

University of Wollongong



UOW Alumni Network Handbook 2009

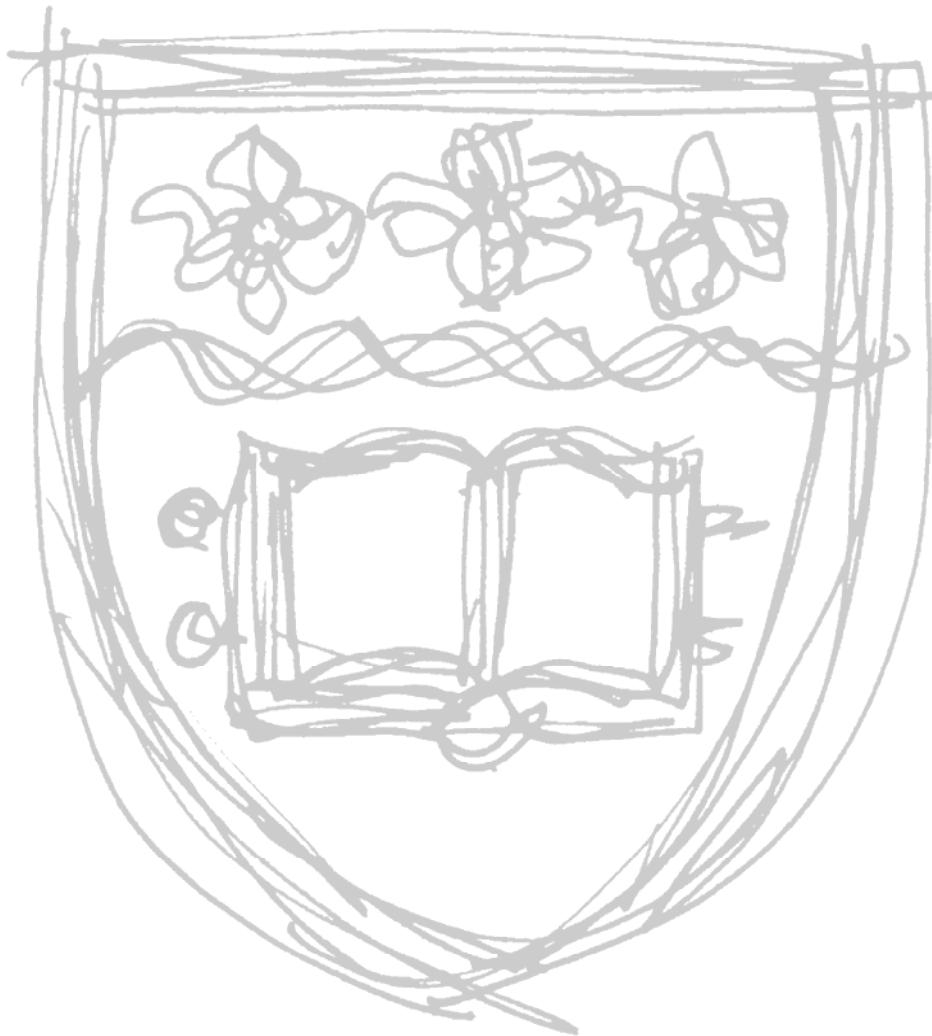




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1.0 The University of Wollongong Alumni Network

The University of Wollongong (UOW) Alumni Network was established to encourage interaction between the University and its graduates so that a mutually beneficial relationship is nurtured. The UOW Alumni Network allows alumni to easily keep in touch with fellow graduates, both nationally and internationally. It facilitates the exchange of ideas and information through networking activities and allows all alumni to stay informed about the latest developments at UOW.

The Alumni Office is located within the framework of the Office of Community and Partnerships (OCP) and works with the Alumni Development Group (ADG) and Stakeholders to engage alumni in the University's growth and development.

2.0 Alumni Network Membership

All UOW graduates are considered members of the UOW Alumni Network. The following persons are also considered to be members of the UOW Alumni Network:

- Current Students
- Study Abroad and Exchange students (past and current)
- Honoraries (Fellows of the University, Honorary Degree holders and Emeritus Professors)
- Graduates from the former institutions of UOW
- UOW Staff

2.1 Alumni Development Group

The Alumni Development Group (ADG) is an advisory group to the Vice-Chancellor that:

- provides strategic advice and support to enhance the University's alumni programs
- advises on current and new alumni programs and initiatives to meet specific strategic outcomes
- advises on Alumni Network priorities

The Alumni Development Group is responsible for overseeing the strategic activities of the Chapters and the allocation of funds.

The Alumni Development Group has a membership of 8-10 persons with appointments made by the Vice-Chancellor for an initial two-year term. It aims to meet two to three times a year. The Alumni Relations Manager provides executive support to the Alumni Development Group and is an ex-officio member.

The Alumni Development Group consists of:

- an academic staff representative
- a Chapter Liaison – Domestic
- a Chapter Liaison – International
- a young graduate representative
- a current student representative
- two to three alumni representatives appointed by the Vice-Chancellor



The University allocates an annual budget of AUD \$15,000 to the Alumni Development Group. Funding for individual Chapters and other Stakeholders is provided from this budget.

3.0 Chapter Guidelines

3.1 What is a Chapter?

A Chapter is defined as a subgroup within the UOW Alumni Network and may be organised as:

- regional groups (country, city, region or campus)
- educational areas (faculty or discipline area)
- professional or industry area
- special interest groups

A Chapter can also be called a Network, for example, the UOW Thai Alumni Network. All Chapters operate relatively independently through their own committees and within the guidelines of the UOW Alumni Network. However, the UOW Alumni Network is the principal connection between the University of Wollongong and its alumni.

This document details the guidelines for forming a Chapter and explains the level of support provided by the UOW Alumni Network.

For information on the steps involved in establishing a new Chapter please refer to the Establishing a New Chapter document, or contact the Alumni Relations Office on alumni@uow.edu.au.

3.2 Chapter Objectives

Regardless of whether Chapters are educational, regional or interest based, they all aim to achieve the following objectives:

- further the reputation of the University
- further the reputation of the faculty/discipline, region or interest area they represent
- develop a mutually beneficial relationship with the UOW Alumni Network and the University
- conduct itself in a manner consistent with the goals and objectives of the UOW Alumni Network and the high standards of the University
- contribute to and encourage other alumni to contribute to the objectives of the University and the UOW Alumni Network (for example, scholarships or advising prospective students)

Chapter committee members personally aim to:

- maintain an active interest in the University
- communicate alumni news, interests and needs back to the Alumni Office
- offer voluntary assistance to the UOW Alumni Network by organising events and contributing to University activities (reunions, interstate and overseas events and activities)
- continue their professional education with the University when appropriate



3.3 Chapter Committee Members

Chapter committee members must be UOW alumni as defined on page three of this document. A minimum of five committee members is recommended, however for continued viability of a Chapter, larger numbers are desirable.

The most important elements of a successful Chapter are its members and the enthusiasm and level of interest of alumni belonging to that group. Without a group of dedicated members Chapters may find it difficult to achieve their goals.

To ensure the further success of a Chapter it is important that a Management Committee be established, consisting of:

- Chair (compulsory)
- Deputy Chair (optional)
- Secretary (compulsory)
- Treasurer (can be combined into the Secretary position)
- Other eg. Promotions Officer or Events Coordinator

3.4 Role Descriptions

Chair – Leads the Chapter, taking responsibility for strategic planning by projecting annual goals and activities for achievement, and staying in regular contact with the Alumni Relations Manager.

Deputy Chair – Performs the duties of the Chair in the Chair's absence. Likely successor to the Chair.

Secretary – The main administrator of the Chapter, providing secretarial support, including the recording and distribution of minutes of the meetings. Also manages correspondence for the Chapter and establishes and maintains appropriate files for Chapter business.

Treasurer – Manages the financial matters for the Chapter including the collection and recording of monies for Chapter functions.

3.5 Governance

Chapters may develop their own governance subject to approval by the Alumni Development Group. Typically a Chapter will have a Chair, Secretary, Treasurer and committee members serving a two-year term. Chapter by-laws can be developed subject to approval by the Alumni Development Group. [Refer to Chapter By-Laws Example 10.3.](#)

3.6 Planning

Chapters are advised to plan an annual program of activities, which outlines a viable program and the tasks required to achieve its long term goals. This provides a focus for Chapter committee members and allows for the effective promotion of the activities.

Planning diverse activities will generate interest in a Chapter and play an important part in encouraging alumni and the University community to become and remain connected with the Chapter and the UOW Alumni Network.

3.7 Activity Plan

To assist Chapters with their planning, an activity plan for the following year should be developed to set goals and establish programs to achieve these goals. For those Chapters that require support from the UOW Alumni Office for their events or projects, an activity



plan must be submitted to the Alumni Relations Manager in December of each year for activities occurring in the following year.

The activity plan should include the following:

- detail on planned events or projects including objectives and proposed outcomes
- detail on the budget and support required from the UOW Alumni Office

3.8 Chapter Events and Projects

3.8.1 Purpose of Events and Projects

Chapters can organise events and projects of special interest to their group that are consistent in nature with the aims and objectives of the University and UOW Alumni Network.

The purpose of developing alumni events and projects is to:

- retain current Chapter members
- attract new Chapter members
- provide beneficial outcomes for alumni
- foster engagement between alumni and the University
- connect alumni with current or prospective UOW students

3.8.2 Events Research

As part of the organisation of Chapter events, the Chapter (with the assistance of the Alumni Office) should undertake all relevant research to determine:

- Numbers of alumni to be invited to event
- What type of event alumni would want to attend
- Suggestions for events include:
 - Networking functions
 - Seminars or lectures
 - Career advice and/or networking
 - Mentoring
 - Reunions
 - Fundraising events for University projects (i.e. scholarships)
- Demographics of alumni to be targeted including degree completed and area of interest
- Event timing
- Costs/budget
- Main objectives of hosting event
- Is the event in line with Chapter objectives?

3.8.3 Event Considerations

Chapters should consider the following when planning alumni events:

- Establish a strong focus for the event or project e.g. 10 Year Reunion
- Avoid non-specific events or projects
- Utilise faculty/school/industry partner contacts to identify speakers/presenters, special guests and topics of interest



- Include current students at events where possible to promote the UOW Alumni Network

3.8.4 Attendance Fees

Chapters may charge attendance fees for events.

3.8.5 Promotion of Events

The Alumni Office may assist in the promotion of the events and projects. Chapter events and projects must not exclude participation of alumni outside of the Chapter membership. Alumni events are to be promoted and communicated to alumni in an appropriate and timely manner.

Chapters shall ensure when promoting events:

- That a minimum lead time of six weeks is allowed for promotion of the event
- Event and other promotional materials are compliant with the UOW Style Guide (contact the Alumni Office for further information)
- That a minimum of two forms of promotion is undertaken to alumni (e.g. email, Alumni E-News, mail, advertising)
- That the details of the event are communicated to the Alumni Office and placed in all relevant online calendars, websites and publications in a timely manner

3.8.6 Forms of Event Promotion

Alumni events shall be promoted via the Alumni Network website, relevant publications such as E-News, Chapter websites, email distributions and any other means deemed appropriate by the Alumni Network.

3.8.7 Promoting UOW and the Alumni Network at Events

The University of Wollongong and the UOW Alumni Network should be promoted through the use of relevant promotional tools including pull-up stands, relevant brochures and merchandise. During speeches or presentations the UOW Alumni Network should be promoted where appropriate.

3.9 Regular Contact

The Chapter contact person must maintain regular contact with the Alumni Office either via regular meetings or email communication.

3.10 Committee Member List

Chapters must send an updated committee member list to the Alumni Office each time there is a change in the composition of the committee.

3.11 Chapter Meetings

Chapters that record meeting minutes are required to send a copy of those minutes to the Alumni Office as soon as possible. Staff from the Alumni Office may attend the Chapter meetings.

3.12 Annual Report

Every Chapter is required to submit an annual report to the Alumni Relations Manager in December of each year. The annual report should include the following:

- Chapter's overall vision or objectives
- a description of the year's activities and achievements



- breakdown of expenditure
- a financial report and a copy of bank account statements, if applicable

[Refer to Chapter Annual Report Template 10.1.](#)

4.0 Stakeholders

4.1 Who is a Stakeholder?

The following are considered Stakeholders of the UOW Alumni Network:

- Faculties of the University of Wollongong, including satellite and off-shore campuses
- Schools within each faculty
- Chapters
- Residential Colleges
- Any other group or individual associated with the UOW community that has an interest in the UOW Alumni Network

4.2 Events

4.2.1 Purpose of Events and Projects

Stakeholders can organise events and projects of special interest to the Stakeholder that are consistent in nature with the aims and objectives of the University and UOW Alumni Network.

The purpose of developing alumni events and projects is to:

- provide beneficial outcomes for alumni
- foster engagement between alumni and the University
- connect alumni with current or prospective UOW students

4.2.2 Events Research

As part of the organisation of events, the Stakeholder (with the assistance of the Alumni Office) should undertake all relevant research to determine:

- Numbers of alumni to be invited to event
- What type of event alumni would want to attend

Suggestions for events include:

- Networking functions
- Seminars or lectures
- Career advice and/or networking
- Mentoring
- Reunions
- Fundraising events for University projects (i.e. scholarships)
- Demographics of alumni to be targeted including degree completed and area of interest
- Event timing
- Costs/budget
- Main objectives of hosting event



4.2.3 Event Considerations

Stakeholders should consider the following when planning alumni events:

- Establish a strong focus for the event or project e.g. 10 Year Reunion
- Avoid non-specific events or projects
- Utilise faculty/school/industry partner contacts to identify speakers/presenters, special guests and topics of interest
- Include current students at events where possible to promote the UOW Alumni Network

4.2.4 Attendance Fees

Stakeholders may charge attendance fees for events.

4.2.5 Promotion of Events

The Alumni Office may assist in the promotion of the events and projects. Stakeholder events and projects must not exclude participation of alumni outside of the interests of the Stakeholder. Alumni events are to be promoted and communicated to alumni in an appropriate and timely manner.

Stakeholders shall ensure when promoting events:

- That a minimum lead time of six weeks is allowed for promotion of the event
- Event and other promotional materials are compliant with the UOW Style Guide (contact the Alumni Office for further information)
- That a minimum of two forms of promotion is undertaken to alumni (e.g. email, Alumni E-News, mail, advertising)
- That the details of the event are communicated to the Alumni Office and placed in all relevant online calendars, websites and publications in a timely manner

4.2.6 Forms of Event Promotion

Alumni events shall be promoted via the Alumni Network website, relevant publications such as E-News, relevant Stakeholder websites such as UOW Faculty-specific websites, email distributions and any other means deemed appropriate by the Alumni Network.

4.2.7 Promoting UOW and the Alumni Network at Events

The University of Wollongong and the UOW Alumni Network should be promoted via the use of relevant promotional tools including pull-up stands, relevant brochures and merchandise. During speeches or presentations the UOW Alumni Network should be promoted where appropriate.

4.2.8 Reporting

A report outlining the outcomes of the event must be submitted to the Alumni Relations Manager no more than one month following the conclusion of the event. This report shall include:

- Purpose of the event
- Number of alumni attending the event
- Outcomes of the event
- Breakdown of expenditure for ADG funded events or projects



5.0 Funding for Chapters and other Stakeholders

5.1 Funding Applications

The UOW Alumni Network receives an annual budget from the University to provide funding to individual Chapters and other Stakeholders. The Alumni Development Group manages and approves all funding.

Chapters and other Stakeholders may apply for funding to assist them with their operations for the upcoming year.

ADG funding assistance is not available for non-specific alumni events.

Funding applications should include:

Chapters:

- the Chapter's activity plan for the upcoming year
- objectives and proposed outcomes of the events or projects in the activity plan
- anticipated alumni involvement or attendance numbers
- a budget with estimated costs; including the specific amount requested from the Alumni Development Group, and specific amounts available from other sources (if applicable)

Stakeholders:

- objectives and proposed outcomes of the events
- anticipated alumni involvement or attendance numbers
- a budget with estimated costs; including the amount requested from the Alumni Development Group, and specific amounts available from other sources (if applicable)

[Refer to Proposal and Funding Template 10.2.](#)

5.2 Review of Funding Applications

The Alumni Development Group will review the funding applications at their first meeting in the year following the submissions. Late submissions will be reviewed at the next scheduled meeting. The considerations used to determine the eligibility of a funding application include, but are not restricted to:

- availability of other funding for the event or project
- number of alumni that will benefit from the event or project
- identification of a clear purpose for event or project as outlined for Chapters in **3.8.1** and Stakeholders in **4.2.1** of this document

The Chapter or Stakeholder contact person will be notified of the outcome of the funding application as soon as possible after the Alumni Development Group's next scheduled meeting.

5.3 Conditions of Funding for Chapters and Stakeholders

The offer of Alumni Development Group funding is subject to the following conditions and terms:



- Funding is valid for a 12 month period only
- Chapter and Stakeholder contacts are required to liaise regularly with the Alumni Office to report on progress
- Stakeholders are required to submit a report within one month of the completion of the event or project
- Chapters must provide a complete annual report at the end of the 12 month period
- Funds must be used for the purpose stated in the funding application unless approval is granted for re-allocation of the funding
- Prior approval must be sought before significant changes are made to approved projects or events or if difficulties arise which substantially alter the event or project
- Re-allocation of funding must be applied for in writing to the Alumni Development Group

6.0 Communication Services

6.1 General

The UOW Alumni Network communicates regularly with alumni both nationally and internationally through a number of media. This includes, but is not limited to:

- The *Alumni Network Website*, with web pages available for each alumni Chapter
- The *Alumni Network E-News*, an electronic newsletter sent every two months to those alumni for whom the UOW Alumni Network has an email address
- The *Campus News* magazine, a bi-annual publication sent to all alumni worldwide
- Occasional newsletters and invitations from faculties, departments and Chapters.

Chapters endorsed by the University have access to UOW Alumni Network communications free of charge, to publish news, events and articles related to the Chapter. Contact the Alumni Office for advice and assistance.

6.2 Website

The UOW Alumni Network website has space available for each Chapter to maintain a home page, to advertise events and activities and promote participation in their Chapter. These pages are managed by the UOW Alumni Office and content should be submitted to the Alumni Office alumni@uow.edu.au.

6.3 Independent Communication

Chapters may publish their own communication of particular interest to their group. The production and distribution costs for this communication, if outside what is provided free of charge by the UOW Alumni Network, must be paid for by the Chapter.

6.4 Database Services

The UOW Alumni Network maintains a database of all UOW graduates and offers a range of services to all Chapters. The database services required by Chapters will vary from project to project and may be discussed with the Alumni Office.

To ensure the consistency and quality of alumni data, and to protect the privacy of graduates, separate databases are not encouraged. Contact details will not be released to Chapter committee members.



6.5 Privacy

All communication from the UOW Alumni Network includes an opt-out to ensure that the privacy laws are complied with.

If you communicate with alumni independently, you must include the following opt-out on all emails and letters:

Privacy: The University's privacy policy can be found at www.uow.edu.au/about/privacy. If you no longer wish to receive this type of material, please email alumni@uow.edu.au or phone 02 4221 4676.

7.0 Chancellor's Awards for Achievement in Community Service

The Chancellor's Awards for Excellence in Community Service were established to recognise achievement in Community Service and highlight the personal contributions that UOW alumni and others make to the enrichment of their community and advancement of society.

Chapter committee members can nominate fellow committee members or instigate a group nomination on behalf of a Chapter, but self-nominations are not accepted. Contact the Alumni Relations Manager for further information on the selection criteria for the awards.

8.0 Alumni Network Management Issues

8.1 Insurance

In certain circumstances the activities of University volunteers may be covered by the University's corporate insurance policies. It is imperative all volunteers complete the Volunteer Acknowledgement form and submit to the Alumni Office before commencing any voluntary activities in order to comply with UOW policies.

All Chapters must contact the Alumni Office prior to organising major events which make reference to the University, or involve University staff, or the use of University logo, name, facilities or premises.

8.2 Liability

Chapter committee members are not authorised agents of the University of Wollongong or the UOW Alumni Network 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.

The University is not in a position to provide legal advice to Chapters, whether in Australia or overseas. The UOW Alumni Network encourages all Chapters to seek independent, local legal advice in their own locations before entering into contracts, incorporating or engaging in any activity which makes reference to, or involves the use of the University logo or name.



Any Chapter that engages in any activity which brings the University into disrepute will be instructed to stop operating immediately by the University, and any such activity that is illegal will be prosecuted vigorously.

8.3 University of Wollongong Logo and Name

The University of Wollongong logo and name are proprietary to the University, and shall not be used without the express prior written permission of the University and only for the specified purposes. Any unauthorised use of the name and logo will be prosecuted by the University.



9.0 Alumni Network Contact Information

UOW Alumni Network
Northfields Avenue
University of Wollongong NSW 2522
Phone: +61 2 4221 3169
Fax: +61 2 4221 5596
Email: alumni@uow.edu.au
Web: www.uow.edu.au/alumni

Alumni Relations Manager

Ms Amy Merlo
Phone: +61 2 4221 4676
Email: amerlo@uow.edu.au

Senior Alumni Relations Coordinator

Ms Kelly Salmon
Phone: +61 2 4221 5266
Email: kelly@uow.edu.au

Database Administrator

Mrs Rosalind Perry
Phone: +61 2 4221 4258
Email: rperry@uow.edu.au

Database Assistant

Mrs Sue Claypole
Phone: +61 2 4221 3169
Email: claypole@uow.edu.au



10.2 Proposal and Funding Template

<Insert Chapter or Stakeholder Name>

Proposals and Funding for – <insert year>

Proposed Activities

Name of activity/event:

Purpose of Event/ Objectives:

Demographics of alumni to be targeted, including area of study or interest:

Attendance/Involvement of alumni:

Event timing:

Budget: Detail funding required for activity

Support required from Alumni Office:

Example Chapter Proposal and Funding request:

Activity: Seminar lunch – Sydney Business

The inaugural Sydney Business School luncheon is planned for May, 2009. The event will be modelled on the success of the Wollongong Campus breakfasts by incorporating a guest speaker to provide a presentation, announcements covering news or developments at the Sydney Business School and an opportunity to network with attending academic staff, students and graduates. The event will be held in the most appropriate room at the Sydney Business School.

Objectives:

- To create a higher profile of the Sydney Business School to UOW graduates who are now working in Sydney.
- Create a network and alumni relationship for UOW graduates working in Sydney.
- Create an alumni relationship for current students at the Sydney Business School.
- Offer professional development opportunities from the presentations provided by the guest speakers.

**Demographics of alumni to be targeted:**

We wish to invite all UOW graduates who work in the Sydney CBD, regardless of age or degree completed.

Attendance/Involvement of alumni:

As an inaugural event it is expected approximately 50 people will attend, with this number expected to increase the following year.

Event timing:

The event is planned for the 18th of May 2009 and will be a lunch function so it is anticipated that the event will run from 12pm – 2pm.

Budget:

| | |
|----------------|---------------------------------------|
| Hire of venue: | \$150 |
| Catering: | \$2000 (estimated 50 people @ \$40pp) |
| Gifts: | \$50 |
| Photographer: | \$150 |
| TOTAL: | \$2350 |

We will be charging alumni a fee of \$25 to attend the event and therefore will require funding from the Alumni network of \$1100 to cover the remaining costs.

Support required from the Alumni Office:

- Support to build the database (contacts)
- Provide emailing invitation services for event
- Use of UOW photographer at events
- Assistance in submitting articles in various UOW publications for exposure such as Campus News



10.3 Chapter By-Laws Example

By-laws of the Honorary Chapter of the University of Wollongong Alumni Network

Objective

Members of the Honorary Chapter will at all times individually and collectively take action to promote the reputation of the University of Wollongong, and obtain access to the resources required for it to be one of the most highly regarded Australian universities.

Membership

All alumni who have been awarded an Honorary Degree, all Professors Emeritus, and all Fellows of the University of Wollongong are eligible for membership. To maintain active membership such alumni must keep the Alumni Office advised of their current email, or postal address.

Management

The initial committee of management will comprise those active members who were members of the management committee of the former Honorary Chapter of the Alumni Association. Bearing in mind that the principal reason for winding up the Alumni Association was to eliminate the overheads involved in the administration of elections and the preparation of the mandatory reports an attempt has been made to preserve the democratic nature of the network, whilst having regard to the practicality and effectiveness of the organisation.

All active members are eligible for membership of the committee of management, in practice it has been found difficult to find members willing and able to serve. The committee of management should comprise a Chairperson, a Secretary, a Treasurer, and a minimum of two nominated members. To ensure that the committee does not self perpetuate no member may serve in a designated office for more than two years and all members should stand down after five years continuous service.

Duties of the Committee

The committee is to plan and carry out a programme of activities aimed at achieving the involvement of as many members as possible in support of our objective.

The committee will seek guidance from the Alumni Relations Manager on University policy, and will report to the Alumni Development Group as required and whenever it has proposals for action in support of its objective which involve actions beyond its ability to implement. It is the responsibility of the committee to solicit nominations annually and for the incoming members to assume office at the first meeting in each calendar year. The retiring officers will report at this meeting.

Communications

For members to act effectively they must have up to date information about the University and the achievements of staff and students. The only cost effective way of doing so is via the internet. Members are encouraged to log onto the UOW website www.uow.edu.au



regularly. The Alumni Office will use email as the preferred method of keeping members informed.