



SOCIUS

— alumni & community strategists —

OLD BEDFORDIAN CLUB MEMBERS' SURVEY HELPING ENSURE THE OB CLUB REMAINS RELEVANT TO ITS MEMBERS

THE DECISION TO SURVEY OB MEMBERS

Established in 1891, the Old Bedfordians Club is one of the oldest school alumni groups in the country; connecting a vibrant community of over 9,000 members worldwide. The Club last surveyed its membership in 2008. Since then, shifts in the socio-economic, cultural and technological landscape has changed the way members want to engage with the Club and with each other.

Observing these trends, the Club's Committee recognised the importance of surveying their membership more regularly in order to:

- ✓ Ensure the purpose, vision and direction of the Club remains relevant to its membership
- ✓ Better understand members' changing habits, interests and engagement preferences
- ✓ Confirm strategic alignment between the Club's operational plan and the needs of its membership

THE DECISION TO SOURCE EXTERNAL SUPPORT

When considering the scope of the survey and the importance of its results, the OB Club realised that it would benefit from additional support from outside of the Committee in the following areas:

- ✓ Know-how to analyse findings and interpret useful insights
- ✓ Present findings in a meaningful way to management
- ✓ Formulating questions that deliver meaningful outcomes
- ✓ Technical expertise to ensure valid results

SOCIUS SOLUTION & KEY DELIVERABLES

- ✓ Refine survey objectives and measurement criteria
- ✓ Formulate, test and refine questions for meaningful data collection
- ✓ Customise the design, architecture and layout of the survey
- ✓ Prepare for digital (desktop and mobile) and print distribution
- ✓ Design promotional graphics for OB communication channels
- ✓ Detailed analysis of results for members and management



OUTCOMES & RESULTS

"The results of the survey helped the Committee determine how relationships with OBs can best be developed in the future to maximise and retain member interest and participation. The survey also provides useful information to help shape the Club's Strategic Plan going forward; strengthening levels of engagement, helping the Club remain relevant, and equipping the Club to go from strength to strength in the coming years."

Craig Mitchell, Chairman, Old Bedfordian Club