Spread Love It’s the Brooklyn Way: Creating Meaningful Cross-School Events

Presented by:
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Why is Cross-School Collaboration Helpful?

- Allows you to:
  - Leverage shared resources:
    - time,
    - financial,
    - spacial, etc.
  - Addresses attendance issues/challenges
Event Samples

**Brooklyn Independent Schools Alumni Networking**

*Whether you are thinking of changing your career, or simply want to help share your experience with other fellow alumni, we hope you will join us for this amazing cross-school event.*

**JUNE 20, 2018**

**SAINT ANN’S SCHOOL**

129 PIERREPOINT STREET

BROOKLYN | 6:00PM


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**Brooklyn Comes to Philly**

Join us for a gathering of alumni from Packer, Saint Ann’s, and Poly Prep

**Tuesday, January 29, 2019**

6:00-8:00 PM

**Pyramid Club**

1735 Market Street

Philadelphia, PA 19103

RSVP by January 18, 2019
The Berkeley Carroll School
Brooklyn Friends School
The Packer Collegiate Institute
Poly Prep Country Day School
Saint Ann’s School

- Program with a featured Alumni Speaker, Emily Lamia (Packer)
- Informal Networking
- Light apps and bar - $200/school
- No fundraising component
The Packer Collegiate Institute
Poly Prep Country Day School
Saint Ann’s School

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- Held in conjunction with the annual CASE conference
- No formal program
- Cocktail Party
- No fundraising component
Metrics

BKIS Event:
- Great initial RSVP and feedback
- Typical NYC-centric poor attendance challenges
  - 50% minimum attrition

Philly Collaboration:
- Targeted outreach (Saint Ann’s vs. Poly and Packer)
Lessons Learned

- Strategic and Personal Outreach and Marketing are key
- Need different engagement opportunities for different personalities
  - formal and informal
- Access to new and unique spaces and places that may not be school-specific
Event Follow Up & Looking Ahead

BKIS Networking:
- In early stages of planning again
- Looking to repeat in June
- Social Media coverage

Conference-centric events:
- Donations
- Write Ups for School Publications
Brainstorming

Small Breakouts:

- Take 5 minutes to brainstorm what ways your current programs or events could be strengthened by collaborating with another independent school(s).
- Facilitated report out: Have one person from each group share the findings, themes that emerged, areas of rub/concern, etc.
- Will create a shared Google doc for those in the who want to collaborate and include the description/name/point person to connect with.
Q&A

- Thoughts?
- Observations?
- Feedback?