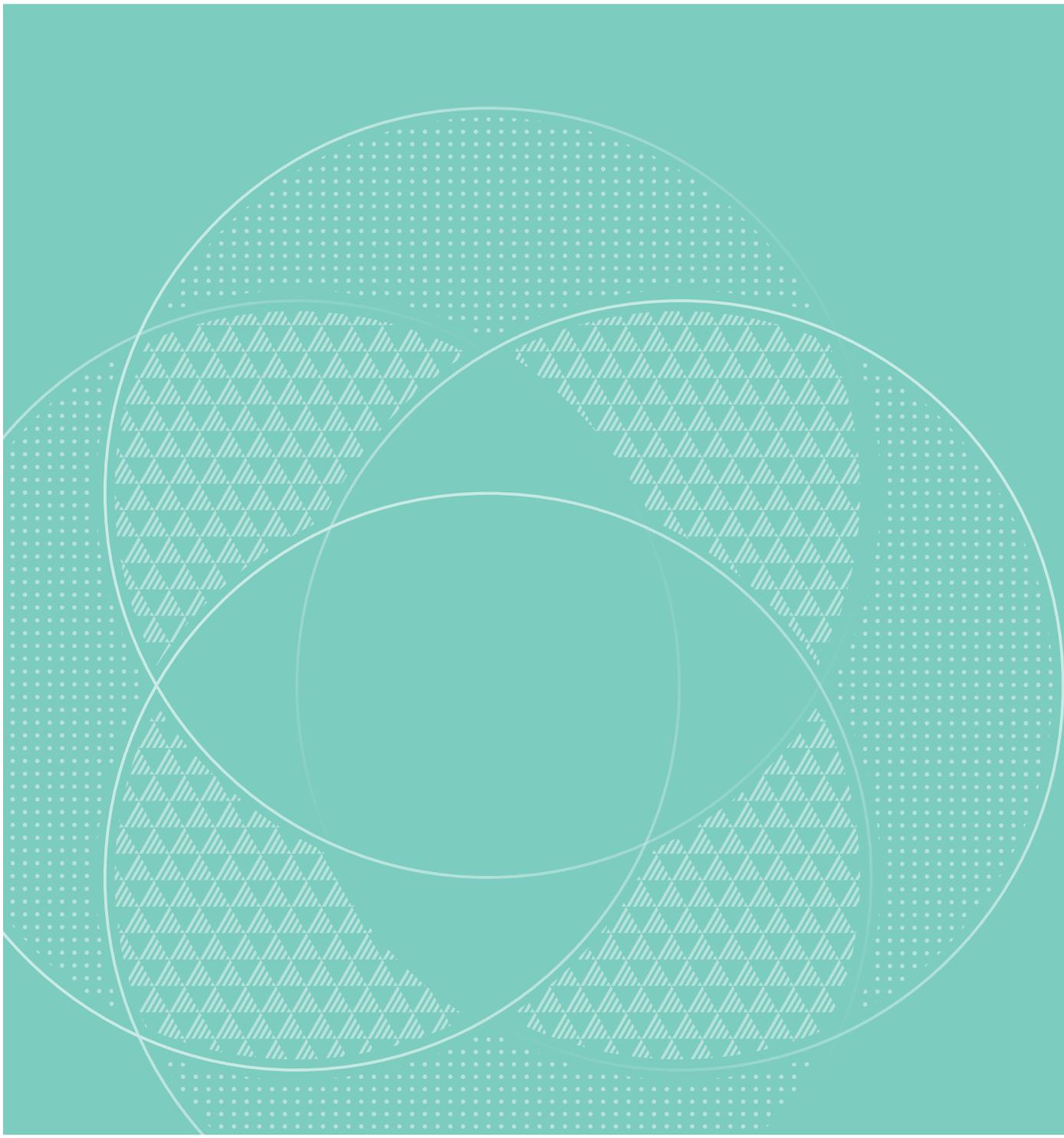


**DEAKIN
UNIVERSITY
ALUMNI
HANDBOOK**





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ALUMNI RELATIONS OFFICE

The Alumni Relations Office (ARO) operates as a University-wide unit within the External Relations Group of the Advancement portfolio.

It has been established to provide strategic direction and operational support for the development of alumni relations at Deakin, thereby enhancing the overall reputation of the University. A major facet of this direction is to work cooperatively and in a coordinated manner with Faculties in their initiatives to enhance alumni engagement.

In the course of implementing its strategic direction the Alumni Relations Office aims to:

- ▶ develop tailored electronic communication channels and personal engagement opportunities that offer a diversity of approaches that are responsive to alumni needs and feedback;
- ▶ create opportunities for alumni to actively continue their involvement with Deakin through lifelong learning and the ability to participate in aspects of University life such as mentoring and becoming University advocates;
- ▶ foster and build ongoing relationships with Faculties to showcase the University's achievements and provide opportunities for faculty to leverage off ARO activities;
- ▶ facilitate teaching, learning and research and fund scholarship and equity programs via sourcing of philanthropic donations as part of the broader Advancement portfolio;
- ▶ identify and profile prominent alumni; and
- ▶ provide substantial input into the development of the Advancement database to assist in communication, engagement and fundraising.



BECOMING AN ALUMNUS

Deakin students automatically become members of the Deakin Alumni Community upon graduation. The Deakin Alumni Community enables graduates to maintain or reconnect with fellow students, academics and professional networks.

Deakin University offers a varied program of benefits, communications and events that help alumni keep in touch and engaged.

There are many alumni groups across Deakin, often referred to as Chapters, networks and cohorts¹.

Alumni Chapters operate within Victoria (regionally and in metropolitan areas), interstate and internationally. To establish a new Chapter, please speak to the Alumni Relations Office for advice before proceeding.

Students who have graduated from antecedent institutes are also considered members of the Deakin Alumni Community if they graduated prior to, or at the time that institution and/or the course came under Deakin's management. Graduates from DUELI, Deakin Prime and Deakin College (MIBT) are also alumni of Deakin University.

¹ Cohorts

In alumni relations, we refer to a **cohort** as the group of graduates who completed a qualification in the same discipline for example, the Deakin Architecture cohort.

Networks

A **network** is a group of alumni members that have a common interest or focus. Deakin has many networks lead by Deakin staff members that are growing towards becoming true Chapters.



COMMUNICATION AND ENGAGEMENT PROGRAMS

Communication with alumni is a centralised process whereby the Alumni Relations Office will ensure that messages, communications content and activities are on brand and consistent with the University's strategic direction.

Therefore drafts of alumni communications (and event proposals) should be directed in the first instance to the Alumni Relations Office. The Alumni Relations Office has the capacity to support communications aspects of alumni engagement activities through its diverse range of communication channels.

RESPONSIBILITIES OF THE FACULTIES IN CONJUNCTION WITH THE ALUMNI RELATION OFFICE

These responsibilities include:

- ▶ providing parameters for Chapter activities and communications;
- ▶ promoting the Deakin Alumni Community;
- ▶ resourcing of Chapters and networks where possible;
- ▶ developing tailored Chapter activities and services;
- ▶ discussing funding for initiatives with Chapters/networks; and
- ▶ profiling alumni.



CHAPTER COMMITTEES

Committee Roles and Composition

There is no formal structure for a Deakin University Alumni Chapter Committee, however the following suggested structure should be considered:

- ▶ **A Chair** – leads the Chapter, taking responsibility for strategic planning and communication with the Faculty/School and Alumni Relations Office;
- ▶ **Deputy Chair** – performs the duties of the Chair in the Chair's absence;
- ▶ **Administrative Officer** – is the main administrator of the Chapter, providing secretarial support, including the recording and distribution of meeting minutes, manages correspondence for the Chapter and establishes and maintains appropriate files for Chapter operations;
- ▶ **Treasurer** – manages the financial matters for the Chapter, including sourcing funding and budgeting for initiatives;
- ▶ **Committee composition** – a group of a minimum of four-to-six alumni who may be allocated specific additional roles and must include University and/or Faculty representation; and
- ▶ **Deakin staff members** – it is suggested that Chapter Committees include Deakin staff members in order to provide support and assist Chapters to understand Deakin's values as well as the quality of events and initiatives that is required.

Alumni roles are elected by the Chapter Committee for a negotiable period of up to three years.

Chapter committee responsibilities

The Chapter Committees are responsible for:

- ▶ scheduling meetings, preparing agendas and recording minutes;
- ▶ preparing the Terms of Reference (for example, “oversee alumni engagement directly relevant to a particular area” and “increasing alumni engagement in the area of business in Australia”);
- ▶ electing people to key positions and the committee;
- ▶ establishing a process for Chapter members to provide suggestions and feedback to the committee;
- ▶ discussing the types of activities or events the Chapter will run;
- ▶ providing Chapter-specific content for their cohort;
- ▶ promoting the initiatives and encouraging active participation;
- ▶ reporting on initiatives;
- ▶ working with Deakin staff members from the relevant area of the University;
- ▶ leveraging off appropriate existing industry, University or community events;
- ▶ ensuring adequate communication between Chapter members, University and Faculty staff; and
- ▶ organising initiatives that have a broad focus.

Chapter committee reporting

Each Chapter is required to prepare an annual report to the Faculty head by December of each year. The annual report should include the following:

- ▶ a description of the year’s activities, attendances and achievements;
- ▶ progress towards Chapter objectives;
- ▶ challenges encountered and any recommendations for the next year; and
- ▶ a financial report (if applicable).

Chapter Initiatives and Promotion

Chapters should plan an annual engagement program which outlines activities to achieve their long term goals. Types of activities could include:

- ▶ events (for example, dinners, seminars/lectures, family/social outings and reunions); and
- ▶ fundraising events for Deakin scholarships.

The yearly plan should include:

- ▶ details on all planned events or projects including objectives and proposed outcomes; and
- ▶ a breakdown of support to be delivered by the Faculty and ARO consistent with Faculty Alumni annual plans.

In regard to alumni event initiatives the following suggestions should apply:

- ▶ that a minimum lead time of four to six weeks should be allowed for promotion;



- ▶ that event invitations and other promotional materials are compliant with Deakin style guidelines and any other standards;
- ▶ that advice should be sought from the Alumni Relations Office about event logistics, content and planning; and
- ▶ that the details of an event are communicated to the Alumni Relations Office and placed in all relevant University online calendars, websites and publications.

Chapters

A **Chapter** is a subgroup of the alumni community and is organised as a collaborative exercise between alumni and Deakin staff to actively and frequently engage the relevant alumni cohort. Chapters are either driven by a committee or by a Deakin staff members who chair a focus advisory group of alumni to seek input. Such Chapter committees operate under an agreed Terms of Reference.

- ▶ Discipline-specific Chapters liaise with their Faculty and Schools/Departments
- ▶ International Chapters liaise directly with the Alumni Relations Office



ALUMNI ADVISORY BOARDS/FOCUS GROUPS

Some Chapters are run by individual Deakin academic staff members instead of an operational committee (such as an alumni advisory board).

These boards may meet at least three times per year with a Deakin staff member as Chair and no other key positions assigned. Instead the alumni board members may undertake certain voluntary ad-hoc tasks. The objectives of engagement with the wider cohort remain the same as a formal Chapter committee.

NETWORKS

In instances where either Deakin staff members or alumni are in spontaneous, non-consistent contact with alumni, it is considered a network and not as formally structured as a Chapter or advisory board.

FUNDING

Chapters are encouraged to consider various funding alternatives to support their initiatives. This may include making an application to Faculty and the ARO.

A formal proposal should be submitted to the relevant area/s if funding is required.

Chapters and networks may charge alumni to attend events but the following should be considered:

- ▶ is the amount affordable for the target group?
- ▶ will they be willing to pay for what you are offering?
- ▶ can Chapter and network budgets cover the cost of the event without charging alumni? and
- ▶ could an industry partner or other source sponsor the event?

DEAKIN UNIVERSITY COMPLIANCE

Committee members who are representing their cohort are ambassadors of the University and agree to act in the best interests of the University.

In certain circumstances the activities of University volunteers may be covered by the University's corporate insurance policies. Advice on such matters should be sought from the Alumni Relations Office.

Chapter committee members are not authorised agents of Deakin University or the Deakin Alumni Community and should not represent themselves as such at any time.

No Chapter committee member may enter into any contract or arrangement on behalf of, or for the University. All contracts are to be checked and signed by an authorised Deakin University staff member.

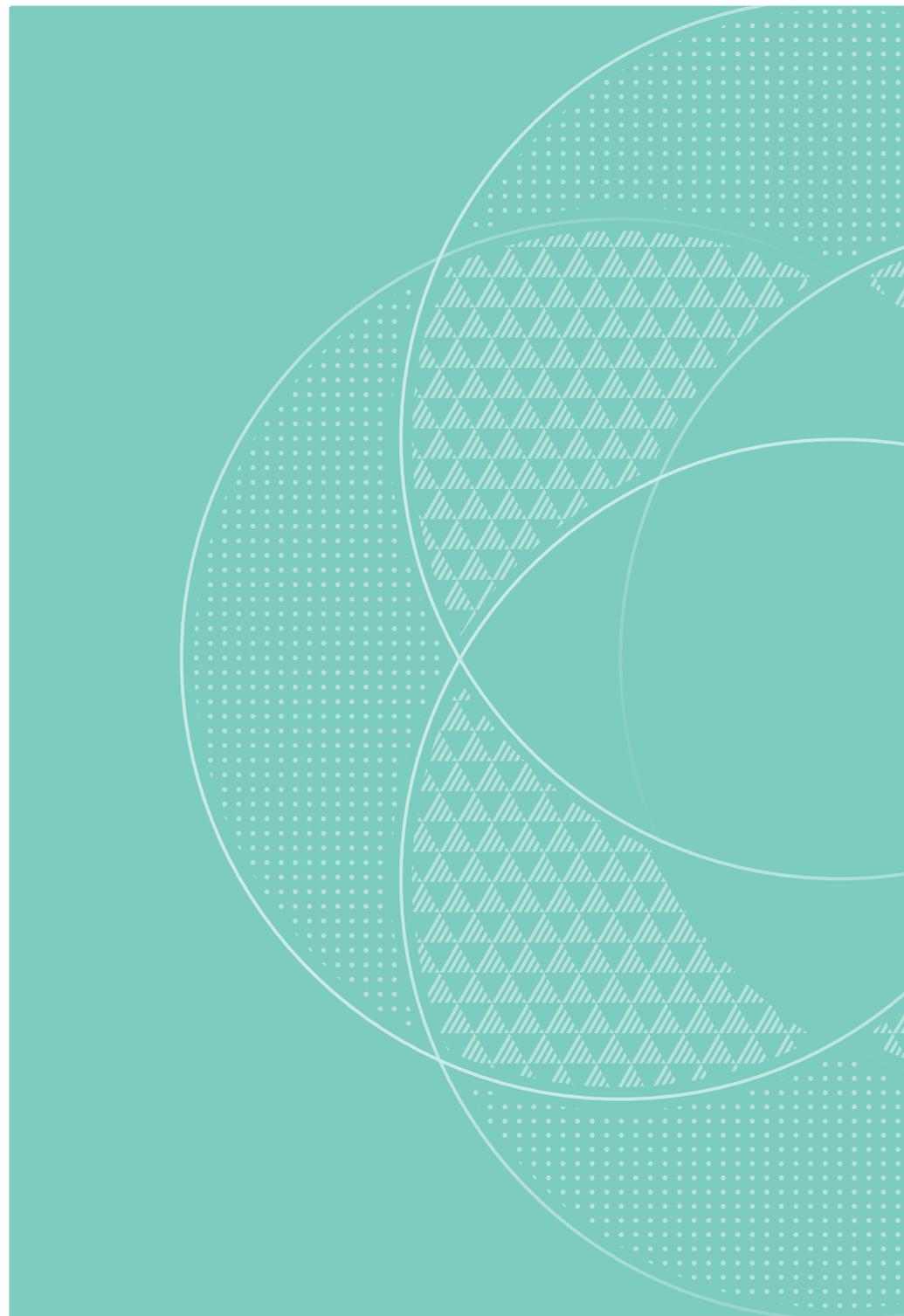
The University cannot provide legal advice to Chapter committee members. Chapter Committees are not permitted to become incorporated.

ALUMNI AWARDS PROGRAM

The Alumni Relations Office will manage the annual Deakin Alumni Awards program.

The purpose of the Alumni Awards is to recognise, acknowledge and promote prominent alumni who have achieved outstanding success.

Details on the nomination process are contained on the Alumni Relations website.





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