

# OBU report 2015 for AGM 12/9/15

The Old Bathurstian's Union has had a major focus this year on reconnecting with past students. We were well aware that our database of alumni was sorely inadequate. With the expert and invaluable assistance of my brother, All Saints old boy, Jock Crossing (1973) we now have a working spreadsheet, website link and email address.

We need accurate lists of ex-students in order to better facilitate reunions, localised dinners, general OBU correspondence for events and distribution of the school newsletters

We commenced with over 9,000 names sourced from School Denbigh records, numerous class reunion lists and VIM distribution lists. These lists were very outdated. Of 9,000 records, there were less than 1,000 that had any email address associated with them.

Jock combined the lists and set out initial data cleansing which included writing programs that standardised and cleaned all phone numbers, added area codes where missing, standardised and cleaned all address details, added missing state and country, standardised the format of all "last updated" dates, comments and other information. Around 3,000 duplicates were manually removed by tediously trawling through them and combining details where possible.

Then we created a new OBU update website enabling ex-students to see existing data and update, as necessary (using Student ID to maintain privacy). This was undertaken in conjunction with ASC's third party IT development organisation. An automated maintenance and emailing system was developed by Jock that facilitates fast and accurate maintenance of individual records (with inbuilt error checking), optionally undertakes an automatic verification of surname and city details against the online Whitepages, facilitates automated (personalised) emailing to ex-students based upon multiple criterion, logs ALL database changes and records details of which emails have been sent to each ex-student, logs details of response rates to email campaigns

An initial email was then sent to all those with an email on file, providing their Student ID and a link to the above site (to date, we have had 602 updates via the website). This email also advised of the Facebook OBU site All Saints College Old Bathurstians Union (OBU) and we have gained about 150 new 'likes'. We also commenced a systematic ringing of those with phone numbers on file (most are old numbers that have been disconnected but many updates have been recorded via this mechanism. Special thanks to Paul Woodhart, Jock Crossing and Gai Sullivan for their assistance with this process.

The OBU scholarship amount was raised this year to \$2000 for a year 11 student and the same for a year 12 student. A proposal for payment of Life Membership of OBU on entering the senior school was lodged with the school council for consideration.

I would like to sincerely thank the extended committee, including the Foundation representatives, for their assistance and enthusiasm throughout the year

Anne Llewellyn

OBU President