



MCOBA Branch Functions

Policy and Approach

General Notes:

- Branch functions must be driven by the MCOBA Operations Manager, with support from the Branch Chairman or identified 'Influencer.'
- Requests for events to begin in November, in the calendar year ahead of the event with a final list of all events to be set by 28 February each year.
- Objectives:
 - fun and festive at a branch level or like,
 - to increase Old Boy engagement
 - to promote MCOBA initiatives (E.G Weaner Project),
 - to support College new boy recruitment,
 - to promote the school and its Associated bodies

- Key measures of success include but not limited to:
 - Attendance
 - Positive feedback and "mood" from attendees and Branch Chairman "influencer". (to be gauged by the Ops Manager)
 - increase in % of paid-up members
 - Increase in OC joining WhatsApp groups

- Costs:

MCOBA will cover the costs of the attendance of:

- 1 representative of the MCOBA office
- 1 representative of the MCOBA exec

- The Patron
- Reasonable costs can include:
 - Travel (car / taxi / flight)
 - Accommodation (for the night of the event)
 - Meals

Note, where these costs are incurred outside of South Africa, the President will be consulted with ahead of expenditure to agree such commitment to these costs

Any person attending over and above this rule will require specific authority from the President. This may be requested and evaluated on a case-by-case basis and with due consideration to the Annual Budget.

Role of the MCOBA Ops Manager

- Provide date options by liaising with the Secretary of the Patron
- Notify the Branch Chairmen of the date options, with advice about home and away rugby fixtures
- Finalise the dates of branch function and diarise in the MCOBA annual calendar by February each year.
- Work with Director of College Marketing where it is agreed to collaborate with a College “Roadshow”
- Design and circulate “Save the Date” information to the branch on their event
- Work with the branch chairmen to collate the branch event information – the following online form should be filled in by the Chairman or by the Ops Manager: <https://form.123formbuilder.com/5873458/branch-function-information-form>
- Create and manage online bookings for events
 - Sharing updated lists of “RSVP” with the exec and branch chair.
- Create and manage payments for tickets as needed
- Co-ordinate the marketing of the event: WhatsApp, social media, email, newsletters
- Book the event venue and catering
- Oversee branding and set up on the night as appropriate
- Taking subscription payments or direct debit sign ups on the night and be prepared to answer any questions
- Gather post even feedback and present to the Head of Membership & Participation

Role of College Connect Community Relationship Manager

- To support the MCOBA Ops Manager in the marketing of all branch functions
- To attend the Branch events where appropriate and to promote College Connect: registrations and awareness/info
- To oversee any CollegeConnect branding that may be appropriate on the evening
- Take subscription payments or direct debit sign ups on the night and be prepared to answer any questions

Role of the Branch Chairman

- To select the venue, supported by the MCOBA Ops Manager, and tone of the event
- To confirm the extent of which the MCOBA office and its members can be involved and partake
- To be present on the evening, and to give a welcome speech or similar formality promoting both the branch as well as overall MCOBA support
- To provide guidance to the MCOBA Ops Manager about the event details
- To support all marketing of the event, and to take the lead personally in promoting with local OCs, friends and family

Role of the Exec Member

- If a member of the MCOBA Executive is in attendance (and it is recommended that Exec members please do attend branch functions in their local area), they are representatives of the President of the MCOBA and his Exec
- Support the marketing of the event, and to take the lead personally in promoting with local OCs, friends and family
- To check in with the branch chairman before the event and offer support with regard to the evening’s formalities or anywhere else the Chairman may need help
- To work together with the MCOBA office representative on the night (Ops Manager / College Connect Manager) to ensure the smooth running of the event, including any direct appeals for members to be “paid up”

Event Attendance Form – to be completed after each event

'Usefulness' is defined, for purposes of this report as effective and positive engagement. Personal and professional interaction, with a keen focus on relationship building, and confirmed future contact.

Usefulness

- | <i>Rating</i> | <i>Description</i> |
|---------------|--------------------|
| 1 | Poor |
| 2 | Average |
| 3 | Average |
| 4 | Very good |
| 5 | Excellent |

Event and Membership info

Branch location:	
Type:	
Objective:	
Hosted by:	

Organised by:	
Attendance:	
% paid up before event	
% paid up after event	

	<i>Comments</i>	<i>Usefulness rating</i>
Registration process		
General interaction with older Ocs		
General Interaction with younger Ocs		
Interaction with Branch Chair		
Addressing the attendees as a group		
Support to Ocs during the function on MCOBA matters		
Support in the smooth running of the event on the day/night		
	<i>Overall rating</i>	

Assessment from the Branch Chair and Member of Exec (if applicable) – each must complete

	<i>Comments</i>	<i>Usefulness rating</i>
Support in organising/marketing the event from the MCOBA		
Was the event well received by those who attended?		
Positives of the event		
Negatives / points forward		
	<i>Overall rating</i>	

General:

1. How can the event be improved for the following year?

Date	Version	Description	Author
27 th Dec 2022	0.1	First Draft	Sue Buchanan-Clarke
16 th July 2023	0.2	Edits and updates	Andrew Clayton
24 th July 2023	0.3	Edits and updates	Melba Nzimande

Storage

This document is to be stored on the MCOBA website "Governance" page.

Document approval

This document will be reviewed on an annual basis and where significant changes are made, reapproval shall be obtained.

Designation/Position:	Name:	Signature:	
Patron / Headmaster	Mr Chris Luman		

Designation/Position:	Name:	Signature:	
President of the MCOBA	Mr Andrew Clayton		

Designation/Position:	Name:	Signature:	
Vice President of the MCOBA	Mr Jon Hoatson		

Designation/Position:	Name:	Signature:	
Treasurer	TBC		