



To: Harlem School District Board of Education

Josh Aurand, Assistant Superintendent for Business and Operations

From: Jason Blume, Assistant Superintendent for Communications and Community Relations

RE: Three-Year Alumni Engagement Services Agreement with Alex Gary Communications, Inc.

Date: October 13, 2026

Background

For the past seven years, Harlem School District has partnered with Alex Gary Communications, Inc. (AGCI) to develop and grow the District's alumni engagement efforts. What began primarily as an effort to identify Harlem graduates and develop an alumni database has evolved into a comprehensive effort to reconnect alumni with the District, share their stories, and create opportunities for alumni to engage with current students, staff, and schools.

The project's original goal was to establish the infrastructure needed for meaningful alumni relations. That work has resulted in a substantial network of Harlem graduates that continues to grow each month.

Seven Years of Growth

Through ongoing research and outreach, the District has significantly expanded its ability to identify and communicate with Harlem alumni.

As of September 2026:

- The District has identified 8,979 Harlem graduates through Facebook and LinkedIn.
- The District has contact information through Facebook, LinkedIn, or email for approximately 6,908 alumni.
- 2,020 alumni email addresses have been identified.
- The alumni Facebook page and LinkedIn alumni group have grown to a combined 4,493 followers/members.
- Alumni information continues to be updated on a daily basis, with the majority of new connections currently coming through LinkedIn and an increasing number of alumni submitting information through Facebook.
- Engagement with alumni content has increased significantly. The Harlem Alumni Facebook page reached approximately 600,000 views during the most recent 28-day reporting period presented to the Board.



These results demonstrate that the work has progressed beyond simply creating a list of graduates. Harlem now has an established and growing communications network through which the District can maintain relationships with thousands of former students.

Alumni Engagement

The alumni project also supports the District's broader communications and community engagement efforts. Current work includes:

- Maintaining and expanding the alumni database and contact information.
- Developing alumni spotlight stories highlighting graduates and their accomplishments.
- Producing content for alumni communications and social media.
- Maintaining the Harlem alumni Facebook presence and LinkedIn alumni network.
- Identifying alumni who can participate in classroom, career exploration, and work-based learning opportunities.
- Connecting former students with athletic, fine arts, reunion, anniversary, and other District activities.
- Identifying alumni based on career fields, activities, graduation years, and other areas that allow for targeted outreach.
- Preserving and sharing stories that celebrate Harlem's history and traditions.

This work provides an opportunity to connect the District's past with its current students. Alumni can serve as examples of the many pathways available to Harlem graduates while also providing professional expertise, career connections, mentorship, and community partnerships.

Next Phase of the Alumni Project

The next three years provide an opportunity to build upon the network that has been established and place an increased emphasis on engagement rather than simply identification.

Priorities would include:

- Continuing to identify alumni and verify existing information, including cycling through existing records to ensure alumni have been connected through LinkedIn where possible.
- Adding and developing contact information for the Classes of 2025 and 2026, with future graduating classes incorporated into the process annually.
- Expanding the use of Instagram and other platforms to reach younger alumni, particularly graduates from 2020 forward.



- Reviewing followers of the Harlem Alumni Facebook page to identify additional graduates who are not currently included in the database.
- Continuing to grow alumni email contacts and other direct communication channels.
- Expanding alumni storytelling and recognition.
- Increasing opportunities for alumni to interact directly with students through career exploration, classroom visits, work-based learning, mentoring, and other educational experiences.
- Supporting reunions, anniversary celebrations, athletic and fine arts events, and other opportunities to bring alumni back to Harlem.
- Identifying alumni who can serve as business, community, and educational partners.
- Developing additional opportunities to connect alumni with current District programs and initiatives.

The presentation to the Board identified LinkedIn, Facebook, newer graduating classes, and increased use of Instagram for graduates from 2020 forward as particular opportunities for continued growth.

Recommendation

Administration recommends entering into a three-year agreement with Alex Gary Communications, Inc. to continue providing alumni engagement services for Harlem School District.

AGCI would continue maintaining and expanding the District's alumni network while increasingly focusing its work on utilizing that network to support District communications, student opportunities, community engagement, and the celebration of Harlem's history and graduates.

A three-year agreement will provide continuity to a project that has developed over seven years while establishing a clear direction for its next phase: moving from finding our alumni to increasingly engaging our alumni.

Contract Term: October 2026 to October 2029

Annual Cost: \$15,600

Three-Year Cost: \$46,800

Funding Source: District Funds

Recommended Action

Administration recommends that the Board of Education approve the three-year agreement with Alex Gary Communications, Inc. for alumni engagement services as presented.