



Guide to forming a new Alumni Chapter

Alumni & Community Relations



Curtin Graduate School of Business Alumni Chapter committee receiving the Volunteer Leadership Award at the 2016 Alumni Achievement Awards

*Alumni chapters
operate to promote
alumni pride in, and
commitment to,
Curtin University.*



Dear Curtin graduate,

Thank you for expressing an interest in forming a new Curtin University Alumni Chapter.

Alumni chapters and networks operate to promote alumni pride in, and commitment to, Curtin University. They also play a vital role in ensuring that our alumni are able to remain part of the Curtin family after they graduate, no matter where they are living and what they are doing.

This document provides important information about how to establish and operate a successful Curtin University Alumni Chapter. If you have any questions regarding chapter setup or support, please contact the Alumni & Community Relations team at alumnichapters@curtin.edu.au



Thank you for your continued support for Curtin University. I hope that you discover the rewards and benefits of volunteering in our alumni chapter program.

Yours sincerely,

Erika Beazley
Director, Alumni & Advancement Services

WHAT IS A CHAPTER?

Each year, thousands of students graduate from Curtin University and automatically join the University's global alumni community of over 200,000 alumni. This network operates on the principle that alumni can make a difference to each other and their community, by making connections.

Alumni chapters are formed by course, special interest or international location. They organise a wide range of social and networking events, as well as educational, charitable and community activities.

WHERE ARE CURTIN'S EXISTING CHAPTERS?

We currently have 11 active chapters in Australia and around the world:

- Perth
 - WA School of Mines
 - Curtin Graduate School of Business
 - Information Studies
 - Physiotherapy
 - Go Global
- Melbourne
- Singapore
- Malaysia
- Hong Kong
- Sri Lanka
- Pakistan



WHY FORM A NEW CHAPTER?

The benefits of forming an alumni chapter are plentiful and can align with the aims and objectives of the individual chapter.

Some of the benefits include:

- Networking with fellow graduates
- Professional development and connections
- Social and cultural programs and events
- Connecting with local and/or regional communities
- Providing assistance to fellow alumni arriving in a new community with answers to questions, advice and an active network of friends
- A bridge between the academic environment to the workplace
- Life-long learning and the pursuit of academic excellence.

FIRST STEPS TO STARTING A CHAPTER

STEP 1: Contact the Curtin University's Alumni & Community Relations team. Have a discussion with a member of the team to discuss current possibilities, for example, are there enough alumni in the proposed location or area of study to make it a viable proposition? The alumni relations office will be able to provide data to inform this discussion.

STEP 2: Identify 3-5 more enthusiastic graduates who are willing to invest their time and energy in creating the chapter. If proceeding, a further discussion about the role and responsibility of the volunteers, and whether they can commit the appropriate level of time, will be required.

STEP 3: Consult with the Alumni & Community Relations team to determine the chapter's key goals and to **start planning your first activities**. It is important that the chapter has a clear purpose and focus, including who it will appeal to and the sorts of activities it will undertake.



GETTING STARTED - FORMAL VS INFORMAL

Once you have reached an agreement with the Alumni & Community Relations team about the viability and objectives of the new chapter, it's time to get planning!

In some countries, alumni groups are required by law to register with relevant authorities. You'll need to do some research and speak to the Curtin team to determine whether this is the case in your location. If it is, you may be required to become a formal chapter, with a structured committee and governance framework. There are a few options, so have a further chat with the Alumni & Community Relations team to determine what might work best for your group. For example, you may wish to have an Executive Committee to set the strategy and priorities for the chapter and a Management Committee to handle the event planning and day-to-day functions of the group. This has worked well for some of our international chapters. The mostly likely next step will be to set up a temporary committee to establish the new chapter.

If you are not required by law to set up a formal chapter or association, you will have more flexibility about how to proceed. Some groups choose to elect a formal committee regardless, in order to empower the group and clearly define members' roles. Other groups prefer to simply jump straight into planning events and activities for their alumni.

ROLES AND RESPONSIBILITIES

If you have decided on a formal chapter structure with officers, we recommend the following positions:

President / Chairperson

- Lead the committee in the planning, development and implementation of key initiatives
- Develop the annual operation plan in conjunction with the committee
- Conduct meetings in a professional and efficient manner
- Ensure meeting materials are prepared and sent out in advance of meetings
- Ensure the proper and efficient administration of the committee
- Ensure committee members fulfil their functions and responsibilities
- Ensure significant issues and risks to the University are reported to the Alumni & Community Relations team in a timely manner
- Submit a President's report to the Alumni & Community Relations team annually, outlining the key initiatives of the committee.

Vice-President / Deputy Chairperson

- Substitute for the President in their absence and in such event will have the same rights and responsibilities as the President
- Support the President in leading the committee.

Secretary

- Draft agendas and take minutes for meetings, and provide copies to all committee members
- Facilitate actions according to the decisions of the committee
- Perform administrative duties
- Collect time contributions of committee members at each meeting and share these with the Alumni & Community Relations team

Communications Officer

- Develop and implement a communications strategy in collaboration with the Alumni & Community Relations team
- Create and review content for the following (but not limited to) chapter webpage, email communications and marketing collateral
- Ensure that all communications are channelled through the Alumni & Community Relations team
- Ensure all communications adhere to Curtin's Corporate Style Guide at all times.



Social Media Officer

- Manage the committee's social media platforms
- Develop and implement a social media strategy in collaboration with the Alumni & Community Relations team
- Regularly post updates about chapter's activities as well as general University updates and achievements
- Bring to the attention of the Alumni & Community Relations team any social media posts that may be potentially damaging to the University's reputation
- Regulate interactions, engagement and communications made on individual channels
- Identify opportunities for collaboration and developing new relationships with stakeholders
- Create a future vision and keep the committee updated on new channels to use
- Align social media with Curtin University's existing policies and guidelines for the use of digital media.

Event Coordinator(s)

- Oversee the coordination of events
- Maintain a calendar of events
- Work with the Communications Officer to ensure communication requests (event invitations) are channelled through Alumni & Community Relations team
- Undertake administrative tasks associated with events, such as preparing name badges and registration lists with support from the Alumni & Community Relations team
- Work with Social Media officer to promote events.

Treasurer

- Assist the Event Coordinator(s) with event and program budgets
- Work with Event Coordinators to ensure events are on track to meet the planned budget, or adapt if necessary

General Members

- support other committee members with key initiatives
- step into roles where another committee members may be absent
- Take the lead in coordinating key initiatives where applicable.

**Curtin University Alumni Chapter
Singapore enjoying a meal
following their AGM (2017)**





EXPECTATIONS

The Alumni & Community Relations team seeks to work with new and existing chapters in order to create mutually beneficial lifelong relationships within the alumni community and additionally to enhance the global reputation of Curtin University.

WHAT CAN OUR CHAPTERS EXPECT FROM US?

Guidance, ideas and advice on chapter management issues and governance:

- Identifying alumni who may be suitable to join the committee
- Assistance in establishing the structure of the committee and planning AGMs
- Templates and examples of chapter Constitutions and other documentation
- Suggestions about frequency of committee meetings, minute taking and other administrative matters.

Event planning, idea generation and logistical support:

- Strategic advice and ideas about types of events, format, venues, timeframes and processes
- Design and dissemination of electronic invitations, as well as promotion of the event on Curtin's social media channels
- Creation of a registration page on Curtin's [Alumni Events Webpage](#) and handling of RSVPs.

Web presence and branding:

- Creation of a page dedicated to your chapter on our [Alumni Chapters Webpage](#)
- Design of a chapter logo, in accordance with Curtin's Corporate Style Guide
- General tips and advice about branding and how to adhere to Curtin's Corporate Style Guide

The Alumni & Community Relations team is part of Curtin's Office of Advancement (OOA).

The OOA is committed to supporting the University's mission to transform lives and communities through education and research by:

- driving engagement, opportunity and philanthropy
- nurturing meaningful relationships with our stakeholders and
- empowering alumni, industry and the wider Curtin community.



Office of Advancement co-hosted event with the Curtin University Alumni Chapter Singapore (2016)

WHAT DO WE EXPECT FROM OUR CHAPTERS

Supporting the advancement of Curtin University:

- Act as global ambassadors for Curtin University
- Support the achievement of Curtin's strategic objectives, specifically around reputation, student recruitment, employability, student experience, brand enhancement and fundraising.

Demonstrating a commitment to your chapter:

- Hold regular committee meetings and proactively plan a range of initiatives to appeal to alumni
- Establish and maintain the necessary structure and governance to ensure the chapter has the appropriate initial foundations for a sustainable future
- Assist members of the alumni community in connecting to the chapter and taking advantage of the network
- Host an agreed number of chapter events or activities for alumni each year (and assist with occasional University events if required)

Regular communication:

- Provide a copy of the minutes of any Annual General Meetings, committee meetings and other meetings to the Alumni & Community Relations teams
- Provide monthly updates from the chapter about committee membership, planned activities and any new ideas or initiatives that the chapter would like to undertake
- If the chapter has a bank account, provide copies of financial reports at the end of each calendar year (this applies regardless of whether or not the chapter has received any funding from the University)

Adherence to policies and procedures, including:

- Curtin University [Code of Conduct](#)
- Curtin's Corporate Style Guide
- The Privacy Act 1988 (Australian law) when handling alumni data



USEFUL CONTACTS: YOUR ALUMNI & COMMUNITY RELATIONS TEAM

The Alumni and Community Relations team is here to answer your questions about starting an alumni chapter, as well as any of the other benefits and services we offer. You can email/call us at alumnichapters@curtin.edu.au / +61 8 9266 3113 or contact one of our friendly team members:



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CODE OF CONDUCT

The Code of Conduct (“the Code”) is a statement that provides clarity and guidance about ethical behaviour and how parties to the Code are expected to conduct themselves at all times. Please refer to the Code of Conduct [here](https://complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf) (complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf).

NB: Code of Conduct may vary from time to time.

The Code reflects Curtin’s Values located [here](https://about.curtin.edu.au/vision-mission-and-values.cfm) and its Guiding Ethical Principles (about.curtin.edu.au/vision-mission-and-values.cfm).

The Code requires that all parties to the Code will, with respect to:

- 1. Intellectual Freedom;** use their right to intellectual freedom of enquiry and expression responsibly, honestly and with respect for the intellectual freedom of others;
- 2. Personal and Professional Behaviour;** perform their duties professionally with respect, integrity, fairness, care, and without harassment, bullying, or discrimination;
- 3. Relationships;** take care that all working relationships are appropriate and do not compromise professional and ethical standards or involve a conflict of interest and/or breach of trust;
- 4. Conflicts of Interest;** take reasonable steps to avoid any conflict of interest (real or apparent) to act in the best interests of the University;
- 5. Communication and Use of University Information;** respect the confidentiality of sensitive and commercially significant information and not use it for their personal gain or the personal gain or benefit of others;
- 6. Dishonest and Criminal Behaviour;** conduct themselves lawfully and properly and not use their position within the University for personal advantage or for the personal advantage or disadvantage of others; and
- 7. Use of University Resources;** use University facilities, equipment and work time conscientiously, honestly, and in a proper manner.

The Code complements, but does not exclude or replace, common and statutory rights and obligations or requirements prescribed in relevant legislation.

I agree to adhere to Curtin’s Code of Conduct.

Signature of Alumni Chapter Committee Member

Name of Alumni Chapter Committee Member
(please print)

Date ____/____/____

In the Presence of:

Signature of Witness

Name of Witness (please print)

Title of Witness (please print)



Curtin University



CONTACT US

Alumni & Community Relations

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We look forward to hearing from you!