



Five Year Strategic Plan

OS Society Objectives

1. To support members by providing opportunities for social, sporting, welfare and business networking.
2. To support Stowe and Stoics by working in close and proactive partnership with the School.

Background to the Plan

The OS Society continues to thrive and with 10,747 members has a larger membership than ever before. As the School continues to grow and as it develops overseas sister schools, the OS Society will see further growth in membership and in return will have greater opportunities, as well as greater requirements in terms of expectations of member services.

This strategic plan outlines the goals the Society will work towards over the coming five years. It is subject to annual review by the Old Stoic Committee.

In overall terms we intend to harvest more of the commercial potential of our brand and our membership, in order to generate greater revenues. This will broaden our income base so that we are not purely dependent on parental subscriptions, and it will allow us to give back more to members via an ever increasing range of services, opportunities, events and experiences.

This strategic plan should be viewed alongside the five year financial forecast.

Strategic Vision

The Society aims to provide lifetime support to its members, with a range of activities, facilities, products and services.

This vision can be separated into five key channels:

- Lifetime Support
- Sport
- Members Benefits
- Benevolent Fund
- Stowe Relationship

Development in each area will be measurable by specific goals to indicate success.

New initiatives are marked in blue.

Definitions

The society defines 'supporting Stowe and Stoics' as working to ensure that activities and projects run by the Old Stoic Society champion education and learning, following the principals laid out by Stowe School and making use of the pool of knowledge and experience which exists amongst Old Stoics.

Lifetime support

This heading combines social interactions with business connections and careers support. In practice, delivery will be split into various volunteer teams, so that appropriate expertise can be used and developed.

Over the next five years, improvements will be made to support services provided by the Society to improve:

- Networking
- Communications
- Events
- Careers' Services

3 Year Goals

- Reduce Event KPI to an average of £14.00
- Fully functioning and engaging website which enables online networking – traffic of 25,000 annually
- 2 regional OS events annually
- Old Stoic industry angels advice network

5 Year Goals

- Reduce Event KPI to an average of £10.00
- Increase annual website traffic to 28,000 hits
- Increase attendance at Old Stoic events to 2100 attendees
- 8 self-generating overseas events annually
- Reduce the number of lost Old Stoics to 350

Communications Strategy

Anna Semler (Nugent 05)

	2018	2019	2020	2021	2022
Website	Traffic to website improved driven by content from online magazine. 23,000 hits	24,000 hits	Website updated as required to keep in line with technological advances. 25,000 hits	26,000 hits	Website updated for 2023 28,000 hits
Magazines	Annual Corinthian Magazine. Online Magazine	Annual Corinthian Magazine. Online Magazine	Annual Corinthian Magazine. Corinthian.online live news site	Annual Corinthian Magazine. Corinthian.online live news site	Annual Corinthian Magazine. Corinthian.online live news site
Emails	Maximum of 10 emails to entire database per year.	Maximum of 7 emails to entire database per year.	Maximum of 7 emails to entire database per year.	Maximum of 7 emails to entire database per year.	Maximum of 7 emails to entire database per year.
Social Media	15% increase in followers annually. Regular content and updates linked to website and online magazine. Push and promote App/platform. FB= 1722 T=892 LI=2073	5% increase in followers annually. Regular content and updates linked to website and online magazine. Push and promote App/platform. FB= 1808 T=936 LI=2176	5% increase in followers annually. Regular content and updates linked to website and online magazine. Push and promote App/platform. FB= 1898 T=982 LI=2284	5% increase in followers annually. Regular content and updates linked to website and online magazine. Push and promote App/platform. FB= 1992 T=1031 LI=2398	5% increase in followers annually. Regular content and updates linked to website and online magazine. Push and promote App/platform. FB= 1992 T=1031 LI=2398
Archives	Displays around Stowe and online	Searchable online archive for OSs	Old Stoic Archive Room at Stowe	2023 Book	2023 Book published

*New initiative, to be established by year indicated.

Events Strategy Katie-Ann Lamb (Lyttelton 06)

2016/17 Total Attendance = 1239

KPI = £15.54

Events will be run with the intention to breakeven either through ticket income or sponsorship.

	2018	2019	2020	2021	2022
Keystone Events	OS Dinner Networking x2 Carol Concert	Christmas Carols Networking x2 Summer Party	OS Dinner Networking x2	Christmas Carols Networking x2 Summer Party	OS Dinner Networking x2
Stowe Events	Old Stoic Day (25 th 30 th 40 th 50 th) Sports Day Classic Cars 10 th Anniversary	Old Stoic Day (25 th 30 th 40 th 50 th) Sports Day Classic Cars 10 th Anniversary	Old Stoic Day (25 th 30 th 40 th 50 th) Sports Day Classic Cars 10 th Anniversary	Old Stoic Day (25 th 30 th 40 th 50 th) Sports Day Classic Cars 10 th Anniversary	Old Stoic Day (25 th 30 th 40 th 50 th) Sports Day Classic Cars 10 th Anniversary
Regional Events	SOS London Lunch Stowe SOS Lunch 2 x Regional event	SOS London Lunch Stowe SOS Lunch 2 x Regional event	SOS London Lunch Stowe SOS Lunch 2 x Regional event	SOS London Lunch Stowe SOS Lunch 2 x Regional event	SOS London Lunch Stowe SOS Lunch 2 x Regional event
Global Events	4 Global Events £15 sub per Old Stoic	8 Global Events £15 sub per Old Stoic	10 Global Events £15 sub per Old Stoic	10 Global Events £15 sub per Old Stoic	10 Global Events £15 sub per Old Stoic
Annual Attendance	1700	1800	1900	2000	2100

Careers & Networking Strategy Paul Burgess (Cobham 89)

	2018	2019	2020	2021	2022
Careers Fairs	Annual Fair Graduate Fair	Annual Fair	Annual Fair	Annual Fair	
Careers Lectures	3 lectures per term for Old Stoics, filmed and streamed to OS Website.	3 lectures per term for Old Stoics, filmed and streamed to OS Website.	3 lectures per term for Old Stoics, filmed and streamed to OS Website.	3 lectures per term	3 lectures per term
Mentoring	Increased mentor success numbers	Placement swaps website with other public schools			
Web Based Networking	Old Stoic Register participation	6 x Jobs listings on Jobs Board	6 x Jobs listings on Jobs Board	6 x Jobs listings on Jobs Board	6 x Jobs listings on Jobs Board
Face to Face	2 X Networking event.	2 X Networking event. 4 established groups in specific industries.	2 X Networking event.	2 X Networking event. 6 established groups in specific industries	
Old Stoic Angels Industry Advice		Directory listed on website and promoted via App and magazine			

*New initiative, to be established by year indicated.

OS Sport

Over the next five years, we will aim to improve the OS Sport offering by:

- Increasing the number of OS teams and types of sport played
- Instigating women's sports teams
- Increasing sports based events

3 Year Goals

- Sport annual participation of 540
- Sport KPI average of £20.00
- 2 active ladies sports clubs
- 10% increase in younger members for existing teams

5 Year Goals

- Sport annual participation of 700
- Sport KPI average of £20.00
- 3 new sports teams in unrepresented sports

Sports Strategy **Luke Brewin (Temple 02)**

Teams will be run with the intention to breakeven either through membership or sponsorship.

	2018	2019	2020	2021	2022
All Clubs	Encourage attendance at Keystone events with discounted rate for sports club members.				
Women's Sport*	Funding in place for women's sports.	Annual women's sports matches 2 active ladies clubs	Annual women's sports matches	Annual women's sports matches	Annual women's sports matches
New Clubs	3 new self managed clubs in a range of activities.				
Sports Events		Sports Drinks in London			
Sports Day at Stowe		Increase attendance by 15%	Increase attendance by 15%	Increase attendance by 15%	Increase attendance by 15%

*New initiative, to be established by year indicated.

Commercial

Over the next five years, the OS Society will capitalise on the contacts available via the OS Network to:

- Provide Members Discounts with Prestigious Brands
- Raise Commercial Income from Advertising
- Encourage Sponsorship of Old Stoic events

3 Year Goals

- Increase advertising in The Corinthian to £12,000
- Members benefits scheme

5 Year Goals

- Increase advertising in The Corinthian to £16,000
- Members benefits scheme gaining royalties

Commercial Strategy

Jonathan Keating (Cobham 73)

	2018	2019	2020	2021	2022
Advertising	Income of £8,000	Income of £10,000	Income of £12,000	Income of £14,000	Income of £16,000
Members Benefits*	Minimum of 10 high end brand/retail discounts.	Minimum of 20 high end brand/retail discounts.	Minimum of 30 high end brand/retail discounts. Royalty % from companies offering discount to Old Stoics.	Minimum of 40 high end brand/retail discounts. Royalty % from companies offering discount to Old Stoics.	Minimum of 50 high end brand/retail discounts. Royalty % from companies offering discount to Old Stoics.

Retail*	A range of select high end products produced for sale to Old Stoics				
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*New initiative, to be established by year indicated.

OS Benevolent Fund

The Society will establish a Benevolent Fund to support members and chosen causes to:

- Provide moral and financial support
- Give constructive advice

3 Year Goals

- Fund of £5,000 invested
- Advice section on OS Website

5 Year Goals

- Fund of £5,000 invested annually

Benevolent Strategy

TBC

	2018	2019	2020	2021	2022
Moral Support	Advice pages on OS website on a range of topics – helpful links	Advice workshops to help in key areas Significant funding in place to launch fund.			
Financial Support*	OS Budget of £3,000	OS Budget of £4,000	OS Budget of £5,000	OS Budget of £5,000	OS Budget of £5,000

*New initiative, to be established by year indicated.

Stowe Relationship

Over the next five years, the OSS aims to build on the relationship with the School by:

- Collaborating on plans for the 2023 Centenary
- Formalising plans for new international Old Stoics

3 Year Goals

- Increased use of facilities by sports clubs/special interest groups
- Use of the School for OS Events

5 Year Goals

- Overseas Schools welcomed to OSS

Stowe Strategy

Colin Dudgeon (Staff)

	2018	2019	2020	2021	2022
2023 Centenary	Working group of staff and Old Stoics formed and first meeting held	Regular meeting of working group			
Overseas Brand Expansion*		Agreement in place with Stowe regarding new international Old Stoics		New overseas schools welcomed as part of OSS.	

*New initiative, to be established by year indicated.