

Deakin Commerce Alumni
est. 2007

Deakin Commerce Alumni

Strategic Plan 2011 to 2015



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Chapter's Objective



“Supporting Deakin in becoming Australia’s most progressive University”

Chapter's Vision & Mission



Vision

To provide the most relevant alumni community for its members to further enhance their careers and personal development.

Mission

To provide meaningful lifelong communication between the University and alumni members.

Partnership with Faculty of Business & Law

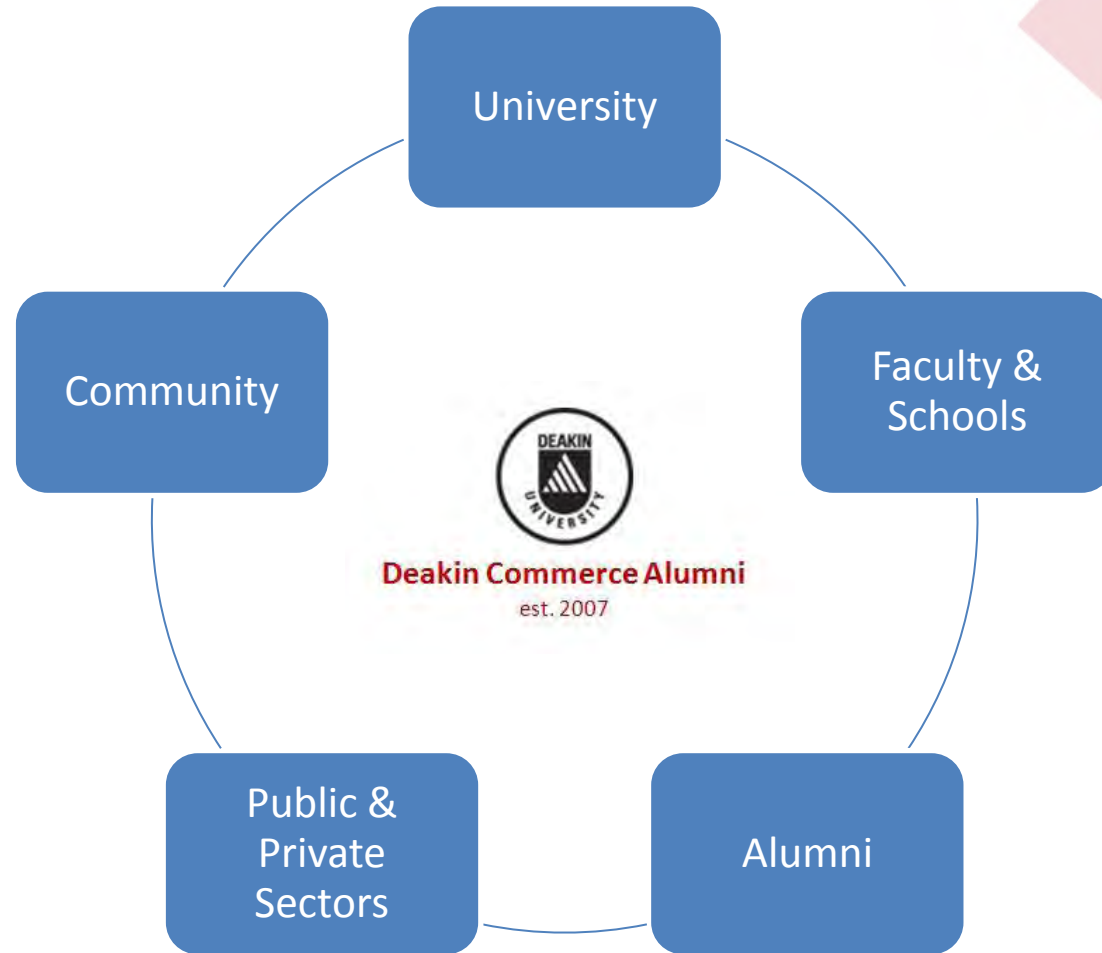


Deakin Commerce Alumni contribute to the enrichment and enhancement of the quality of Deakin's education by:

- > Fostering professional, academic and social links with the Faculty
- > Providing feedback on our academic programs to ensure they remain flexible, responsive and relevant
- > Providing insights on the local, regional and international employment markets and developing links between students and employers
- > Partnering in research to advance knowledge development and quality improvement in business practices
- > Participating in continuous education and life-long learning

Source: Professor Gael McDonald
Dean, Faculty of Business & Law

Key Stakeholders



Team Structure



Chapter President
Mark Hui

Chapter Joint Vice Presidents
James Osenaris
Shiraz Engineer

Chapter Executive
(President and VP's)

Advisory
(Immediate Past Year President)

Chapter Advisors
Michael Levy
Michael Clarke
Mukund Narayanamurti

University Liaison

Faculty Business & Law
Laura Griffith
Alex Kuo

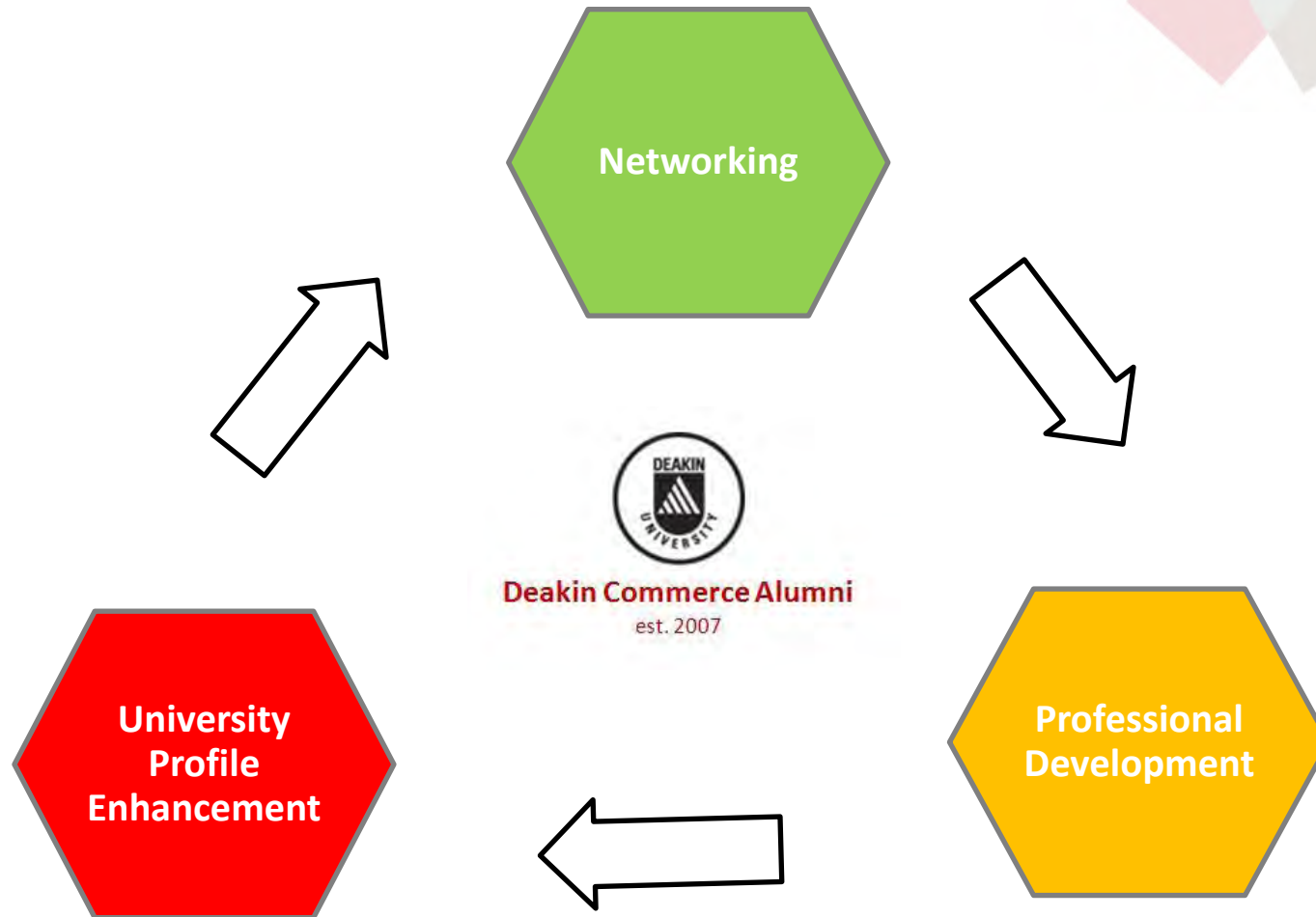
Steering Committee
Rowena Moore
Rudrani Engineer
Andrew Pfumojena
Krishna Pillai

Steering Committee

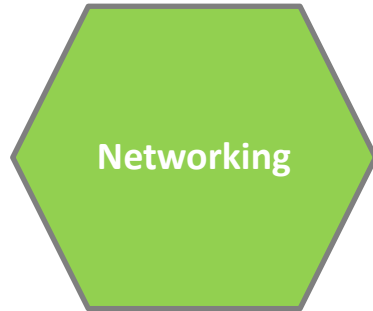
Central Alumni
Alastair Lee
Dorianne Lyon

The Chapter Executive will report directly on Chapter matters to the Dean of the Faculty of Business & Law, Professor Gael McDonald

Our Core Strategies...



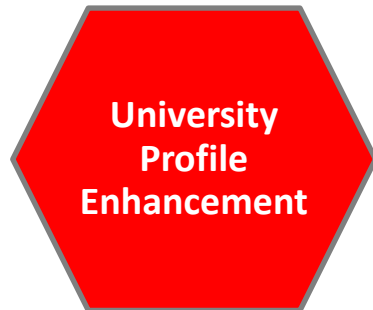
...in delivering benefits to support alumni members to further enhance their careers & personal development.



Provide tailored communications and networking avenues that add tangible value to the Alumni community.



Provide a valuable and relevant lifelong learning resources for Alumni members.



Enhance the overall reputation of the School, Faculty and the University.

Key Benefits



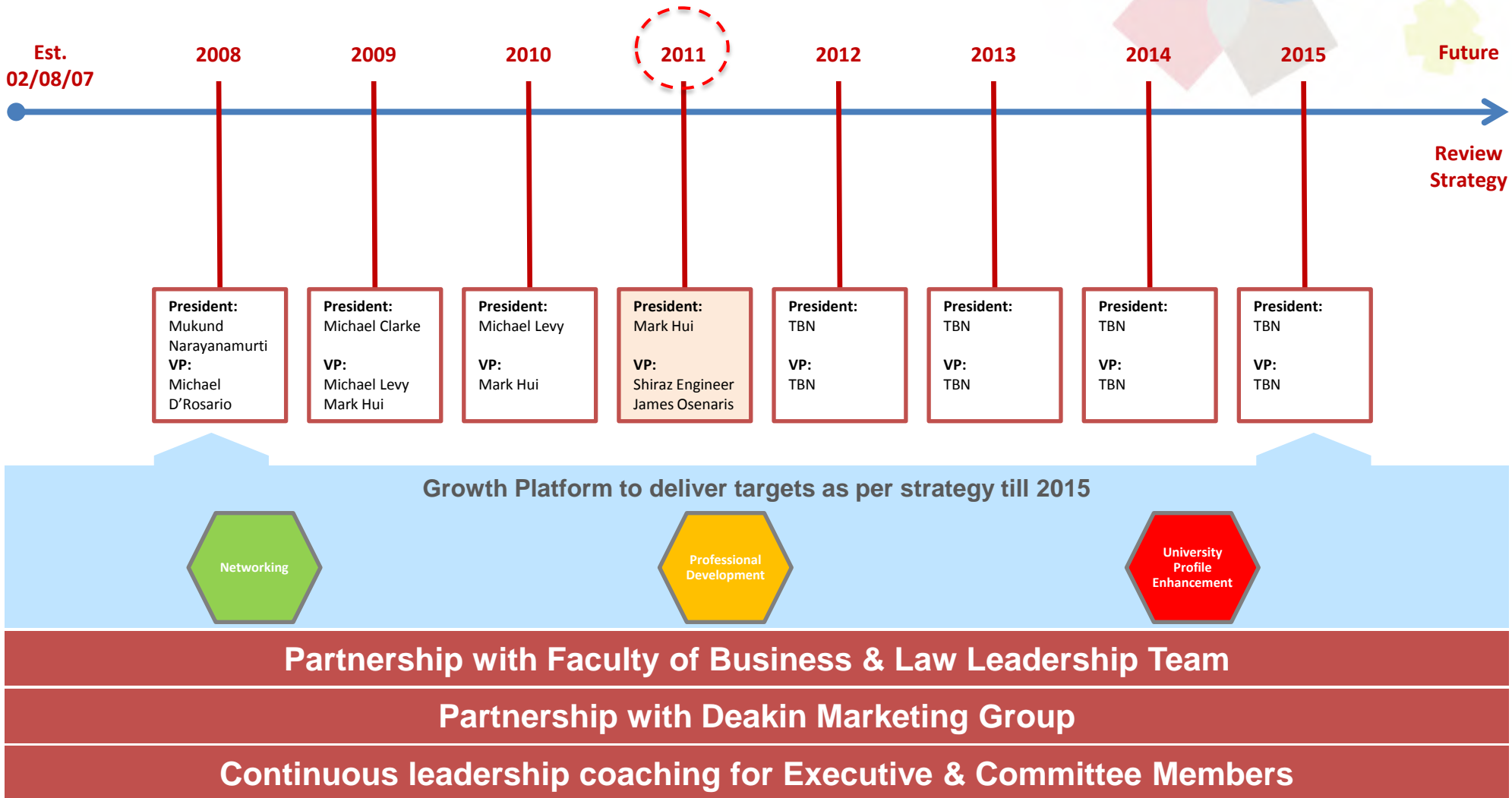
Alumni Benefits

- > Networking opportunities
- > Personal and professional development
- > Sense of community (peer support and assistance)
- > Mentoring / careers counselling and advice

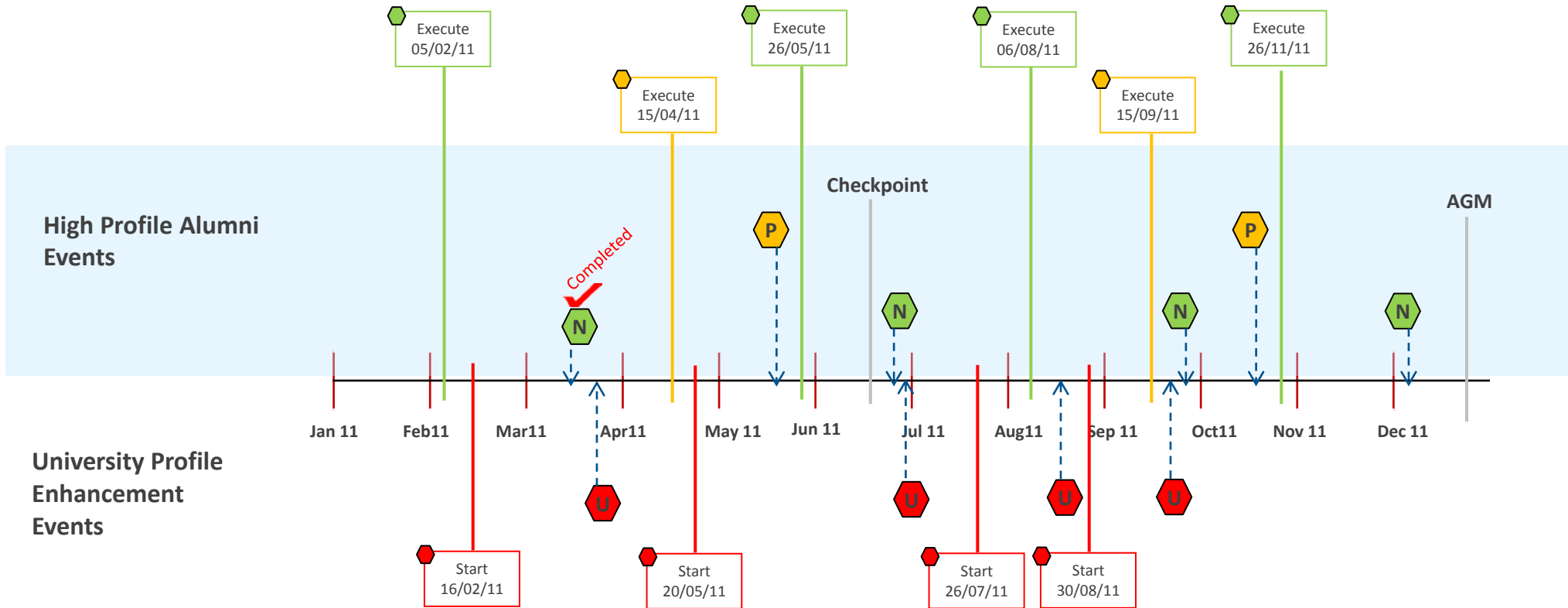
University Benefits

- > Brand ambassadors
- > Resource pool (advisor to the Faculty)
- > Mentoring
- > Bequests/donations
- > Stronger links to the private sector
- > Research opportunities
- > Postgraduate study (lifelong learning and loyalty)

Succession Planning Roadmap



2011 Action Plan



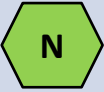


Last Updated: 8th March 2011

Legend:

- N Networking Event
- P Professional Development
- U University Profile Enhancement

Key Success Measure



Event	Target	Baseline	2011 Goal	Stretch Goal	Project Lead	Team	University Resource
Networking 	4 events p.a - Each at mid quarter	70 members per event	100 members per event	130 members per event	- Shiraz Engineer	- Rowena Moore - Rudrani Ghosh	- Laura Griffith
Professional Development 	2 events p.a - H1 & H2	70 members per event	100 members per event	130 members per event	- Mark Hui	- Michael Levy - Krishna Pillai - Andrew Pfumojena	- Laura Griffith - Alex Kuo - Alastair Lee
University Support & Profile Enhancement 	All year round - Professional Week - Deakin Week - Digital Campaign	70% alumni participation	80% alumni participation	90% alumni participation	- James Osenaris	- Michael Clarke - Krishna Pillai - Mukund Narayanamurti	- Alex Kuo - Faculty Staff

Digital Networking Channels Strategy

Sites	Update (March 2011)	2011 Targets	Strategy / Activity	Project Lead	University Resource
 <p>Created: March 2010</p>	128 members	500 members	<ol style="list-style-type: none"> 1. Promotion through Deakin University <ul style="list-style-type: none"> • Liaise with Deakin Marketing • Integrate with Deakin Commerce Society 2. Promotion through Deakin Commerce Alumni events <ul style="list-style-type: none"> • Exposure to social media sites • Sites to be displayed on all alumni correspondence • Email blasts sent to Alumni mailing list 3. Making the web sites relevant for Alumni <ul style="list-style-type: none"> • Sites to include contemporary Alumni news, University news and Business news 	James Osenaris	Alex Kuo
 <p>Created: March 2007</p>	74 members	1000 members			

Funding the Chapter



Faculty Support

- > The Faculty provides financial support for Chapter activities
- > Historically Faculty funds have been used to largely finance networking events
- > A detailed financial plan is submitted to the Dean for approval annually

Corporate Sponsorship

- > The Chapter has to date received terrific support from corporate supporters such as KPMG, Madgwicks Lawyers and Ernst & Young
- > Corporate support typically takes the form of access to corporate venues and catering (i.e. free of charge for professional development events)



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Appendices

A 3D rendering of the word "DEAKIN" in a bold, sans-serif font, set against a red rectangular background that is tilted at an angle. The letters are dark grey with a slight shadow, giving them a three-dimensional appearance.

DEAKIN

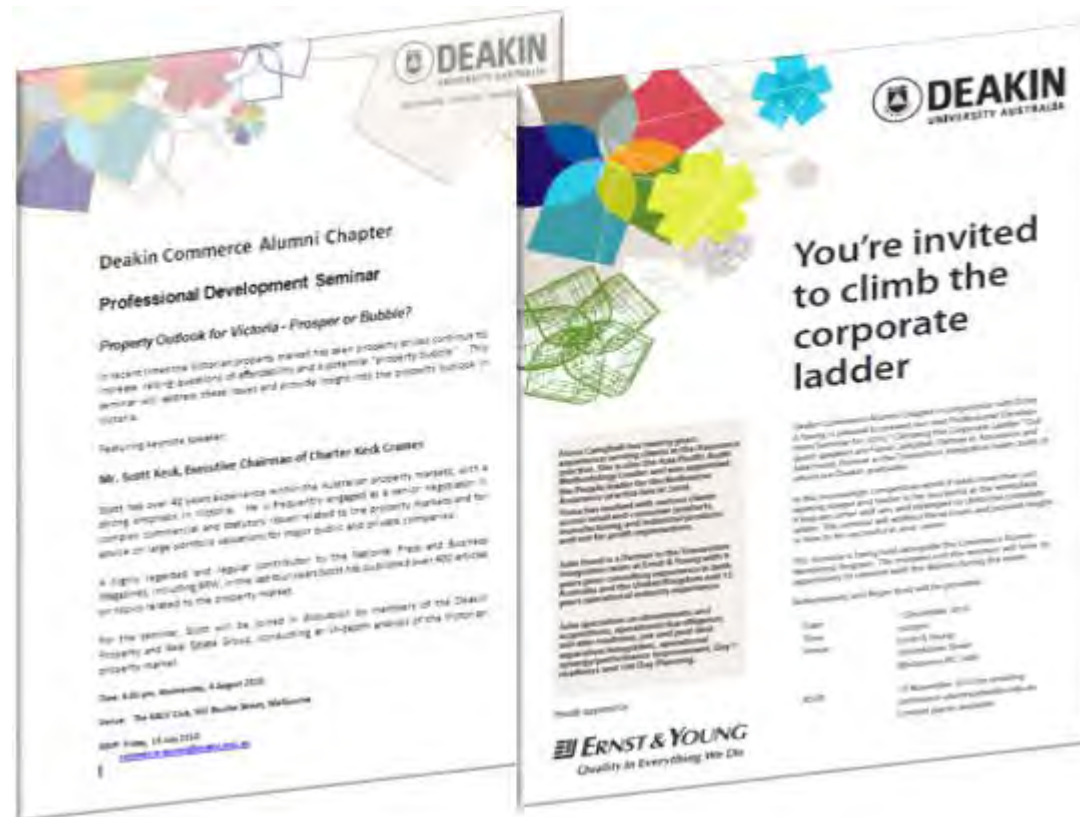
Networking

- > Four social networking events will be hosted around the CBD to encourage alumni members to interact with each other, exchange ideas, contacts and friendships.



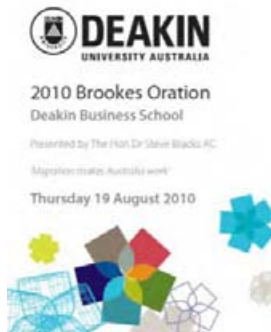
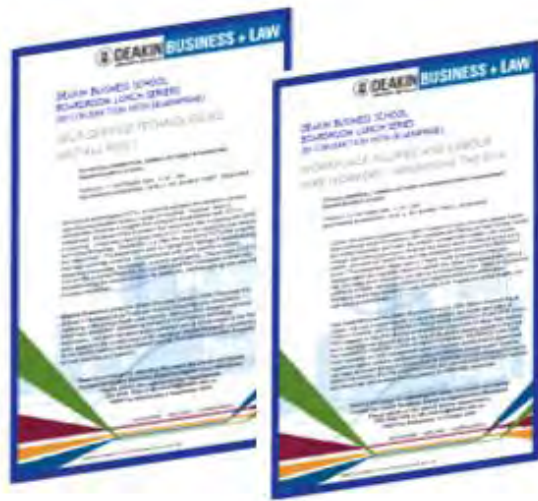
Professional Development

- Two professional development events with opportunities to lead and/or attend seminars on commercial issues on relevant contemporary issues in various disciplines of commerce.



University Profile Enhancement

- Support Faculty / School events & workshops as requested (i.e. Brook Oration, Boardroom lunches, Report to the Profession etc.)
- Support Professionals Month
- Support undergraduate and postgraduate students through Mentoring programs
- Support student societies and their events e.g. DBSS through leadership events, Commerce Society Deakin Think Tank Challenge etc.



Digital Networking Channel - 128 members on LinkedIn

LinkedIn Account Type: Basic ▼ Mark Hui Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More



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Discussions Members Promotions Jobs Search Manage More...

Invite others

The Chapter is Deakin University's largest Alumni group. The Chapter encompasses alumni from the Faculty of Business and Law, including Deakin Business School, the School of Marketing and Management, the School of Information Systems and the School of Accounting Economics and Finance. Alumni are primarily past Graduates; however the group also consists of and welcomes former staff and academics, providing a lifelong connection with the University. There are currently approximately 9000 registered alumni linked to the Chapter.

- President: Mark Hui
- Joint Vice President: Shiraz Engineer & James Osenaris

Contact: commerce-alumni@deakin.edu.au

About this Group

Created: March 2, 2010

Type: Alumni Group

Members: 128

Owner: [Mark Hui](#)

Managers: [James Osenaris](#) and [Shiraz Engineer](#)

Website: <http://www.deakin.edu.au/buslaw/alumni/c...>

Group Members in Your Network

- [Danielle Koch](#), Human Resources Officer at Monash University
Melbourne Area, Australia
- [mark penkethman](#), TAX ACCOUNTANT CPA
Melbourne Area, Australia
- [Daniel Bell](#), Analyst at Deloitte Australia
Melbourne Area, Australia
- [Eric Francois](#), Sales Operations and Planning Manager at Sensis Pty Ltd
Melbourne Area, Australia
- [Gael McDonald](#), Dean, Faculty of Business and Law at Deakin University
Melbourne Area, Australia



Digital Networking Channel - 74 members on Facebook

facebook

Search

Deakin Commerce Alumni

Wall Info Photos Discussions +

Share: Status Photo Link Video

Write something...

Settings

Message All Members

Promote Group with an Ad

Edit Group Settings

Edit Members

Invite People to Join

Create Group Event

The Chapter was established on August 2007 in response to Deakin University's mission of being Australia's most progressive university, internationally recognised for the relevance, innovation and responsiveness in its teaching and research.

Information

Category:
Student Groups - Alumni Groups

Rudrani Engineer Hi All....Deakin Commerce Alumni Networking Event on 17th MarchRSVP to: Commerce-alumni@deakin.edu.au by 10th March

Deakin Commerce Alumni

February 25 at 4:05pm · Like · Comment · Share

James Osenaris Hi all, event reports are now on our alumni website - visit <http://www.deakin.edu.au/buslaw/alumni/news.php> for more information.

Faculty of Business and Law
www.deakin.edu.au
The Faculty contains five schools - Accounting, Economics and Finance; Law; Information Systems; Management and Marketing; and the Deakin Business School. We are committed to extending the boundaries of business and legal education. We aim to achieve this through close relationships with professiona...

Chapter Contacts

- > Mark Hui mhui@litmusgroup.com
- > James Osenaris James.Osenaris@au.hjheinz.com
- > Shiraz Engineer shiraz.engineer@dpi.vic.gov.au
- > Chapter Office commerce-alumni@deakin.edu.au

