

PART A: QUT Alumni Program

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Introduction

QUT is a richly diverse and multicultural institution with staff, students and alumni representing well over 100 countries. Our aim is to be an international university, with a global outlook.

It is through the contributions and achievements of our alumni in education, research, business and the community, both locally and globally, that the university's ambitions are truly realised.

Alumni Chapters play an important role in fostering lifelong and mutually beneficial relationships between the university and our alumni. Chapters help facilitate networking, professional development and social connections.

They also function as our 'eyes and ears' locally and internationally and provide us with valuable insights and information about our alumni, and how alumni want to engage with each other and the university in meaningful and relevant ways.

We recognise that committee volunteers such as yourselves, have a particularly strong affinity with QUT and you bring a vast range of experience and skills to your chapters.

We encourage you to apply those experiences, skills and passion to developing short and long term goals and strategies for your respective chapters.

This **Resource Manual** covers essential information and provides guidelines on how to establish, operate and maintain a successful Alumni Chapter. The Alumni and Development Office is available to provide further support and advice.

On behalf of QUT I thank you for your time, effort and continued support of the university. We look forward to supporting your future endeavours as chapters and individuals and working with you to build a vibrant, global alumni community.



Professor Scott Sheppard
Deputy Vice-Chancellor
(International and Development)

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TIPS FOR RUNNING A SUCCESSFUL ALUMNI CHAPTER

1. Have Clear & Realistic Goals

Be clear about the purpose of your alumni chapter and what you do and don't do. Not everything can be achieved, but focusing on the things that can will give you clear direction and goals.

2. Recruit the Right People

As in business, having the right people on your committee is the key to everything. It is important to actively seek volunteers who bring a diverse range of skills and experiences to the chapter and who will be committed to their roles.

3. Focus on Relationships

Events are important, but they are not the only form of engagement. The more you know about your constituents, the more value you can add to their lives. Talk to your members as often as possible, seek their ideas and input and build programs and activities in response to their needs and interests.

4. Be Creative

QUT thrives on innovation and that extends to our alumni program as well. Don't be afraid to do things differently! Reach out to that interesting speaker, seek the support of sponsors, ask your members to get involved in your new projects. You never know where these ideas may lead.

5. Share the Load

Passionate volunteers often feel they have the full responsibility of the chapter on their shoulders — but if we expected that we wouldn't have committees! Committees exist so that the load can be shared, different skills can be utilised and burnout is avoided.

QUT ALUMNI WHO ARE WE?

QUT Alumni is primarily concerned with the mutual benefit to be gained through life-long interaction of QUT with its graduates and supporters.

OUR MISSION

To serve and enrich the lives of QUT alumni and engage them in QUT's future for mutual benefit, with a focus on relationships, reputation and results.

OUR VISION

To inspire an engaged community which supports and celebrates individual and collective achievement and is committed to the future success of QUT and all its alumni.

OUR COMMUNITY

Our alumni community is truly diverse and global.

Membership of QUT Alumni is determined by the **Queensland University (QUT Alumni) Statute 2008** and comprises the following categories of persons:

- ▶ **Graduates** of the university and recognised predecessor institutions
- ▶ Current and past members of the **Council** of the university and the Council of Queensland Institute of Technology (QIT)
- ▶ **Staff** who have been employed by the university for a continuous period of at least 2 years and have requested to be members
- ▶ Other categories of persons with **sufficient connection to the university** accepted for membership at an annual general meeting of QUT Alumni.

QUT Alumni is chaired by a **President** and served by a **Board** which includes elected and appointed members of the alumni community.

QUT ALUMNI PROGRAM

QUT has one of the oldest alumni programs of any Australian higher education institution. Some elements, such as the high-profile Outstanding Alumni Awards, have been running for more than 20 years.

Our role is to maintain and build lifelong and mutually beneficial connections among alumni and between alumni and the university.

This is no easy feat with over 150,000 contactable alumni worldwide of differing ages (from 20 to over 90), gender, disciplines, professions, ambitions and goals. Programming activities, events and engagement opportunities for such a diverse audience presents many challenges and opportunities.

Why are Alumni important?

Alumni are important stakeholders in the university community and we want them to be proud of the institution and its achievements and vision. In many ways, the success and contributions of our alumni indicate how well the university is achieving its stated aims and goals.

Alumni can take on many roles:

- **Ambassadors and advocates** reaffirming the quality and relevance of the university's teaching, research and community programs
- **Promoters** encouraging family, friends and colleagues to consider QUT as their education provider of choice
- **Employers** of graduates and providers of work integrated learning and work experience opportunities for students
- **Mentors and advisors** to students and recent graduates to help navigate the complex range of opportunities available
- **Contributors** to the development of QUT's teaching and research programs as guest lecturers, advisory committee members, industry experts and project partners

- **Continuing students** undertaking postgraduate, research and professional education courses
- **Connectors** to potential project and research partners and sponsors
- **Philanthropists** contributing financially to life-changing student scholarships, ground-breaking research, innovative teaching and outreach activity, cultural programs and capital infrastructure.

What is in it for Alumni?

A successful alumni program is one where both the university and its alumni are benefiting from the relationship.

The reasons and motivations for alumni wanting to stay connected with their university are as diverse as the alumni cohort itself, but broadly speaking alumni want to:

- Have pride in the university which also reaffirms their decision to study at QUT
- Forge professional and personal connections with other alumni across disciplines and borders
- Influence or have a say in the vision and future goals of the university
- Contribute their knowledge, expertise and professional viewpoints and insights to teaching and research programs and as mentors
- Access ongoing professional development opportunities
- Be recognised for their achievements no matter how big or small
- Give back to the university and programs that have meaning and relevance to them.

Not all alumni will see benefit in continued connections with QUT beyond graduation, but for those who do, we owe it to them to provide a diverse and rich range of **engagement opportunities**.

Alumni Board and Alumni Strategic Plan



Role of Alumni Board

The QUT Alumni community is supported by the **Alumni Board** consisting of elected and appointed alumni representatives.

Two members, including the President, are elected to four-year terms on Council. Four other alumni are elected to two-year terms. Members are elected to these positions at the **annual general meeting** of QUT Alumni. Three additional members may be appointed by the Vice-Chancellor. A student representative is also chosen by the Board.

The Board operates as the **representative executive and strategic management committee of QUT Alumni** and provides leadership in relation to alumni activities and policies.

It facilitates ways that the alumni community can support the vision and goals of the university through fostering a culture of engagement and involving alumni in developing strategic links between commerce, industry, professions and QUT for mutual benefit.

Alumni Board is a committee of QUT Council and reports regularly on progress against the **QUT Alumni 2014-2016 Strategic Plan**.

SEE ALSO

- [QUT Alumni Statute \(2008\)](#)
- [QUT Alumni \(MOPP\)](#)
- [Alumni Board \(MOPP\)](#)
(Manual of Policy & Procedures)

QUT Alumni Strategic Plan (2014-2016)

1. Engagement

Provide Alumni with a choice of high quality engagement opportunities to enrich their lives and encourage life-long connections with QUT.

2. Internal Partnerships

Partner with faculties, divisions and institutes to further develop strategies and opportunities to harness the time, talent and treasure of QUT Alumni.

3. Chapters

Support and grow existing and emerging chapters to be leaders in global alumni engagement by building capacity within Alumni Chapters and emphasising quality and sustainability.

4. Communities & Networks

Extend our alumni partnerships, networks and communities worldwide to enhance QUT's global outlook, understanding and influence.

5. Service & Philanthropy

Foster and celebrate QUT's tradition of excellence, service and philanthropy and the alumni community's contribution to institutional advancement.

The QUT Alumni Strategic Plan supports the stated goals and objectives of key institutional plans including:

- ▶ [QUT Blueprint 4](#)
- ▶ [QUT Internationalisation Framework](#)
- ▶ [Alumni & Development Office Strategic Plan](#).

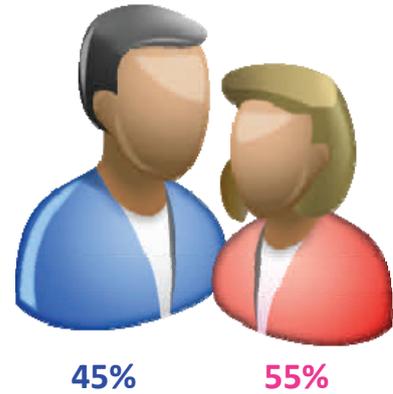
Who and where are our alumni?

AGE

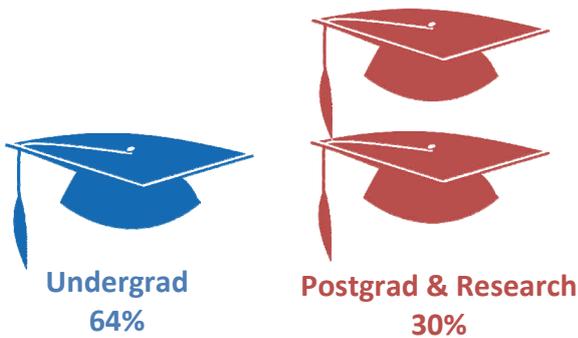
Under 21	21-29	30-45	46-60	Above 60
1%	27%	45%	19%	8%



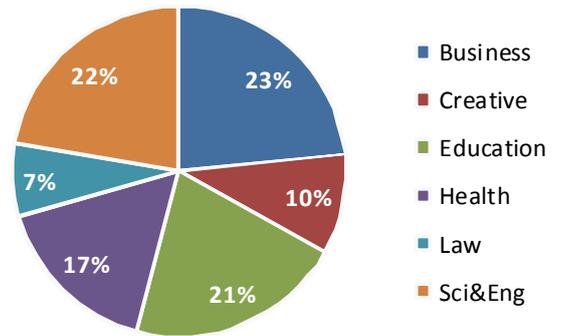
GENDER



EDUCATION LEVEL

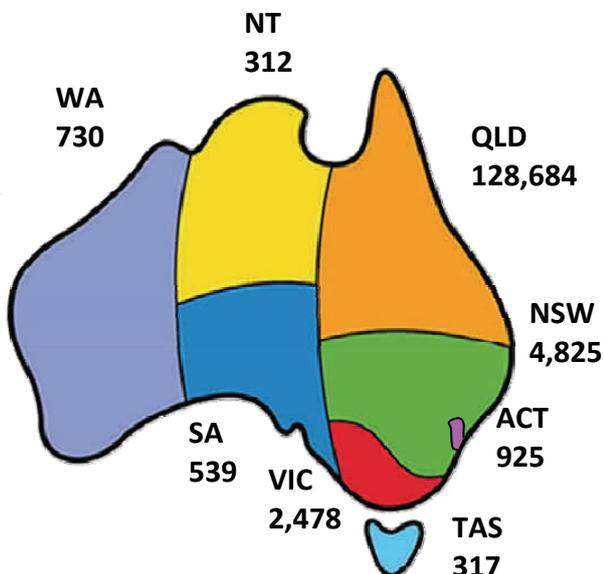


FACULTY



AUSTRALIA

138,810
contactable alumni



REST OF THE WORLD

21,116
contactable alumni

- South East Asia: 8,272
- North Asia: 6,238
- Europe: 3,391
- Americas: 1,306
- Sub-Cont/Central Asia: 748
- Middle East & Africa: 571
- Oceania: 590



Alumni Services

The QUT Alumni Office coordinates an extensive program of activities and services for the university and the alumni community.

► Alumni Data

The Alumni Office maintains the official source of contact data for the university's graduates and other key constituents. This allows us to maintain life-long connections as well as providing important demographic, professional and engagement information used to develop relevant and beneficial services for the alumni community.

► Alumni Chapters

The Alumni Office coordinates a range of local, interstate and international Alumni Chapters. These networks are formed to provide dedicated activities to specific cohorts or interest groups. Alumni Chapters play an important role in facilitating networking, professional development and social connections for alumni worldwide.

► Benefits Program

QUT's Alumni Benefits Program provides a range of special discounts, benefits and services to alumni including access to QUT services (library, bookshop, theatre program, health services and gym) and a range of special banking, health, travel and other services from external providers.

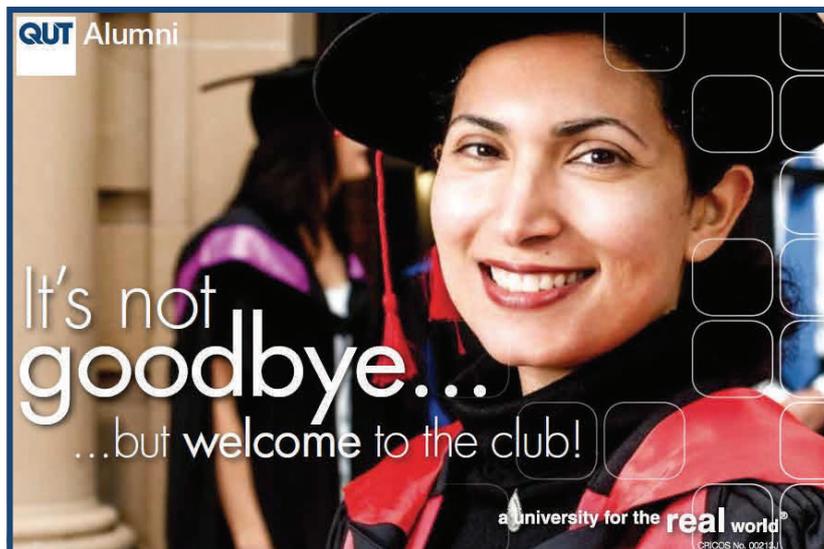
► Alumni Card

Alumni Cards are presented to all new graduates of the university, and to other alumni on request. The alumni card is required to access some of the services and benefits.

► Awards and Recognition

QUT takes pride in the achievements of its alumni and actively seeks to recognise them through nominations for internal and external awards including:

- [Outstanding Alumni Awards](#)
- [Student Leadership Awards](#)
- [Alumni Service Awards](#)
- **Honours & international awards.**



► Communication

Alumni are kept informed about QUT developments, events, networking and professional opportunities and achievements of alumni through a variety of communication methods:

- [QUT Alumni Website](#)
- Biannual [QUT Links](#) Magazine (printed & tablet version)
- Monthly **Alumni E-Newsletter**
- QUT Alumni, interstate and regional [LinkedIn](#) groups
- Alumni & Friends [Facebook](#), [Twitter](#), [Flickr](#) sites.

► Engagement & Volunteering

The Alumni Office works closely with other areas of the university to provide a range of opportunities for alumni to contribute their skills and time to the university as well as access personal and professional networks. Examples of alumni engagement opportunities include:

- [Career Mentor Scheme](#)
- Careers fairs
- Volunteer positions on Alumni Board and other university committees and advisory groups
- Guest lecturing and case studies
- Providing work experience, placements and internships
- Involvement in research projects
- Student leadership programs
- Testimonials and promotional activities
- Continuing professional development and short courses

- Alumni Chapters
- Supporting cultural programs and exhibitions.

► Reunions & Celebrations

Everyone likes a party and the Alumni Office assists alumni interested in reconnecting with their fellow graduates and colleagues through special events. Examples of formal activities include the annual Golden Graduates morning tea and 20 Year Club/Community of Former Staff dinner as well as numerous cohort reunions each year.

► Philanthropy & Giving

Alumni philanthropy is an important university tradition around the world. Every gift has an impact, and gifts from alumni to our education, research and community activities and services can change people's lives. [Gifts to QUT](#) are tax deductible and come in many forms:

- donations to the Learning Potential Fund (for students experiencing financial hardship) and other student and research scholarships
- gifting property, assets, cultural gifts or equipment
- corporate sponsorships and partnerships
- donations towards research programs and public services
- staff giving programs
- body bequests
- legacy gifts and estate bequests
- connections through trusts and foundations.

Chapter Support Services

How the Alumni Office supports Chapters

The QUT Alumni and Development Office works closely with official Alumni Chapters to assist them to achieve their goals, which in turn helps the university to achieve its overall goal of developing a vibrant, engaged alumni community.

Whilst Alumni Chapters are expected to be self-sufficient to a great extent, there are a number of services and resources the Alumni Office can provide to support your endeavours.

PERSONNEL

● Alumni Liaison Officer

Each chapter is provided with an **alumni liaison** staff member from the Alumni Office who acts as the primary conduit between the alumni chapter and QUT. In some cases this liaison officer will be based in the faculty to which the chapter belongs.

Your alumni liaison is a **non-voting member of your committee (appointed by QUT as the Trustee)**, and must be invited to all chapter committee meetings and involved in the planning of chapter events and activities.

It is important to remember that your alumni liaison officer may have responsibility for two or more chapters, as well as their own projects and tasks, and these competing schedules may mean it is not always possible for the alumni liaison to attend all chapter meetings, but they will do their best to follow-up actions with you and provide information and advice as requested.

- ▶ **Interstate** chapters should aim to include their liaison officer in meetings via teleconference or skype where possible. The Alumni Office will endeavour to have an Alumni or QUT representative attend at least one event in person each year.
- ▶ **International** chapters should advise their alumni liaison officer

of committee meetings and other activities as much as possible.

If a country/region is supported by a **QUT International Engagement Manager**, this person will act as the local alumni liaison officer for the chapter. They work closely with the Alumni Office on alumni and international programming chapter goals.

● Alumni Board Liaison

Each Brisbane-based chapter also has a member of the Alumni Board assigned to it. Your Alumni Board representative should receive invitations to attend committee and general meetings, as well as all chapter events.

The Alumni Board representative is a good source of support and advice to committees (many Board members have been long-term chapter committee members themselves), as well as being able to represent the chapter's views, suggestions or concerns at Alumni Board meetings.

COMMITTEE SUPPORT

Generally speaking, chapters are responsible for their own committee management including preparation of agendas, minutes and submissions.

Your alumni liaison officer can provide the following support to your committee:

- Printing/photocopying of agendas, minutes and submissions for meetings
- Providing stationery supplies (such as flip charts, paper etc) for chapter planning activities
- Booking on-campus venues for committee meetings and planning days and arranging after-hours access
- Preparation of basic account information to prepare financial statements
- Electronic distribution of chapter newsletters
- Electronic distribution and notice of membership renewals

- Distribution of annual general meeting information and acting as returning officer/scrutineer for chapter elections
- Providing advice on QUT policies and procedures relevant to the chapter's activities
- Thank you certificate templates for volunteers
- Parking permits for committee meetings, planning days, official training activities and some key events (NB these cannot be extended to staff members/current students)
- Database services including supplying demographic data once a year to assist with event and activity programming (*refer to data/privacy regulations and restrictions*)
- Maintaining current lists of committee members (chapter responsible for advising changes)
- Possible limited access to telephone, printing and photocopying services for official chapter business (negotiated on a case-by-case basis)
- Identifying potential committee members or chapter volunteers.

TRAINING & RESOURCES

● Chapter Resource Manual

The Chapter Resource Manual provides information and guidelines for running effective chapters. The manual is reviewed every year and chapters are encouraged to provide feedback and suggestions on content for future editions.

The checklists and templates included in the manual can be used as a guide, however chapters can develop their own resources to meet their particular needs.

Chapters are strongly encouraged to share their templates and **'best practice'** examples with the Alumni Office and other chapters, as this spirit of sharing is what builds capacity and excellence across the whole Alumni Program.

Chapter Support Services continued...

● Alumni Leaders' Conferences

The Alumni Office is committed to supporting chapter volunteers through training programs and opportunities to meet and share ideas with other chapters.

Alumni Leaders' Conferences are held annually for Australian chapters and every two years for international chapters. Chapters are strongly encouraged to send at least two committee volunteers to participate in these activities (and more if the chapter is based in the host city).

These conferences are a useful forum to discuss ideas, share best practice examples of chapter and event management, to seek solutions from peers on common problems and to develop new skills and knowledge. It is also a great opportunity for chapter volunteers to network and form connections and new friendships.

● Other networking functions

The Alumni Office can assist in finding other external training opportunities for volunteers or may be able to arrange dedicated

in-house programs where additional training in specific areas would benefit a number of chapters.

Chapter volunteers are also often invited to participate in networking functions and other QUT events which help extend their knowledge of the university and meet key people. Volunteers are encouraged to take full advantage of these opportunities.

ALUMNI DATA

The QUT Alumni and Development Office has responsibility for maintaining a **comprehensive alumni database** and is the sole custodian of this information for the university. This is to ensure that QUT complies with strict obligations under the [Queensland Information Privacy Act 2009](#).

As with any large organisation which holds data on its constituents, QUT is required to ensure that all information about its alumni is confidential and that privacy is protected.

All email communication must comply with the [Spam Act 2003](#) which requires identification of who the email is from and an 'unsubscribe' feature.

We are obligated to remove people from mailing lists and to comply with a constituent's request to cease contact.

It is for this reason that Chapters are requested to NOT keep their own membership databases.

This ensures that communication with constituents is based on current information and does not breach Privacy and Information Access laws.

Accessing the database

The alumni database may be accessed by chapters for official alumni business. Committee members must familiarise themselves with [QUT's Information Privacy Policy](#) and sign an official **Confidentiality Form** which is kept on the member's alumni record.

Breaches of the act may result in removal from a chapter committee and membership.

EVENT SUPPORT

The Alumni Office (or faculty events team if applicable) provides a range of support and services to chapters for their events including:

- Preparation and distribution of email invitations and reminders
- Preparation and printing of invitations for distribution by mail (for relevant events or specific cohorts as required)
- Establishment of on-line registration forms and payment sites
- Promotion of events on chapter and QUT web pages, social media sites and publications if deadlines permit
- Collation of RSVPs and payments
- Advise on, and liaise with, QUT venues and suppliers
- Negotiations with external venues, caterers, suppliers, etc (chapter responsible for obtaining quotes) and overall responsibility for the signing of contracts and agreements
- Attending to payments to venues and suppliers
- Providing financial updates and reports
- Provision of event supplies such as attendance lists, name tags, signage and chapter banners
- Lucky door prizes and gifts for speakers
- Limited quantities of QUT merchandise
- Assistance in identifying and contacting possible speakers, panellists and key QUT staff

- Sending follow-up thank you emails and event survey links.

Involving your alumni liaison officer early in your event planning will assist them in understanding the key timelines and activities to be undertaken and in turn, help them determine the level of support required to help you run a successful event.



Chapter Support Services continued...

COMMUNICATION

The Alumni Office can provide the chapter with a range of communication support including:

Email Support

► Chapter email address

Each alumni chapter will be provided with a dedicated email address to **receive** correspondence from members.

Chapters are asked to nominate two or three members who will be responsible for monitoring and responding to members' enquiries to this email address.

The chapter's email address will be included on web pages and in invitations as the primary point of contact for members.

► Email invitations and notifications to members

The Alumni Office will assist the chapter in sending email to the full membership base, or particular segments to distribute invitations, newsletters, notice of general meetings and elections, calls for volunteers etc.

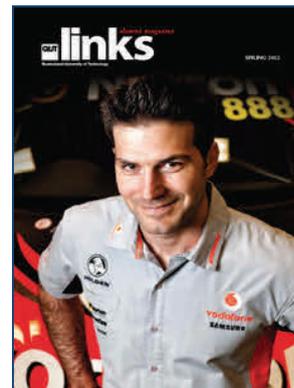
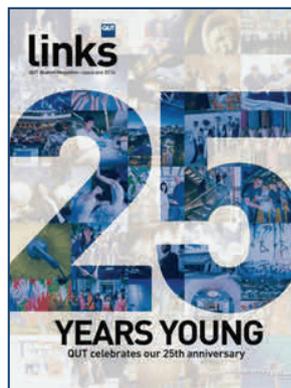
Chapters should be mindful of the number of communications being sent (and that many alumni are members of multiple chapters) and schedule these in advance.

Email is the preferred method of communication as it is relatively low-cost (in comparison to mail services) and has immediate reach.

It is important to realise that the Alumni Office holds email addresses for **less than half the alumni community**, so messages may only be reaching a small percentage of your potential membership base.

All email messages must include the following:

- Statement why the recipient is receiving the mailing
- Information about how to 'opt-out'/unsubscribe from future correspondence
- Data protection/privacy statement.



Alumni Publications

► Alumni E-Newsletter

The Alumni and Development Office distributes a monthly e-newsletter to over 50,000 alumni. The newsletter includes a small selection of alumni and QUT stories as well as upcoming events.

If you feel your chapter has a great story to share or you want to include your event, contact your alumni liaison to discuss publication deadlines. Generally information is required by the editor 2–3 weeks prior to publication.

► QUT Links

QUT's alumni magazine, [QUT Links](#), is produced and distributed free to all contactable alumni twice a year. The magazine is available in hard copy, PDF and tablet version (available for download). It contains a range of in-depth stories and profiles on alumni and key QUT achievements. Please encourage your membership to browse the magazine.

If you have a 'lead' on an interesting alumnus or story idea, please send these through for consideration by the editorial committee. Chapter news is also included in the magazine and should be accompanied by publication-quality photos.

Only major events which can be promoted months in advance are advertised in the magazine to avoid the information being out-of-date should the publication be delayed.

Website Support

► Official chapter webpage

Each alumni chapter will have its own 'official' web page which sits off the QUT Alumni page or relevant faculty web site.

This provides limited web presence for the chapter and will include a chapter profile, committee and contact details, news and events, past activities (summary only) and other information specific to that chapter such as scholarship funds, projects, calls for volunteers and fundraising activities.

The Alumni Office will maintain this web presence for you. It is important to revisit the information on your page regularly for currency and accuracy.

► Other QUT web pages

Chapter activities and events may also appear on other QUT web pages, particularly the university's news and events sites, and relevant faculty web pages.

► Unofficial chapter web pages

Chapters are not encouraged to develop independent web pages as these can be costly and require ongoing support and maintenance. **The Alumni Office is unable to provide technical support to these sites.** If you wish to set up your own site please contact your liaison officer to discuss your requirements. There may be some implications and restrictions regarding design, use of QUT logo, and requirements for disclaimer statements to protect the university.

Chapter Support Services continued...



Social Media Support

The university recognises the importance of social media as a form of engagement and communication between alumni. Chapters are encouraged to use these communication tools in relevant and meaningful ways to engage with their members.

Remember that members will join different social media networks for different purposes and the people who join your LinkedIn group may not be interested in engaging with a Facebook group and vice-versa.

► LinkedIn Groups

The Alumni Office maintains a series of official LinkedIn groups for alumni. There is one overarching group for ALL alumni and then a series of regional groups for international alumni.

These are all **CLOSED** groups meaning that all requests to join the group are monitored by the Alumni Office and eligibility for membership verified before it is granted. This maintains the integrity of the groups and ensures that only QUT alumni and recognised associates are entitled to access the group and its members.

Chapters are encouraged to promote these LinkedIn networks at every opportunity as they are a rich source of contacts and information on potential members, speakers and collaborators.

► Chapter specific LinkedIn groups

Chapters may establish their own LinkedIn networks to manage dedicated communication with their members. If you wish the group to be 'closed' then you must seek the assistance of your alumni liaison officer to verify membership. However, if you are happy for the group to remain open then the chapter can manage the group itself.

You can use your LinkedIn network to promote events, make announcements, encourage discussions and engagement between members. Remember that LinkedIn is used for **professional networking** and should maintain a more formal tone than your Facebook page.

It is also important to allocate management of the group to one or two key people to ensure that the group is maintained, moderated, relatively active and updated regularly.

Advise your alumni liaison of your LinkedIn group so that a link can be included on your web page and in chapter emails. Ensure your alumni liaison is a manager of the site.

► Facebook, Twitter and other Social Media sites

QUT manages dedicated Alumni and Friends **Facebook**, **Twitter** and **Flickr** sites which chapters can use to promote activities.

Chapters are strongly encouraged to establish and manage their own Facebook pages as a way to encourage informal communication between members. Facebook is great for sharing social news, photos and event invitations, but may not be of interest to members looking for more formal or professional-related networking.

Chapters may also establish their own Twitter pages, provided they keep it active and relevant for followers.

NOTE: International chapters are free to use social media platforms that are most relevant to their country or region eg Weibo (China). Chapters should aim to provide an online engagement tool for your community which is trusted, understood and accessible to your members.

Whilst it is tempting to have international social media sites in the local language it is important to remember that ex-patriot **Australians, QUT staff and other contacts may be engaging with these sights and therefore information should also be provided in English.**

Regardless of which social media platform/s a chapter decides to use these sites MUST be monitored constantly to ensure that they are not being used for inappropriate, defamatory or offensive posts. Persistent offenders should be promptly blocked and reported to the Alumni Office and the relevant platform provider.

Use of QUT/Chapter Logos

The QUT Logo is a registered trade mark and its use is subject to strict guidelines specified in **QUT's Corporate Identity Manual**. Please contact your alumni liaison officer for advice on the use of QUT logos in your communications and on web sites etc.