



Australian
National
University

Alumni Network Handbook

Alumni and Donor Relations
2017

Connect, Learn, Grow, Inspire

Welcome. As a graduate of The Australian National University (ANU) you are a lifelong member of the alumni community.

You are connected by a global network of more than 100,000 ANU alumni, located around the world, learning, discovering, leading, innovating, changing lives and making history.

Participating in the ANU alumni community keeps you connected to great achievements and great minds and supports the continued global recognition and enduring success of ANU.

Thank you for taking an active role in volunteering for ANU by participating in an Alumni Network.

Your generous contribution of time and expertise, directly supports the growth of our vibrant global alumni community.

ANU Alumni Networks provide opportunity for social, educational and professional development. Volunteering is often thought of in terms of the benefits it brings to others; however it also benefits you as an individual, helping you to achieve your own objectives, enhance your skills and extend your experience.

This Alumni Network Handbook provides you with all the information you need to establish or support a Network. There is also an extensive library of supporting documentation, how [to's](#) tips and ideas on our [Network page](#)

Alumni Networks are directly supported by the ANU Alumni Relations & Philanthropy Office. We look forward to working together in partnership. You can contact the Alumni Relations team:

T + 61 (0)2 6125 5004

E: alumni@anu.edu.au

W: <http://www.anu.edu.au/alumni/get-involved/volunteer>

F: <https://www.facebook.com/anualumni/>

Sincerely,

Maree Choenden-Dhongdue

Associate Director

Alumni Relations and Donor Relations

Volunteering at ANU

Alumni volunteers are ambassadors of the University, and support ANU in meaningful ways through contributions of time, expertise and leadership.

Volunteering affords ANU graduates the opportunity to deepen connections with ANU, achieve personal goals, enhance skills and extend experience.

The ANU Alumni Volunteer

ANU Alumni Volunteers are University ambassadors. Attributes of an ANU alumni volunteer include:

- Passion for the ANU community;
- Adaptability;
- Good communication skills;
- Cross-cultural sensitivity;
- Ability to build rapport; and
- Supportive of the University's goals and outcomes

Principles of volunteering for ANU

- Volunteers work in partnership with the University
- Volunteers give their time to an agreed project or task; for example as a representative on an alumni Network, a mentor or a leader of an online discussion;
- Volunteering is mutually beneficial for the global ANU alumni community, the ANU student community as well as the volunteer;
- Volunteer work is unpaid and volunteers are not classified as ANU staff;
- Volunteers participate in social gatherings at their own cost as the ANU does not provide any financial assistance and has no financial responsibility in relation to gatherings.

It is not necessary to establish a formal alumni network to give time to ANU or to connect with one another informal networks are just as successful and inclusive. If you choose to have a formal network, you will be required to obey your country specific rules and regulations.

Please check your country's Rules for setting up a Society, Association or group.

ANU Alumni Networks

What are ANU Alumni Networks?

ANU Alumni Networks are established to enrich the professional and personal lives of ANU graduates by supporting ongoing engagement – with each other and with the university - for alumni all around the world.

Alumni Networks are self-managed, volunteer-led groups of ANU graduates who facilitate regular opportunities for professional, social and intellectual engagement (either face-to-face or virtually). All ANU Alumni Networks are supported by the ANU Alumni Office.

These engagement opportunities focus on:

- Career – virtual career networks;
- Special interest - for example sport, careers, innovation or Hall of Residence;
- Regional activities;
- Discipline – for example finance, science or arts.

Alumni Networks, and the alumni volunteers who lead and administer them have many roles.

Networks and their leaders are University ambassadors, coordinate professional and social

events, support student recruitment, lead discussion on social media and more.

How a Network Operates

A Network:

- Is endorsed by ANU Alumni Relations (and cannot utilise any ANU branding without endorsement);
- Is supported by the ANU Alumni Relations Office – this includes access to supporting documentation, promotion via ANU Alumni Relations communication channels, connecting networks with local alumni, providing expert advice on how to operate a Network;
- Consists of volunteers who operate in partnership with the ANU Alumni Relations office;
- Coordinates general activities and/or supports ANU Alumni specific projects or programs;
- Fosters and promotes the interests of the University;
- Can be developed specifically to organise an event, mentor a student or alumnus, provide an internship, talk about ANU to prospective students or become a social media ambassador for ANU;
- Networks can operate formally or informally, but always with the approval of the ANU Alumni Relations Team.

Types of Alumni Networks

The formation of a new alumni network is initiated by a graduate of ANU who expresses an interest or identifies a need for a particular group. A group can be defined by a location, discipline or interest in a specific area. Check out our [Alumni Network](#) page for details.

In partnership with ANU, networks are responsible for recruiting alumni volunteers, communicating with their target audiences through Alumni Relations, organising events and activities depending on the interests of their members.

Networks can be formal or informal.

Formal alumni networks

Formal networks operate as a structured, organised group of alumni volunteers who conduct an ongoing organised program of intellectual and social activities in partnership with the University.

Formal ANU Alumni Networks must be approved by the ANU Alumni Relations Office.

Establishing and operating an ANU-approved Alumni Network affords access to use ANU Alumni brand.

In addition to working in partnership with the Alumni Relations Office, the University requires compliance with [ANU Code of Conduct](#) and [Alumni Networks terms of reference](#) that ensure broad representation of the group's mission, priorities and plans across the entire region.

Formal Networks are required to have a committee structure and be endorsed by Alumni Relations. Formal alumni networks organise a calendar of major activities throughout the year, which are planned, coordinated and promoted in conjunction with the ANU Alumni Relations Office.

Each Network committee is responsible for defining and communicating vision and objectives for the Network, providing a brief description, purpose and expected outcomes of the year's planned activities as well as a calendar of events.

Informal alumni networks

Informal networks are established by those who want to regularly connect with fellow alumni in their country, city or area of special interest, but do not want to create a formal structure.

Informal ANU Alumni Networks must be approved by the ANU Alumni Relations Office and have access to the use of the ANU Alumni brand with written approval.

Informal networks, including online networks, are just as effective as more formal structures in connecting alumni with each other and ANU. Informal groups operate differently, depending on their purpose. Some run only virtual meetings and connect with network members via LinkedIn or Facebook, others meet in-person informally regularly or semi-regularly.

It is possible that an Informal Network already exists in your local area or area of interest, so please contact the ANU Alumni Relations Office before you establish your own informal network.

Network Objectives and Priorities

All ANU Alumni Networks, whether formal or informal, are required, in partnership with Alumni Relations, to have network objectives and to develop an annual plan and calendar.

Regardless of whether the network is informal or formal, virtual or face-to-face, the global alumni volunteer network has a responsibility to represent ANU in the community in an appropriate manner and to promote and enhance the University's reputation.

The high level objectives of the ANU Alumni Networks is to:

- Strengthen relationships and ties between alumni and the University;
- Foster alumni interest and goodwill by encouraging intellectual, professional and social engagement;
- Provide networking opportunities for alumni – virtual and in-person
- Give advice to the University's alumni, student and prospective student community.

Forming a Network

Step 1 – Contact the Alumni Relations team

Networks – formal or informal – can only operate under the ANU name and brand if they have received formal approval from the ANU Alumni Relations Office. (See [forms](#)) It is important to also check that there is not an existing network in your area or area of interest.

Contact: alumni@anu.edu.au or call +61 2 6125 5004

Step 2 – Informal, formal or virtual network?

Consider the best format for the network and the structure required. Local laws must be taken into account – particularly in establishing formal [networks](#). The Alumni Relations team can provide advice on the structure that best suits.

Step 3 – Recognition by the University

All alumni groups are required to be endorsed by the University. Endorsement is provided by the ANU Alumni Relations Office.

All approved alumni groups are required to work with the ANU Alumni Relations Office to develop a plan, and to agree on consistent resourcing to deliver programs. Networks are required to have monthly meetings with Alumni Relations and to submit a report each quarter

It is important to note that while ANU supports networks, endorsement and recognition of an alumni group can be withdrawn at any time, particularly if the ANU name and/or logo is misused or a Network is operating in contradiction with the agreement with Alumni Relations.

Step 4 – University representation

Networks that represent a specific discipline, Hall of Residence, sporting or cultural group within the University should have regular contact with the area they represent. This is to ensure that new graduates have an opportunity to stay connected to each other and the University. The ANU Alumni Relations Office facilitates introductions between Networks and specific areas.

Step 5 – Promotion from ANU about any new networks

The University requires that all alumni volunteers establishing new country or city alumni networks broadly promote the network plans and invite participation. New networks are requested to operate in an inclusive manner.

Step 6 – Funding your network

Alumni networks are responsible for their own funding, general administration, coordination of regular meetings, appointing their own committees (in compliance with country legislation if applicable), recruiting members and organising events and activities dependent on the interests of their members. Supporting documentation for these activities can be found on the Network pages of the Alumni website (URL).

While networks are responsible for their own funding, the University does not expect volunteers to fund, sponsor or pay for events, venues or activities themselves. It is expected that a self-funded network be created. Please contact the Alumni Relations office to discuss ideas about self-funding alumni@anu.edu.au

Networks interested in approaching alumni or local businesses for potential sponsorship should coordinate their request with [Alumni Relations](#).

What support will ANU provide

Volunteer Networks work in partnership with the ANU Alumni Relations Office and communicate regularly. Monthly interactions between the university and networks is expected.

ANU Alumni Relations is the first point of contact at ANU for all questions, guidance or clarification of matters relating to the network. In order for the Alumni Relations Office to provide appropriate support, quarterly, each Network (formal and informal) **must** provide:

- Details of at least one key Network contact person for alumni relations to regularly liaise with;
- Details of network membership;
- Advice on new, or changed, contact details of participating alumni to support ANU to maintain a current database and communicate on behalf of networks;
- Advice on the Network's annual plan, budget and communication schedule, including a monthly meeting with Alumni Relations face-to-face, skype or email; and
- A calendar of future meetings and events for promotion and publication on the network webpage on the ANU Alumni website, in social media and other communication channels.

Practical Support

The ANU Alumni Relations Office provides support to Networks:

- A report template and network nametags for events;
- Promotion of each Network and its events and activities to the alumni community through our social media channels;
- Direct distribution of e-invitations and communications to alumni*;
- Maintenance of alumni membership database;
- Advice on effectively communicating with a Network alumni community, including use of ANU branded templates for e-communications;
- Support to establish social media groups on Facebook, or under the ANU Alumni LinkedIn group that enables Networks to manage their own posts;
- Advice on developing annual plans and calendar of events;
- Where possible, provides University representation at Network events –for example as a speaker or host. This is discussed during the annual business planning process in November and is supported by existing travel schedules of academic and senior staff;
- Assistance with introductions to alumni in Network areas;
- Facilitates communication and social media promoting for regional news, events, network profiles and other information related to the Networks' mission;
- Invitation to contribute content to the quarterly Alumni Relations e-newsletters;
- Invitation to contribute content to the ANU Alumni Relations own social media channels - Facebook and LinkedIn;

*Please note that due to privacy laws ANU cannot provide data (i.e. contact details) of alumni to volunteers other than degree and year.

Use of the ANU Alumni Network brand

The ANU **Alumni Network logo** is the foremost visual expression of the Universities brand. The logo is a formally registered trademark of ANU. Use of the logo projects a consistent image of ANU.

The ANU permits alumni network volunteers to only use the ANU **Alumni Network** logo and trademark with prior written permission from ANU. However ANU requires that alumni network volunteers:

- follow the Logo Guidelines as outlined in ANU Style Guide at [ANU Website](#);
- ensure that the ANU alumni network logo will not be distributed contrary to the purposes of the ANU *Alumni Network in (Insert name)* nor misused, stored, copied or manipulated; and
- must obtain written approval from ANU prior to use of the ANU alumni network logo for each event, function, gathering or similar display or representation.

Use of the ANU name

Alumni networks are able to use The Australian National University name with kind permission. Like the logo, the ANU name is a key expression of the ANU brand. The manner in which the name is used and the actions of groups and individuals who use the ANU name all contribute to the ongoing reputation of ANU.

Alumni network volunteers are to use the ANU name in the following way:

The name: (example: The Australian National University Alumni Association Hong Kong)

The Australian National University Alumni Network in (example: Hong Kong).

Alumni network volunteers may only use the ANU name for purposes which enhance the relationship between ANU and its alumni, and build the relationships between alumni of ANU. This means that alumni network volunteers entrusted with the ANU alumni network name and logo must act in a manner that will not bring the ANU into disrepute or harm its image as a world leading and premier university.

Provision of alumni data

The ANU Alumni Office maintains a database of all ANU alumni. The names and qualifications of alumni are publicly available on graduation or held with consent*. All personal information, including date of birth, address and other contact details is protected under Australian privacy laws and ANU [Privacy policy](#).

Upon request, ANU will contact its alumni members to provide them with notification of an alumni network.

*Please note that due to privacy laws ANU cannot provide data (i.e. contact details) of alumni to volunteers other than degree and year.

Indemnity Statement

ANU alumni networks are self-funded. Alumni networks participate and organise social gatherings at their own cost. The ANU does not provide any financial assistance and has no financial responsibility in relation to the gatherings.

Thank you for working together with us on the above matters.

Please do not hesitate to contact the Alumni Office should you have any questions or comments regarding this document

Please note: Networks are invited to include collateral in some alumni postal mailings that occur throughout the year. A minimum of six weeks' notice must be provided to the Alumni Relations Office with each request for inclusion.

Thank you for supporting your university, we look forward to a long and healthy relationship with you.

Further Information

If you require any clarification of the following points, please do not hesitate to contact the ANU Alumni Office at:

Alumni Relations & Philanthropy

Building 71T, 28 Balmain Crescent

The Australian National University

Acton 2601 Australia

Email: alumni@anu.edu.au

Phone: 61 2 6125 5044

Fax: 61 2 6125 5568

Glossary

Alumni

A group of graduates or former students of a university, college or school.

Alumni Relations and Philanthropy

The office responsible for engaging with the University's global alumni community.

Alumnus (m) / Alumna (f) Alumni (plural)

An individual graduate of a university, college or school.

Alumni volunteer

Alumni recruited by the University in a volunteer capacity who gives their time and expertise, freely and without monetary compensation to contribute to the University community.

Alumni Volunteer Program

A formal program of ANU where alumni are recruited to opportunities for volunteer engagement.

ANU Alumni Program

The University's alumni program targeting the global community of graduates. Key programs include the ANU Alumni Awards, Golden Graduates and the Alumni Volunteer Program.

Network

A group of ANU alumni run by volunteers who engage with other alumni and advance the cause of the University.

Friend of the University

A supporter of The University that has not graduated from ANU with a degree.

Philanthropy

The practice of giving time, talent and treasure to help make the university a better place.

Special Interest Group

A group of alumni linked by a common interest or purpose.

Volunteering

Freely giving your time in an unpaid capacity to undertake projects or activities for the benefit of ANU or its community of alumni, students and staff.