

## **QCOGA(UK) CHAIRMAN'S REPORT 2013 – 2014**

**NOVEMBER 22<sup>ND</sup> 2014**

**BY: MARK DALGETY**

Fellow members of QCOGA (UK), the year 2013-2014 was momentous.

Activities that occurred this year were:

1. We have successfully commemorated the 170<sup>th</sup> year anniversary of Queen's College, our Alma Mater, in Georgetown, Guyana.
2. QCOGA (UK) has had 5 fund- raising activities for the year. Dinner & Dance (Oct 2013), Annual Dinner (Jan 2014), Brunch (May 2014), Family BBQ/Garden Party (July 2014), Carnival Fete (August 2014). Total net earnings were £2786 ( Fund raising and non-fund raising functions)
3. As of this year (2013-2014), QCOGA (UK) has donated items with a total monetary value (£ 795). This brings the total monetary donations to approx. \$43 million Guyana dollars (present-day value) over the last 25 years that the UK chapter has donated to our alma mater. This figure makes us the highest donor to date.
4. ICQC has had 2 teleconferences and numerous email communications during the course of the year. This can be considered a positive move in the right direction as chapters synchronize efforts to achieve closure on issues and discuss topics that will help in the development of Queen's College.
5. We have seen the formation of WoQC (Women of Queen's College). WOQC will be celebrating 40 years of co-education in 2015 and were instrumental in organising a workshop day at Queen's College during the one-week celebration of our 170<sup>th</sup> anniversary.
6. The UK chapter refurbished the grave of the founder of Queen's College.
7. In moving with the technological age, the UK chapter has engaged Eventbrite ticketing applications in order facilitate ticket purchases for up and coming functions and, hopefully, attract more attendees to our events.
8. Our sponsorship programme website [www.qcsponsorshipprogramme.com](http://www.qcsponsorshipprogramme.com) is now 99% in position for commercial activities. We are now canvassing for a web marketing facilitator to manage the project.

### **170 YEARS ANNIVERSARY CELEBRATIONS:**

The 170 years anniversary was an absolute success. The UK chapter was represented by Mark Dalgety, Christopher Chunnillall, and Bruce Nobrega. There was one week of activities :

Sunday 26<sup>th</sup> Oct 2014: Registration and BBQ in the school compound.

Monday 26<sup>th</sup> Oct 2014: School Assembly; The President of Guyana, Prime Minister of Guyana, Minister of Education and Opposition Leader all attended . A flag raising ceremony commenced the occasion. The QC flag and flag of Guyana was raised. I dare say the UK chapter made its own small statement at the assembly by UK's chairman Mark Dalgety tea company offering the entire school and foreign delegates free tea to consume all day.

Tuesday 27<sup>th</sup> Oct 2014: Breakfast lunch with the Minister Education and all existing staff. Mark Dalgety and Christopher Chunnillall represented the UK chapter at this meeting with the minister discussing issues with relation to students, teachers and the school in general . Afternoon Workshops with students: Mark Dalgety represented the UK chapter at the afternoon workshops by holding a seminar with students about entrepreneurship and business.

Wednesday 28<sup>th</sup> Oct 2014: Trip to Adel's Resort, and Rod Westmass's coconut farm in the Pomeroon. Mark Dalgety and Bruce Nobrega represented the UK chapter on this trip. The proprietor of the resort was Rod Westmass, who is an ex-committee member of the UK chapter.

Thursday 29<sup>th</sup> Oct 2014: ICQC Annual Business Meeting (ABM): Present were delegates from Guyana, Central Florida , South Florida, New York, Toronto, UK (Mark Dalgety & Christopher Chunnillall). Ongoing matters were discussed regarding the development of the school. Chairmanship of ICQC was passed over from Mark Dalgety to Brian Woodroffe, chairman of the hosting Guyana chapter, following the constitution of ICQC.

Friday 30<sup>th</sup> Oct 2014: Breakfast business meeting between ICQC, Minister of Education, Head Mistress, Head of Board of Governors. Mark Dalgety and Christopher Chunnillall represented the UK chapter at this meeting. Pilgrimage to the grave-side of Bishop Austin, where a brief service was performed by Father Elias, the resident father of St James-the-Less church. Delegates from the UK (Mark Dalgety, Christopher Chunnillall, Bruce Nobrega), NY, and Toronto chapters were present. UK delegates Mark Dalgety and Bruce Nobrega laid a wreath at the grave-side of Bishop Austin in remembrance. Friday evening saw a musical concert at the Theatre Guild honouring the musical contribution of Queen's College alumni to music in Guyana.

Saturday 1<sup>st</sup> November 2014: Dinner and Dance and Closure. Bruce Nobrega and Mark Dalgety represented the UK chapter.

**ICQC COMMUNICATIONS 2013-2014:** Some of the topics discussed were;

1. Intercom Project.
2. Physics Project
3. PA System
4. London Masonic Lodge donation
5. Social Worker
6. Pavilion Project
7. Playing Field Project
8. Lab equipment wish list
9. London Chapter interactive sponsorship programme website.
10. Challenges in communications between overseas chapters and the local chapter.
11. Overseas chapters being briefed by the local chapter on the running of the school, the Board of Governors, the PTA, and how they interact with the Ministry of Education.
12. The local chapter made its best efforts to educate the overseas chapter of the challenges it face.

All the above topics mentioned, although not achieving closure in some cases, did help in keeping us all on the same page.

#### **WOMEN OF QC (WoQC):**

This year has also seen the formation of a new group. WoQC “Women of Queen’s College”.

WoQC was instrumental in executing some very successful workshops during our 170<sup>th</sup> anniversary celebrations. The workshops were based on having numerous successful alumni in chosen professions discuss with present students: entry points, challenges, and the route to success in life.

The group has also initiated a programme to analytically understand the needs of the school with measurably outcomes in place. I dare say on initiation there was a challenge in communication between themselves and the Board of Governors, but face-to-face communication is always helpful in understanding what someone proposes and what the other understands by the proposal. The good result is that an understanding has been achieved between WoQC, the Board of Governors and the Minister of Education. Congrats!

#### **REFURBISHMENT OF BISHOP AUSTIN’S GRAVE:**

The UK chapter initiated the programme of refurbishing the grave of the founding father of Queen’s College. Due to the charitable laws of the UK, the chapter was unable to directly donate funds to the refurbishment of the grave since it is not linked directly to the benefit of a student. Dalgety Corporation Ltd sponsored the \$50,000 Guyana dollar cost on behalf of QCOGA (UK).

#### **EVENTBRITE TICKETING APPLICATION:**

Eventbrite is a company that offers organisations the opportunity to sell e-tickets to potential supporters of a function. It removes the process of meeting and mailing paper tickets to supporters. It allows supporters to purchase tickets online with their credit or debit card. Allison Lindner in her first year as a committee member was very instrumental in achieving the completion of the registration of this task. We thank her.

#### **SPONSORSHIP PROGRAMME WEBSITE [www.qcsponsorshipprogramme.com](http://www.qcsponsorshipprogramme.com) :**

The sponsorship programme website has been completed, and is ready for commercial activity. The challenge moving forward is to engage an external e-commerce marketing executive to drive the commercial activities in order to generate funds for our alma mater. The aim is to find someone who is prepared to work on a commission only basis. We did have an alumnus Mr. Kenneth MacLean who was prepared to engage on this basis; unfortunately for us, just prior to engagement he landed a job in Kenya with a large global charity and has now migrated there. Below is a list of activities we will expect the potential candidate to execute to drive the financial gains of the website.

#### **Marketing Activities for QC Sponsorship Website:**

Terms:

1. Start date ??? be reviewed on 3 months basis where the next steps going forward will be decided.
2. Payment will be 10% commission of monthly generated revenue. Commission paid on the 1<sup>st</sup> of every month.
3. Activities to be carried out on a weekly basis as listed below.
4. A report to be provided at the end of every month detailing progress based on measures below.
5. Blogs relating to charity activity will be prepared by Web Manager and presented to a Sub Committee; a decision will then be made whether blogs will be published on website.
6. Access to the website’s back office and other tools will be given as needed.

## **Social Media Activities**

### **Networks to support/posting content on:**

- **Twitter**
- **Facebook**

Advertising, Ad Management, Facebook Apps .

- **Instagram** – to be implemented
- **Youtube** – to be implemented
- **Pinterest** – to be implemented
- **Blogging/Content Marketing** - 2 blogs per month
- **Content Marketing** (Share the blogs with our target audience on a regular basis).

### **Objectives by the use of social media/SEO**

- Increase awareness of Queen's College (Guyana) Achievements, history, provenance, Alumni Charity activities.
- Increase traffic to website
- Better engagement on Social Media
- Increase revenue generation to the Charity

### **Measures**

- Inbound leads and conversion rate – to be set
- Increase the number of visitors – assess and set targets
- Increase transaction per customer.- assess and set targets
- Increase revenue month on month – assess and set targets

### **Current figures**

- Conversion rate = 0 %
- Average visitors per week = 0
- Average revenue per month (Site recently completed but have database to start with) = £3??

As I conclude my tenure as chairman of QCOGA (UK) 2013-2014, I would like to thank one and all for your support, and I do hope my service was to your expectation.

May The Almighty Bless Queen's College forever.

Fideles, Ubique, Utiles / ( Faithful and Useful Everywhere)

Mark Dalgety

Chairman QCOGA (UK) 2013-2014.