

UNE Alumni Relations Guidelines

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Related policies or other documents:	Advancement Policy D09/129891 Gift & Donation Guidelines D09/129895 Bequest Guidelines D09/129893 Donor Recognition Guidelines D09/129894

1. Rationale and Scope

- 1.1 Alumni are important in maintaining the reputation of the University and influencing enrolments.
- 1.2 Alumni have varying levels of meaningful, continuing contact with the University.
- 1.3 The word “alumni” when used in these Guidelines, means graduates and other members of Convocation.
- 1.4 Convocation consists of graduates (alumni) of the University; members and past members of UNE Council (or antecedent governing bodies); present and past full time academic members of the University, and other members admitted under the by-laws.
- 1.5 Alumni are graduates or diplomates of the University of New England and its antecedent institutions: New England University College (NEUC), University of New England (Northern Rivers), Armidale Teachers’ College (ATC) and Armidale College of Advanced Education (ACAE).
- 1.6 These guidelines apply to all UNE staff members, schools, faculties, colleges, groups, research centres, administrative units, directorates and divisions.
- 1.7 The guidelines apply to all alumni relations activities undertaken for or on behalf of the University of New England and its entities.

2. Principles

The objectives of this document are:

- 2.1 To ensure coordination and cooperation across the University in all alumni relations interactions
- 2.2 To support the University’s intention and obligation to ensure integrity in alumni relations interactions

- 2.3 To maximise benefit from alumni relations interactions
- 2.4 To maximise the accuracy and effectiveness of alumni management records and databases through cooperation and centralisation of relevant data management
- 2.5 To ensure, that an alumnus' wishes with regard to their level of contact with the University are respected
- 2.6 To facilitate compliance with legal and statutory requirements

3. Guidelines

- 3.1 Overall responsibility for ensuring compliance with these guidelines is with the Chief Development Officer.

4. Procedures

- 4.1 The Office of Advancement is responsible for the overall management and development of alumni relationships, including development and management of an alumni database, in cooperation with other stakeholders as appropriate.
- 4.2 All UNE staff members, schools, faculties, colleges, groups, research centres, administrative units, directorates and divisions are required to report and/or seek approval for alumni relations plans for the benefit of the University, to the Office of Advancement prior to any activity being conducted. This should be done by completing and submitting the attached Intention to Conduct an Alumni Activity form (Appendix A) which can also be found online at: ???
- 4.3 This document should be read in conjunction with the Advancement Policy and associated Guidelines, and University events protocols, the link for which can be found at: <http://www.une.edu.au/mpa/events/>
- 4.4 On behalf of the University, the Office of Advancement is responsible for maintaining, using and managing alumni records, in accordance with UNE's Privacy Policy, found at: <http://www.une.edu.au/policies/pdf/privacystatement.pdf>
- 4.5 The Alumni Relations Officer is required to be a member of any major alumni committee.
- 4.6 Permission by third parties such as alumni chapters to use UNE brand icons must be obtained from the Brand Manager, Marketing and Public Affairs, UNE.

Approval signature

Chief Development Officer

Appendix A

NOTIFICATION OF INTENTION TO HOLD AN ALUMNI EVENT

Please complete this form or a facsimile in advance of any proposed alumni relations activity, and return it to the Alumni Relations Officer, Office of Advancement, University of New England. Email: alumni@une.edu.au or Fax 02 6773 3285. You should also submit an Events synopsis form found at: <http://www.une.edu.au/mpa/events/> when senior executive are involved.

Today's date	
Name of Stakeholder, Faculty, College, School, College or other entity	
Name of person completing this form	
Phone	
Email	
Name and/or purpose of alumni relations project	
Project leader	
Names of other UNE personnel involved and their roles	
Names and details of individuals, groups and organisations to be approached for assistance in organising this activity eg sponsors (Please attach separate list if necessary)	
Event timeline, plan and targets (Please attach documents if necessary)	
Other comments	