



# ALUMNI ASSOCIATION GUIDELINES

A LIFE-LONG RELATIONSHIP





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## The University and its Alumni Community

Each year, the University welcomes significant numbers of students from interstate and overseas, many of whom return to their home state or country after the completion of their courses.

Former students, or alumni, are important members of the University of Melbourne community. Any individual who has successfully completed a degree, a full year of study, study abroad/exchange program or one semester of study at the University of Melbourne is automatically part of the University's alumni community and therefore entitled to the ongoing contact with the University and its Alumni Groups.

There are no joining fees, nor any need to 'sign up'. All alumni who keep their contact details up-to-date with the University will be treated as active members of the University's alumni community.

## Alumni Groups

There are more than 360,000 alumni of the University living and working in over 150 countries around the world. While a large majority live within Victoria, significant growth in the international student population is leading to large numbers of graduates living outside Australia in regions including the United States of America, Malaysia, Singapore, Hong Kong and People's Republic of China.

This widespread geographic distribution of alumni, combined with the increasing mobility of new graduates, places great importance on the University's need for a strategic approach to maintaining its connection with alumni communities both in and outside Australia.

The University has many graduates who wish to help foster links with fellow alumni and assist them to remain actively involved in the life of the University. Alumni groups, organised and managed by alumni volunteers, offer regular opportunities for alumni to connect with one another for personal and professional reasons and extend the University's connection with alumni on a global scale.

This support may come in the form of welcoming alumni returning or relocating to their region upon graduation, assisting with logistics for University events, establishing social and business connections for fellow alumni and offering professional mentoring.

Alumni Groups may be organised based on:

- Region (focusing on alumni in a given city, country or region)
- Faculty or academic discipline
- Extra-curricular interests

Alumni groups serving a large alumni community (over 1,000 alumni) and in areas of specific focus for the University may wish to formalise their connection to the University by becoming formally affiliated **Alumni Associations**. Informal groups that serve smaller communities or connect alumni based on industry or professional interests are referred to by the University as **Alumni Networks**.

The box below determines the difference between an Alumni Network and an Alumni Association.

Characteristic	Alumni Network	Alumni Association
Community Size	Less than 1,000 alumni	Greater than 1,000 alumni
Formally affiliated	No	Yes
Reporting required	No	Yes
Funding available	By negotiation	By application
Communications support	By negotiation	2 (required)
Events per year	N/A	4 (required)



Meetings per year	N/A	4 (recommended)
Annual General Meeting	N/A	Yes

The University of Melbourne (Advancement) (UOMA) Alumni Relations team supports groups based regionally, specifically those formally affiliated as **Alumni Associations**. See **Alumni Associations Guidelines**

Groups that represent smaller regional communities, or are grouped by Faculty or discipline, Alumni Networks, may be supported at Faculty level. See **Alumni Networks Guidelines**

Alumni are encouraged to contact UOMA's Alumni Relations office with any questions, comments or suggestions about alumni groups. To advise the University of an alumni group or to find out if there is one operating in your area, please contact the Alumni Relations office via [alumni-office@unimelb.edu.au](mailto:alumni-office@unimelb.edu.au) or call +61 3 8344 1746.

## Alumni Networks Guidelines

The University's Alumni Relations office maintains a register of Alumni Networks and, with Faculty colleagues, seeks to support them as resources allow. The University recognises the value of these networks and aims to encourage the valuable advocacy they provide.

Alumni Networks have an informal relationship with the University and as such are ultimately responsible for the conduct and management of their programs. These guidelines provide a framework that Alumni Networks can use to better understand their roles and responsibilities.

### Criteria

Alumni groups that are smaller in size (representing communities less than 1,000 alumni), informal in nature and/or defined by discipline or professional focus are referred to by the University as Alumni Networks. These networks, often based on industry or professional interests are generally affiliated with the Faculty from which their constituents have graduated.

### Purpose

The role of the Alumni Network is to represent alumni communities, provide advice, share experiences and connect fellow alumni with each other and the University.

### Benefits

The Alumni Networks program aims to provide alumni volunteers involved in the operation of the groups with the satisfaction that comes from:

- Engaging alumni and connecting them with each other and the University
- Sharing local or industry knowledge with the University
- Expanding their professional and personal networks

### Governance

These groups operate under a less formal structure than Alumni Associations requiring only a **Letter of Agreement** to be signed. Volunteer leaders of Alumni Networks are encouraged to contact the Faculty to which they identify so they may be added to the University's groups register.

Alumni Networks may be assigned a Relationship Manager who will act as their main point of contact at the University.



## Funding

Alumni Networks may be eligible to receive funding for specific alumni engagement activities. Alumni Networks wishing to request support should contact their relationship manager at least 4 weeks' prior to requiring the funds. Funding requests will be submitted in writing (see **Alumni Networks Activity Grant Form**) and will be granted at the discretion of the Alumni Networks' relationship manager. All funding will need to be acquitted using the Alumni Networks Activity Grant Outcome Report Form.

## Communications Support

Alumni Networks may request communications be sent on their behalf to their communities upon arrangement with their Relationship Manager. A minimum four weeks' notice (by email) is required for Alumni Networks wishing to request University communications.

## Social Media

Alumni Networks are encouraged to use social media channels to promote their activities and engage their communities. Assistance in establishing these online networks can be provided by the Alumni Relations office

When considering its social and online media presence, Alumni Networks are asked to consider the following:

- All alumni are encouraged to sign up to the:
  - University of Melbourne Alumni LinkedIn groups - <https://www.linkedin.com/groups/3693333>
  - Twitter account - @UOMAlumni
  - Facebook account - <https://www.facebook.com/melbourneunialumni>
- Establishing social media accounts which refer to the University of Melbourne are permitted provided they do not claim to be "official" University of Melbourne channels. This is because these groups are not monitored and reported on by the University and may not follow specific online communications guidelines.
- If managing social media account for alumni, the manager of that account should regularly post and monitor the account to ensure relevance and mitigation of risk to reputation. Please ensure that copy and posts comply with the code of conduct relevant to each social media channel. Please also refer to the **Social Media Guidelines – Alumni Groups**, for tone, responses and escalation.

## Alumni Personal Information

Due to privacy restrictions, the University is unable to provide volunteers leading Alumni Networks with the names, mailing addresses, email addresses or telephone numbers of its specific alumni cohort. The University's privacy policy can be found on the University's website. <http://policy.unimelb.edu.au/MPF1104>

## Use of the University Logo

The University of Melbourne logo is the foremost visual expression of the University of Melbourne brand. The logo is a formally registered trademark of the University of Melbourne both in Australia and overseas. Use of the logo projects a consistent image of the University.

Alumni Networks who have signed the **Letter of Agreement** will be provided with and permitted to use the University logo, however they must agree to adhere to the **Alumni Networks Brand Guidelines**.

The University of Melbourne logo will not be distributed contrary to the purposes of Alumni Networks nor will it be misused, stored, copied or manipulated.



## Use of the University Name

Alumni Networks will be permitted to use the University of Melbourne name.

Like the logo, the University of Melbourne name is a formally registered trademark both in Australia and overseas and it is key expression of the University's brand. The manner in which the name is used and the actions of groups and individuals who use the University of Melbourne name all contribute to the ongoing reputation of the University.

The University name may be used alongside that of an Alumni Network based on the following grounds:

- That the Alumni Network agrees that the University of Melbourne name will not be used for purposes other than that of enhancing the relationship between the University of Melbourne and its alumni, and building the relationships between alumni of the University of Melbourne.
- That the Alumni Network must not act in a manner that will bring the University into disrepute, including financially

Please note that any use of the University of Melbourne name and/or logo, must be negotiated in consultation with UOMA and strictly adhere to the **Alumni Networks Brand Guidelines**.

## Steps for Forming an Alumni Network

1. Thoroughly read the Alumni Groups Guidelines
2. Contact UOMA to discuss the proposed Alumni Network. UOMA will direct you to the most appropriate Faculty to continue your discussion.
3. Gauge the feasibility and level of interest in the target group in consultation with Faculty contact.
4. Discuss possible models and decide the best structure for the group
5. Register your Alumni Network by submitting an **Alumni Networks Terms of Reference** outlining:

### Key Purpose

The alumni group's key purpose and how it aims to meet serve the needs of its alumni community.

### Key Market

The alumni group the Alumni Networks aims to serve whether by region or discipline

### Proposed activities

An overview of the Alumni Network's proposed annual activity program

6. Work with UOMA to receive an assigned Relationship Manager

## Alumni Associations Guidelines

Alumni Associations are valuable groups of University of Melbourne alumni whose activities offer regular opportunities for alumni to stay involved and active in the life of the University. Run by volunteers, these formally affiliated groups assist the University by extending its connection with alumni on a global scale and enable its graduates to connect with one another for personal and professional reasons.

These guidelines have been developed to support alumni volunteers wishing to establish a formally affiliated Alumni Association. The University recognises the value of these networks and aims to provide alumni volunteers with the resources, support and guidance required to successfully execute their programs.

As entities independent to the University, Alumni Associations are ultimately responsible for the conduct and management of their programs. These guidelines provide a framework that Alumni Associations can use to better understand their roles and responsibilities. Individuals should seek independent legal advice in relation to the specific requirements of their association such as liability and registration. For more information, please contact the Advancement Office. Email: [alumni-office@unimelb.edu.au](mailto:alumni-office@unimelb.edu.au)  
Phone: +61 3 8344 1746

### Criteria

In order to best service the University's alumni community, UOMA requests that formally affiliated Alumni Associations meet the following criteria:

- The group serves an alumni community of more than 1,000 alumni
- There group serves a community that is not currently being served by another Alumni Association
- The group is governed by a formal committee structure comprising (at minimum) an executive Committee comprising a President, Secretary and Treasurer

### Purpose

The University works with its Alumni Associations to deliver beneficial outcomes for the global alumni community and strengthen a lifelong affiliation with the University. Alumni volunteers involved in leading Alumni Associations are important in that they:

- Represent the views, needs and interests of their alumni communities  
Act as trusted advocates for the University
- Foster a culture of contribution among alumni in support of the University and its by becoming volunteers, contributing to scholarships or supporting other philanthropic activities
- Design and deliver opportunities for the alumni community to engage with each other and the University
- Offer voluntary assistance to the University in the organisation of events including reunions, interstate and overseas functions

### Benefits

In return volunteers engaged in the management of Alumni Associations stand to gain a number of benefits including:

- Developing new leadership and personal development skills
- Expanding personal and professional connections
- Understanding how to plan, promote and execute events
- Gaining experience in team work and advocacy

The University respects that its Alumni Associations will have varied expectations and modes of operation, however it encourages these groups to maintain a close relationship with the University, sharing ideas, comments and suggestions, co-hosting events and communicating with University departments on a regular basis.

## Governance

Alumni groups are required to sign an **Alumni Association Agreement** which establishes the affiliation between the alumni group and the University. Once signed by two members of the association's Executive Committee, this agreement confirms that the Alumni Association agrees to adhere to the University's terms particularly in regard to the correct use of the University of Melbourne name, logo, funding and access to alumni personal information. The agreement officially recognises the Alumni Association and ensures that it is covered by the University's insurance provisions. (*see: Insurance*)

## Expectations and Responsibilities

The University asks that all Alumni Associations:

- Provide valuable advocacy on behalf of the University by sending communications **at least 2 times annually** either in print or online with local alumni communities providing updates including University news and alumni related activities and opportunities;
- Organise a program of **at least 4 activities** per year at which alumni can connect with one another in person;
- Actively seek new committee members and encourage members to take up leadership positions on the executive committee and exercise succession planning particularly in the lead up to Annual General Meetings and periods of leadership transition;
- Encourage alumni to update their details via the University's *Alumni and Giving* website; and
- Maintain clear lines of communication with the University Advancement office through the provision of an annual activity report.

The University will nominate one permanent staff member as a Relationship Manager to be available to answer questions and discuss the strategic direction of the Alumni Association. The staff member will endeavour to coordinate the following to be sent:

- Notification of any funding opportunities available including proposal submission dates and announcement dates
- Campaign updates
- Alumni Community Snapshot reports

To ensure the University is kept informed about the management of its alumni groups, Alumni Associations are required to nominate at least one representative with whom the University can communicate directly, who will coordinate:

- On an annual basis, an updated list of the Alumni Association Committee members and each time there is a change to be sent to the nominated Relationship Manager
- On an annual basis, an indicative program of events for the coming year, including the date of flagship activities and the Annual General Meeting to the nominated Relationship Manager
- On an annually basis, the sending of a report outlining the association's activities, suggestions and feedback including any additional self-managed engagement figures as appropriate to the nominated Relationship Manager



- On a needs basis, the completion and submission of grant application and funding outcome forms to the nominated Relationship Manager

## Structure

Choosing the right structure for an association is important. Most Alumni Associations are unincorporated associations— meaning they are not legal entities, but rather a group of people who come together to promote a common interest or group activity.

An incorporated association is a legal entity which is created under the appropriate legislation of the state, territory or country in which the association is formed.

Within Australia, there is no legal requirement to incorporate an Alumni Association, although it may be a good idea to do so if membership fees are charged and the association's volunteer management committee is responsible for members' funds. UOMA staff can assist volunteers in making a decision regarding incorporation.

In some countries there are legal requirements that any kind of association must be formally established and registered with the appropriate authorities. Alumni who wish to establish a new association overseas are advised to seek professional advice specific to their region.

University of Melbourne Alumni Associations are required to formally elect office bearers including a President, Secretary and Treasurer. Other elected roles may include a Vice-President and/or Patrons - usually distinguished alumni who can offer advice but are not involved in the 'hands-on' management of the association. It is also recommended that volunteers are assigned particular areas of responsibility such as written communications, event coordination and the management of online networks.

Specific roles and responsibilities of volunteer committee members are further outlined in the **Alumni Association Volunteer Role Description**.

It is a requirement of the University of Melbourne that all members of the Alumni Association's Executive Committee (President, Secretary and Treasurer) complete an **Alumni Volunteer Agreement** and return it to UOMA.

## Volunteers

The most successful and long standing Alumni Associations rely on the time, energy, interest, organisational skills and practical help of its volunteer members. The volunteers who drive and manage an association are invaluable to the ongoing success and survival of the group.

These volunteers are usually responsible for:

- Organising communications and events
- Managing finances and administration
- Communicating regularly with the University
- Recruiting and supporting new volunteers
- Increasing membership
- Meeting mutual obligation requirements with the University

The organisation and structure of volunteer roles will depend on the structure and formality of the association. However it is important to note that generally volunteering requires commitment and time. It is a good idea to involve enough volunteers so that the workload can be shared and to ensure the long term sustainability of an association, applying a limited term for Executive Committee members is recommended.

Alumni Associations are asked to provide UOMA with an updated list of its Executive Committee and other volunteer members on an annual basis and are required to advise of changes in a timely manner. It is important that UOMA is aware of the volunteer contribution made by affiliated Alumni Association committee members so that appropriate recognition is communicated.

It is also important that current volunteers consider how to recruit and support new volunteers in order to ensure the ongoing success of the association. UOMA can offer advice on methods of recruiting and supporting volunteers.

It is recommended to ensure that the workload is shared. For some volunteers, it is also important that they see future opportunities for more senior roles.

## Advocacy

The University places great importance on maintaining effective working relationships with its affiliated Alumni Association volunteers through the provision of regular and clear communications that:

- Enhance Alumni Association's knowledge and understanding of the University, the Campaign, academic achievements, alumni opportunities and strategic direction
- Build capacity in Alumni Association committee members to act as spokespeople on behalf of the University and when engaging with members of the alumni community
- Highlight to Alumni Association committee members the benefits of remaining engaged as alumni volunteers and inspire them to actively support the expansion of the group within University of Melbourne alumni network

These communications empower Alumni Association committee members to act as advocates for the University and assist in the delivery of key messages to the wider alumni.

## Elections

In times of leadership transition, Alumni Associations are required to contact UOMA to discuss their proposed election process. UOMA encourages associations to develop a succession plan when transitioning Executive Committee members and can provide significant support in identifying new candidates for Committee membership as well as advice on best practice election processes.

## Constitution

Some associations wish to develop a constitution, whereas others feel it is unnecessary. This decision should be made by the Executive Committee with consultation from its Committee members. If an association wishes to develop a constitution, UOMA can provide advice and support including a sample document.

## Membership

Associations may choose to charge membership fees, and to 'sign-up' members. However most Alumni Associations choose to keep membership informal and do not charge membership fees. Please note that administering membership fees can be a time-consuming process for volunteers.

## Events and Activities

One of the key roles of Alumni Associations is organising and executing events for alumni. These events may be presented by the Alumni Associations themselves or may be larger more formal receptions hosted by the University. The University often calls upon its Alumni Association volunteers for advice and assistance in the coordination of such events.

UOMA can assist Alumni Associations in promoting their flagship events and activities. This service is strictly available at the discretion of UOMA. Please refer to **Communications Support** section for more details.

Activities run by Alumni Associations and endorsed by the UOMA are covered by the University's Insurance Policy (*see: Insurance*).

Please note that Alumni Associations using the University name should not organise events or activities that might bring the University into disrepute. Legitimate activities or events include anything that enhances the relationship between the University and alumni, the Alumni Association and alumni and strengthens the alumni community as a whole.

## Funding

All alumni groups, whether affiliated or not, are expected to be largely self-funding, but Alumni Associations may on occasion apply to the University for additional funds. UOMA has a limited budget available to help resource some activities undertaken by Alumni Associations. As outlined in the **Alumni Association Grant Guidelines**, these funds are distributed equitably based on the needs and resources of each group and the strategic outcomes of the proposed purpose. Funding opportunities will be communicated to all Alumni Associations in a timely manner and applications will be assessed on a case-by-case basis, and are subject to funding availability.

Alumni Associations may apply to the University for grants up to a limit of AUD\$1,500 per calendar year.

Funding from UOMA is offered under two categories; Organisational Grants and Activity Grants.

- Activity Grants are designed to subsidise or cover the costs of venue hire, catering, promotional material or other expensed associated with particular alumni activities or events
- Organisational Grants are designed to cover the extraordinary administrative fees including business registrations fees, website domain names, accounting and auditing costs that may apply to Alumni Associations in particular regions

Pre-requisites of grant funding are:

- The Alumni Association must have signed an **Alumni Association Agreement**
- The Alumni Association must have accurately completed the appropriate Grant Application Form and must agree to complete and return the appropriate Grant Outcome Report

Priority will be given to applications that:

- Promote or raise the profile of the Alumni Association
- Provide sustainable and innovative ways for alumni to connect with each other;
- Have not benefited from University-managed activities in their location/region in the same calendar year;

Full criteria and conditions of University grants and an outline of the application process can be found in the **Alumni Association Grant Guidelines**.

In addition to funding sourced from UOMA, Alumni Associations may choose to fund their activities by:

- Charging annual membership fees and/or event registration fees
- Seeking cash sponsorship from third parties to cover or subsidise event cost
- Negotiating a funding arrangement with a particular University Faculty based on the purpose and outcomes of a particular activity

Please contact UOMA to discuss the best funding model for the proposed activity.

## Insurance

The University of Melbourne's insurance program is designed to cover any enrolled student or other registered person in the capacity of a member or office bearer of any Alumni Association formed, which function with the consent of and are registered with, the University of Melbourne.

The insurance cover applies to official alumni events and activities managed & controlled run by Alumni Associations, provided they fall under the commonly held understanding of what an alumni event or activity is, which is approved by the University such as social functions; networking activities; careers events etc. High risk activities, such as sky-diving, mountain climbing and training for, or participating in any professional sports, would not be covered by the University's insurance policy.

Accordingly, this insurance cover only applies to those recognised and registered University of Melbourne Alumni Associations which have signed the approved **Alumni Association Agreement** and have no outstanding breaches.

To ensure your Alumni Association is covered by the University of Melbourne's insurance program, the name of your Alumni Association and a list of all its official activities and events need to be registered for inclusion under will be added to the University's insurance policy. Therefore it is important to advise the University if your name changes, or if you are organising an unusual event or activity.

## Communications Support

Alumni Associations are invited to submit articles, invitations and alumni opportunities for publication in University alumni communications. UOMA communicates regularly with its extensive alumni community and may provide promotion and support of Affiliated Alumni Associations and their events.

General Promotion:

- An Alumni Association presence featuring contact details for the group, relevant website URLs and social media links on the University's *Alumni and Giving* website <http://alumni.unimelb.edu.au>
- Opportunities to suggest stories for *3010* – a print and online publication for alumni and friends of the University of Melbourne (sent twice annually to all contactable alumni) – please be advised that articles featured in *3010* are subject to approval by an Editorial Board.
- Opportunities to suggest stories for *Melbourne Alumni E-news* (a free electronic newsletter sent 8 times per year to around 150,000 alumni worldwide)
- Provision of a personalised “@alumni.unimelb” email address used to forward messages to a specific existing email account (eg: [malaysia@alumni.unimelb.edu.au](mailto:malaysia@alumni.unimelb.edu.au))

Events and Activities:

- Approved event listings on the *Alumni and Giving* website <http://alumni.unimelb.edu.au>
- Distribution of personalised emails/invitations promoting Alumni Association events to identified communities, according to region/interest group. Alumni Associations are required to notify UOMA at least four weeks prior to the event to discuss the content, timelines and event requirements. The University reserves the right not to distribute invitations based on resource availability.
- Targeted posts, shares, likes via University of Melbourne alumni social media channels including LinkedIn, Facebook, Twitter and Flickr where relevant
- Access to Faculty newsletters where relevant

Some Alumni Associations publish a newsletter and maintain their own website, social media pages and /or LinkedIn profile. UOMA can offer guidance with these activities. Please note that any use of the University of Melbourne name and/or logo, must be negotiated in consultation with UOMA and strictly adhere to the Alumni Associations Brand Guidelines.

## Social Media

Communicating to alumni through social media is encouraged as a means for Alumni Associations to inform and connect with their specific alumni cohorts. Assistance in establishing these online networks can be provided by UOMA.

When considering its social and online media presence, Alumni Associations are asked to consider the following:

- All alumni are encouraged to sign up to the:
  - University of Melbourne Alumni LinkedIn groups - <https://www.linkedin.com/groups/3693333>
  - Twitter account - @UOMAlumni
  - Facebook account - <https://www.facebook.com/melbourneunialumni>
- Establishing social media accounts which refer to the University of Melbourne are permitted provided they do not claim to be “official” University of Melbourne channels. This is because these groups are not monitored and reported on by the University and may not follow specific online communications guidelines.
- If managing social media account for alumni, the manager of that account should regularly post and monitor the account to ensure relevance and mitigation of risk to reputation. Please ensure that copy and posts comply with the code of conduct relevant to each social media channel. Please also refer to the **Social Media Guidelines – Alumni Groups**, for tone, responses and escalation.

## Alumni Personal Information

UOMA maintains a database of all University of Melbourne alumni.

Due to privacy restrictions in force under the *Privacy and Data Protection Act 2014* (Vic), the University is not permitted to provide Alumni Associations with the names, mailing addresses, email addresses or telephone numbers of its specific alumni cohort.

Alumni Associations may maintain an independent list of contact details for their alumni cohort and obtain consent from each member to provide those details to the University for the purposes of the University maintaining and updating its alumni database, fostering alumni relations and promoting University activities.

Alumni Associations should not use the data obtained from its alumni cohort for personal profit or gain.

If Alumni Associations offer personal data from their independent list of contact details to the University, then the University can only use the alumni data for the purposes specified by the Alumni Association when the data was collected.

The University’s privacy policy can be found on the University’s website.

<http://policy.unimelb.edu.au/MPF1104>

## Use of the University Logo

The University of Melbourne logo is the foremost visual expression of the University of Melbourne brand. The logo is a formally registered trademark of the University of Melbourne both in Australia and overseas. Use of the logo projects a consistent image of the University.

Alumni Associations who have signed the [Alumni Association Agreement](#) will be provided with and permitted to use the University logo, however they must agree to adhere to the [Alumni Associations Brand Guidelines](#). The University of Melbourne logo will not be distributed contrary to the purposes of the Alumni Associations nor will it be misused, stored, copied or manipulated.



## Use of the University Name

Alumni Associations will be permitted to use the University of Melbourne name.

Like the logo, the University of Melbourne name is a formally registered trademark both in Australia and overseas and it is key expression of the University's brand. The manner in which the name is used and the actions of groups and individuals who use the University of Melbourne name all contribute to the ongoing reputation of the University.

The University name may be used alongside that of an Alumni Association based on the following grounds:

- That the Alumni Association agrees that the University of Melbourne name will not be used for purposes other than that of enhancing the relationship between the University of Melbourne and its alumni, and building the relationships between alumni of the University of Melbourne.
- That the Alumni Association must not act in a manner that will bring the University into disrepute, including financially

Please note that any use of the University of Melbourne name and/or logo, must be negotiated in consultation with UOMA and strictly adhere to the **Alumni Associations Brand Guidelines**.

## Forming an Alumni Association

Alumni Associations can be initiated by a member of the alumni community, University staff member, Faculty or department.

All Alumni Associations will be assigned a Relationship Manager who will act as their main point of contact at the University. This will be a staff member of the University located in the Advancement office.

To apply, groups are asked to submit a completed **Alumni Association Application Form** following the steps set out below. In order to best service the University's alumni community, UOMA requests that formally affiliated Alumni Associations meet the following criteria:

- The group serves an alumni community of more than 1,000 alumni
- There group serves a community that is not currently being served by another Alumni Association
- The group is governed by a formal committee structure comprising (at minimum) an executive Committee comprising a President, Secretary and Treasurer

## Steps for Forming an Alumni Association:

1. Thoroughly read the Alumni Associations Guidelines
2. Gauge and test the feasibility and level of interest within the target community in consultation with fellow alumni in your network
3. Contact UOMA to discuss the proposed Alumni Association and possible models
4. Consider and decide the best structure for the Association being aware of the legal requirements in your region involved in establishing the association
5. Apply to be registered as a formally Alumni Association by submitting an **Alumni Association Application Form** outlining:

### Key Purpose

The alumni group's key purpose and how it aims to meet serve the needs of its alumni community.



Key Market

The alumni group the Alumni Association aims to serve whether by region or discipline

Committee Structure

A system of governance that enables the efficient and transparent running of the alumni group. This includes the nomination of an Executive Committee comprising a President, Secretary and Treasurer. The Association must provide a list of the names and contact details of its committee members to the University on an annual basis.

Financial status

Information on accumulated funds and any membership fees that may apply to the Alumni Association

Proposed activities

A draft overview of the Alumni Associations proposed annual activity program

6. Work with UOMA to receive approval from the University and submit Agreement documentation
7. Launch the Alumni Association