



THE ST HUGH'S PAST STUDENTS' ASSOCIATION (SHPSA) 2013/14 OBJECTIVES

By 2013/14 Executives:

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OBJECTIVES

- 1. Strengthen the Public Relations for the Association and by extension the school ongoing to September 25, 2014**
- 2. Enhance membership by re-invigorating membership drive and membership benefits by September 15, 2014**
- 3. Increase paid up membership to the PSA by 20% by July 31, 2014**
- 4. Improve and regulate sponsorships to the Association by September 15, 2014.**



KEY STRATEGIES

PUBLIC RELATIONS (Linked with Membership)

1. Regular Updates of at least once/month of PSA/School/PTA events etc. This update must be shared with the Membership including those outside of the yahoo groups
2. Closer interaction with the School— School Admin & student liaison needed.



KEY STRATEGIES

PUBLIC RELATIONS Cont'd (Linked with Membership)

4. PSA's support and inserts in the school's Newspaper and vice versa with our *Leinster Links*
5. Promote the MEMBERSHIP CARD & Benefits.



KEY STRATEGIES, CONT'D

MEMBERSHIP

1. Target students in 5th, and 6th forms from now through greater interactions. Reminders, first year is FREE
2. During graduation period PSA goes to the School or gown collection points and RECRUIT, have graduates sign up for their FREE YEAR.
3. Increased presence of PSA at the School e.g. support of events including external competitions
4. Each one tells one to join; starting with sub-committee members



KEY STRATEGIES, CONT'D

MEMBERSHIP Cont'd

5. Optional pay in installments
6. Encourage use of membership card and enrich the value added feature of proof that they are swans.
7. Send Reminders by June to Subscribers that subscriptions are due by August 1st.
8. Have the PSA Executive be included on the school's mailing list if the school sends out broadcast/mass mails to staff when events are happening. (Works with the Liaison from PR too)



KEY STRATEGIES, CONT'D

SPONSORSHIPS

1. Seek sponsors from past students for the bursary awards, rather than taking it from the general funds e.g. a year may sponsor a student's education or sponsor a Department like Sports
2. Solicit grants from Foundations and Corporate Sector (not limited to Jamaica!).
3. Write to Past Students who own businesses to join and offer discounts to SHPSA paid members



MOOT POINTS

- Lifetime Membership should only be after a certain stage of life/age.
- Provide the Library with a copy of the PSA Executive and Summarized Quarterly Reports.
- Review Subscription timeline since most seem to use AGM to pay. Or encourage other means of payment by due date.



THANK YOU