship between schools, educators, students, alumni, and the community.

Redefining how, where, with whom, and why, learning occurs.

# Alumni Engagement Today - Community Learning Tomorrow

## TODAY: ALUMNI ASSOCIATIONS

Alumni Associations operate as peer social groups, largely disconnected from schools. Educators maintain their own alumni contacts. Schools have no system to engage alumni.

## ALUMNI ACTIVITIES:

- Reunions
- Nostalgia
- Booster clubs



## TOMORROW: ALUMNI ENGAGEMENT

With FFUSA - Alumni are strategically recruited and mobilized to meet program and student needs. Through their alumni, schools build, and practice, broad community engagement.

## ALUMNI IMPACT:

- Career partners
- College guides
- Inspiring role models



## FUTURE: COMMUNITY SCHOOLS AND DATA

As alumni engagement develops, teacher partnerships and student learning becomes fully integrated into the community. Future alumni data provides schools with the flywheel feedback for continuous improvement, modeling, and predictive analysis.

## ALUMNI INFLUENCE:

- Alumni partnerships extend learning into the community
- Alumni provide data and feedback for continuous improvement
- Alumni engagement is the norm, students anticipate becoming alumni partners.





# STRATEGIC ACTION #1

## Help Schools Think Differently About Alumni As Program Partners

Alumni are superpartners for your students and educators. The common background they share with students, and their real-world experiences after graduation, make alumni uniquely influential.

- Motivational role models
- Near-peer college guides
- Career/STEM Mentors
- Project Learning Partners
- Business Partners
- Committee Members
- Community Advocates
- Funders / Supporters

# STRATEGIC ACTION #1

## Help Schools Think Differently About Alumni As Student Influencers

Alumni are superpartners for your students and educators. They are authentic role models for students, they are your educators success stories, and your school's natural partners.

- Alumni reflect the diversity of every school's unique student body.
- Alumni share the experience of growing up in your community.
- Alumni reflect the college and career pathways of every school.
- Alumni are motivated and ready to give back to help students succeed.
- Alumni demonstrate a clear message: "I went here. I made it. You can too."

# Alumni Can Meet Your Program Needs and Student Goals



# Early Evidence: Alumni are Helpful for Students and Rewarding for Educators

In 2015, Future First USA launched a two year, national research pilot. Working with researchers from the University of California, San Diego, our pilot explored the potential of alumni engagement to inspire student success, increase program services, improve school outcomes, and connect communities. So far:

Of the nearly 900 students who participated in our pilot alumni activities

- **92% of students said alumni feedback was helpful to them**

Of the 29 educators who participated in our pilot alumni programs:

- **100% wanted more alumni activities for their students**

Of the 25 alumni who participated in our pilot college and career programs

- **100% said they were very likely to return if asked again**

A young child with dark hair, wearing a bright red sweater and dark green pants, stands with their back to the camera. They are reaching up with both hands to grasp a dark metal door handle on a large, double-leafed wooden door. The door is made of vertical wooden planks and features large, dark metal hinges and a central lock mechanism. The child is standing on a dark, textured surface, possibly a step or a low wall. The overall scene is dimly lit, with the child's red sweater providing a strong point of contrast.

*ALUMNI CAN OPEN DOORS TO THE COMMUNITY  
PARTNERS YOUR PROGRAMS AND STUDENTS DESERVE*

# STRATEGIC ACTION #2

## Re-invent Alumni Programs to Support Student Success.

Alumni are more valuable than reunions, homecoming, and facebook groups. They are authentic role models for students, your educators success stories, and natural partners.

The existing model of alumni associations is outdated. We need to re-invent alumni programs to meet the critical needs of schools and our students. The time to re-invent alumni programs is now.

# Millennial Alumni Are Highly Motivated Volunteers

**79%**

OF MILLENNIALS VOLUNTEER  
ANNUALLY

LESS THAN 5% OF ALUMNI  
VOLUNTEER AT THEIR  
SCHOOL

**86%**

OF MILLENNIALS PREFER TO  
VOLUNTEER WHERE THEY CAN

SHARE THEIR SKILLS, TALENTS  
AND EXPERTISE

**47%**

OF MILLENNIAL ALUMNI SAY  
THEY HAVEN'T VOLUNTEERED  
AT THEIR SCHOOL

BECAUSE NOBODY'S ASKED.

Millennial involvement today could mean the success or failure of social movements into the near future. - Case Foundation

# Alumni Want to Support The Former Schools

**32%**

OF HS ALUMNI LIKELY TO  
RETURN AS COLLEGE AND  
CAREER GUIDES- IF ASKED

4%

Current percent of alumni invited to  
share college or career information.

**33%**

OF HS ALUMNI LIKELY TO  
BECOME A STUDENT MENTOR-  
IF ASKED

5%

Current percent of alumni invited  
back as student mentors

**25%**

OF HS ALUMNI LIKELY TO  
PROVIDE INTERNSHIPS-  
IF ASKED

3%

Current percent of alumni who have  
been asked to provide internships

Your alumni are ready to help- if asked. Are you asking?



# Your Alumni Are Local - In Colleges and Careers

**73%**

OF HS ALUMNI ATTEND  
COLLEGE IN STATE

Alumni are available to support  
your students and programs -  
in-class and on-campus

**67%**

OF HS ALUMNI PURSUE  
CAREERS IN STATE

They are the employers and  
employees of your community

**22.5%**

OF MILLENNIALS BETWEEN  
THE AGES OF 24-36 STILL  
LIVE AT HOME

Nearly 1 in 4 can be reached  
at the same address they had  
as students.

Alumni *are* your community. They're active in college, in local businesses, and as extended family members of your students. Are your alumni partners?

A photograph of a classroom scene from behind several students. Their arms are raised high, with some pointing fingers, indicating an interactive activity or a Q&A session. The background is a dark chalkboard with faint, illegible writing. The lighting is soft, and the overall tone is educational and engaging.

*RAISE YOUR HAND IF YOU WANT AN ALUMNI SYSTEM THAT MAKES  
IT EASY TO SEARCH, MATCH AND COORDINATE ALUMNI FOR YOUR  
PROGRAM, PROJECT, AND STUDENT NEEDS?*

# STRATEGIC ACTION #3

## COMMUNITY PARTNERS PROMOTE 21<sup>ST</sup> CENTURY LEARNING COMPETENCIES

Moving beyond content acquisition, 21st Century skills require students to master:

- Communication and Collaboration skills to work with people from diverse backgrounds.
- Flexibility and Adaptability behaviors to become Problem Solvers and Innovators.

Critical Systems Necessary to Ensure Student Mastery of 21st century competencies:

“Engage students with the real world data, tools, and experts they will encounter in college, on the job, and in life--students learn best when actively engaged in solving meaningful problems”\*

# Technology Partners Are Not Enough

Research shows that technology is actually isolating young people.

Today's young people are the loneliest generation yet.  
Depending on technology for relationships is hurting them.

“...we, as a society, are experiencing a lack of connection....It's important that the communities these young people are a part of take note and explore solutions. It's critical that they're have spaces where young people can connect face-to-face.”

Douglas Nemecek, M.D., chief medical officer for Behavioral Health at Cigna.

# STRATEGIC ACTION #4

**Provide schools and educators with an alumni engagement platform that is easy, effective, and rewarding to use.**

Our Alumni Toolkit alumni engagement platform provides three core functions:

- Provides k-12 schools with a system to reach, engage, manage, and mobilize their alumni
- Allows alumni to sign up as an advocate, and provide a college/career and volunteer profile
- Provides educators with an alumni resource and partnership network that makes it easy to find alumni partners for their programs/students, and coordinate their participation online





# ALUMNI TOOLKIT OFFERS YOUR SCHOOL THE NEW GENERATION ALUMNI PROGRAM

# ALUMNI TOOLKIT

The Easy, Effective, Rewarding, and Strategic  
Engagement Platform for Alumni and Volunteers  
Designed Specifically for Busy High School Educators

- Easy for Any Educator to Use
- No Additional Staff Required
- Celebrates Educator Success
- Celebrates Alumni Success
- Overcomes FERPA Barriers
- Grows Institutional Memory
- Supports Existing Programs
- No Curriculum Required
- Builds College Going Cultures
- Eliminates Program Siloes
- Creates Community
- Creates School Advocates

# INVITE, CONNECT, INSPIRE



Invite Former Students,  
Parents and Community  
Advocates



Engage Authentic Role  
Models and Volunteers  
In Your Programs



Inspire, Inform, and  
Increase Student  
Outcomes



# Step One: Sign On



## October is College Knowledge Month!

Inviting your college going alumni back to share their experiences with students is a great way to begin your college application season. Their relatable and real world voices, and their college access strategies, will inspire and inform students as they begin their own college journey. Click here to see easy alumni activities for your college readiness programs.



## My Schools **Educator: Teacher**

James A. Garfield Senior High 📍

Manage Schools ➔

## Alumni/Volunteer Activities

It's easy to add inspiring influencers to your existing lessons and activities. Here are 40+ college, career, STEM, and project learning activities that benefit from the addition of real-world college, career, content and civic role models. Inviting as few as 1 or 2 authentic, relatable, role models to your lessons and workshops can increase student engagement and improve learning outcomes.

Your Activities ➔

Alumni/Volunteer activities ➔

## Alumni and Volunteer Profiles

Here are all the alumni/volunteers who have signed up for your school – including those invited by other educators. Search alumni/volunteer profiles by college degree, career, background or other filters to find the alumni/volunteers you need for your programs.

- Total Alumni: 1
- Total Community Volunteers: 1
- Total Parents: 1

View Profiles ➔

## Recruitment Tools

Our recruitment strategies, content, and images make it easy to reach and invite alumni and community volunteers who will inspire students and add real-world insight for your programs.

Recruit Volunteers ➔

Recruit Educators ➔

Recruitment Tools ➔

## ← Select your program area.

- Choose your program field and click to view specific lesson plans.
- Profiles shown have volunteered for that topic or activity.
- Most activities only need a few volunteers to make a big difference.

### College Readiness Near-Peers, Advocates, and Volunteers

Your college-going alumni/volunteers are your evidence of college access and opportunity -- and they can provide your programs and students with a powerful resource of college knowledge, inspiration, and support. Click here for examples of how your alumni/volunteers can inspire and motivate students to reach higher.

10 activities

Ready Volunteers:



### Helping students learn about jobs and careers

Your alumni/volunteers are employed in nearly every career field and they once sat where your students are today. Alumni/Volunteers communicate a simple, but powerful message: "I went here. I made it. You can too. Here's how." Click here for activities that utilize alumni/volunteers and community partners to inspire and inform students' path to career awareness.

6 activities

Ready Volunteers:



### Academic and Project Learning Support

Alumni and volunteers are a great resource of tutors, mentors, project supporters, and test prep help. In addition, college-going alumni can provide college role models for your subject area, and career alumni can demonstrate how academics are employed in their professional lives. Your alumni and volunteers are also powerful assets for project learning. Invite them back and provide your programs with the subject experts, project supporters and presentation judges that your students need. With our comprehensive alumni/volunteer profiles, it's easy to connect with alumni majors and career professionals that match your students interests and project needs.

6 activities

Ready Volunteers:



### Role Models For SEL and Grit

Provide your students and programs with relatable role models. Many near-peers faced similar obstacles and opportunities and have gone on to find solutions and success. Our alumni/volunteer profiles specifically include the barriers they overcame that make them uniquely qualified to support your SEL programs.

8 activities

Ready Volunteers:



### School Program and Committee Volunteers

Many people are looking for ways to give back and make a difference in their community. Invite alumni/volunteers or community partners who match the mission and goals of your committees, and provide the community voice your programs need to succeed.

3 activities

Ready Volunteers:



### Student Services and Program Funding

Alumni/Volunteers, community volunteers, and parents can provide essential funding for college applications, school trips, testing fees, and student needs, because no student should lose access to critical educational services and programs due to financial limitations.

5 activities

Ready Volunteers:




# Step Two: Select Activities

Choose from 40+ easy to use alumni activities that add real-world relevance and relatable role models to your lessons and workshops.



September 24 at 5:08 PM · 🌐

Please pass along to alumni! We recently joined Alumni Tool Kit which connects alumni to the school. The next step is to have alumni register so that they become part of our network and we would be able to stay connect with them via the Alumni Tool Kit. This network will be able to provide us a list of alumni and so that we can increase outreach to alumni and connect them with our students for purposes such as: career awareness, college readiness career-connected learning, and real-world learning projects, or academic support. If YOU are an alumnus, please join the network: <https://schools.alumnitoolkit.org/user/register>.



SCHOOLS.ALUMNITOOLKIT.ORG  
**Alumni Toolkit**  
 Leverage the power of alumni to make a difference

**ATTN Alumni:**  
**80% of students want college and career advice from you.**

Be an alumni advocate at your high school.  
 Go back to the past and inspire the future.



It's easy and powerful. Sign up at [AlumniToolkit.org](https://schools.alumnitoolkit.org)

## Step Three: Invite Alumni

Our recruitment tools make it easy to reach alumni using:

- Alumni contact lists
- School website posts
- Facebook messages
- LinkedIn connections
- PTA groups and
- Alumni Associations

Activities

Near - Peer College Readiness Advocates and Volunteers

☒ I can help with financial aid applications

Helping students learn about jobs and careers

☒ I can review student resumes

Academic and Project Learning Support

☒ I can tutor students

Role Model

☒ I can participate in community service projects

Helping fundraise

☒ I can contribute to fundraising efforts

Are you willing to share your high school information with others?

☒ No

Are you available to participate in future programs?

☒ In Person

Education

Choose any high school programs that you are currently enrolled in

☒ MESA

Have you attended college?

☒ No

Name of school

No answer

Program field

☒ Education and Training

Major or program title

No answer

Did you graduate?

☒ Yes

Program degree or certificate

☒ Masters

Is this a STEM program?

☒ Yes

Did you attend another college or program?

☒ Yes

Background

Choose the race / ethnicity that best describes you

☒ White

Did you take AP classes?

☒ Yes

Did you take either the SAT or ACT?

☒ Yes

Did you receive free or reduced priced school lunch?

☒ Yes

Were you ever in a leadership position?

☒ No

Did you attend any summer camps or programs?

☒ Yes

Did you feel any pressure to attend college?

☒ No

Are you the only person in your family to attend college?

☒ Yes

Did you receive any financial aid from your family?

☒ No

Please explain why you did not receive financial aid from your family

No answer

Did you participate in any extracurricular activities?

No answer

What clubs or organizations did you participate in?

No answer

Career

Job Title

No answer

Employer

No answer

Advice

What advice would you now give yourself in today's classroom?

No answer

List three things you wish you had done or done differently when you were a high school student

No answer

Was there anyone who made a difference to you and who you'd like to volunteer for? If so, please provide their name and/or email

No answer

Teacher name

No answer

Teacher email

No answer

Offering program and school support

No answer

# Step Four: Alumni Profiles

Alumni complete profiles detailing their:

- Volunteer interests
- College experience
- Career information
- HS background and
- Student advice,

So you can match alumni with your program goals and student interests.



## 4 YR College Q&A

The experiences of college-going alumni and community volunteers can inspire and inform students about the college process and college life. Students can ask the questions they want answered - about the admission process, financial aid strategies, college academics, choosing a major, or campus life - all areas that provide insight for students trying to decide their college plans. Alumni/Volunteers must be supervised at all times, but these conversations can take place in any setting- classrooms, the lunchroom, counseling offices, or in an assembly. The key is to match students with the colleges represented and encourage them to ask questions.

**Objective:** Increased college readiness measures- Increased college applications, more students attending college

**Number of alumni/volunteers:** 1 to 3

**Clearance Required:** Supervised Guest - Sign In Only

Download teacher observations

Download alumni surveys

10 total Volunteers available for this activity.

2 Volunteers match your filters.

Filter Grad Year University of Washington-Seattle Campus

Filter Major

Filter Occupation

Filter Employer Filter First Generation College Bound

Filter Free and Reduced Lunch Clear Filters

Select All



Joshua LaRosee

Alumni Toolkit High School

College: University of Washington-Seattle Campus  
Major: Architectural Environmental Design  
Career: Web Developers

Select



Jeff Test Alumni

Alumni Toolkit High School  
Alumni Toolkit High School

College: University of Washington-Seattle Campus  
Major: Educational Administration  
Career: Education Administrators, Elementary and Secondary School

De-select

Messaging for: 4 YR College Q&A

TO: Jeff Test Alumni

Choose a message template

Email subject

How Are you! Come talk to my students!

Email body

Hi Jeff,  
I'm inviting alumni back from the different colleges in the area.  
Can you join us? I see your in Ed Admin- how cool is that! I'll see if I can invite students who have that career in mind. Do you have time in early Nov? I'm thinking lunch mtgs but I'm flexible.

Sincerely,  
Jeff Stein  
jeff+20@futurefirstusa.org

Send message to 1 available volunteers

NOTE: Feel free to message volunteers through other platforms, including email, social media, etc.

# Step Five:

## Match, Invite, Inspire

View profiles. Select and invite alumni who match your program and student needs:

### Search By:

- College Attended
- Program/Major
- Career Experience
- Background

# STRATEGIC ACTION #5

## Alumni = Longitudinal Outcomes Data

Alumni are your outcomes. They can provide data if asked. They are not restricted by FERPA.

Alumni can contribute to continuous improvement - giving voice to the customer journey that students experience during and after graduation.

Alumni longitudinal data can support the development of predictive educational models.

# The Future of Education Data Includes Alumni

Today:

## Data For Program Analysis

Alumni metrics, longitudinal data and post secondary strategies will improve academic, college and career readiness practices and outcomes

Tomorrow:

## Continuous Improvement

Alumni feedback is critical to continuous improvement. Understanding how well their education prepared alumni for their future, and why, is critical to improve.

Soon:

## Predictive Models

Using AI and machine thinking, Alumni data will help develop outcome based predictive educational models that will provide individualized learning plans for students in the future.

# ABOUT FUTURE FIRST USA

- Founded in 2014, FFUSA is dedicated to helping public schools access the resources and support they need to graduate students ready to succeed - with a focus on schools that serve low income, minority, and rural communities.
- Because our mission is to help all schools better utilize their alumni, especially schools serving low income and minority students, the Alumni Toolkit platform is free for schools, educators and alumni.
- We are committed to safeguarding student and alumni data and privacy. Although alumni are no longer covered by FERPA, Future First USA respects student and data privacy and will never sell or share our data—ever.
- We are a social enterprise non-profit. By helping public schools develop the systems and tools needed to leverage alumni we aim to create a high return, high impact, scalable investment for funders interested in public education.



# Creating Alumni Engagement is a Global Initiative



UK

An alumni focused  
social mobility curriculum



AUS

Alumni advocates to  
support public schools



USA

Alumni infrastructure  
and coaching for impact,  
scale, and replication.



AFRICA

Policy and government  
advocacy



# Our Three Legged Stool

- Advocacy: Promote reimagining the utilization of alumni and community as valued educational partners
- Research: Studying alumni programs and informing others how mobilizing high school graduates and the community can improve public school outcomes and raise human and social capital
- Tools and Services: Developing and delivering the technology and support schools need to strategically engage with their alumni and communities in meaningful and impactful ways

Contact us and Sign up

## **Contact :**

Jeff Stein

Director of Partnerships and Programs

Email: [Jeff@FutureFirst USA.org](mailto:Jeff@FutureFirstUSA.org)

Tel: 206.383.4711

And Sign Up Today @ [AlumniToolkit.org](http://AlumniToolkit.org)

Thank You.

# Citations:

## Slide 15:

- Achieve Millennial Alumni Report 2014, Achieve/Council of Philanthropy
- Top 100 Millennial Findings- Case Foundation 2015 Millennial Impact Findings
- You Gov survey of 1030 high school alumni
- Achieve Millennial Alumni Report 2014, Achieve/Council of Philanthropy

## Slide 16:

- You Gov survey 2014 1013 Adults Nationwide Phone Poll

## Slide 17:

- Percent of alumni attending local colleges: US Dept of ED, NCES, Fall 2006 IPEDS
- Percent of alumni working locally: AlumniClass.com. Analysis of over 1000 reunions, Winston Salem Journal 8/4/2014
- 2017 Zillow Analysis of Millennial Housing  
<http://zillow.mediaroom.com/2018-05-10-Share-of-Millennials-Living-with-Mom-on-the-Rise>