Southern Cross University

Alumni Network Toolkit

Connecting U

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Southern Cross
University | Alumni

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Introduction

At Southern Cross University we take great pride in our wonderful alumni.

We are actively looking at building engagement with our graduates. Helping motivated alumni to start alumni networks around the world is one of the best ways to do this. By starting an alumni network you have the opportunity to deepen ties with Southern Cross University and perhaps more importantly with your fellow graduates. Alumni networks are used for networking, professional development, and social interaction, and of course staying in touch with those very important and sometimes lifelong friends you made at university. With close to 50,000 SCU alumni around the world you can imagine the power you have to connect on a global basis.

This toolkit provides everything that you need to know about alumni networks, from starting one up right through to managing one successfully, and also what support the SCU alumni office can offer along the way. Best of all the process is simple, easy and quick!

If you have any questions regarding starting up a network please contact the SCU alumni team via alumni@scu.edu.au, phone on +61 2 6626 9607 or scu.edu.au/alumni.

We look forward to helping you establish an SCU alumni network.

Best,

SCU Alumni Team

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What is an alumni network?

An alumni network is a geographical, regional, interest based or school/degree based group of alumni from Southern Cross University.

Types of alumni networks

- Country network
- Regional network
- Degree/industry based network
- Academic school network
- Alumni interest group

Why start an Alumni network?

By starting a network, you are paving the way for future generations of alumni. You are creating a steady network of likeminded individuals with whom you will learn, laugh and lead. Being a part of an alumni network is a great way for alumni to remain connected with Southern Cross University and fellow alumni. It also provides you and the network members with personal and business opportunities for networking, professional development and social interaction Perhaps most importantly it also keeps you connected to Southern Cross University.

Current alumni networks

Schools and Colleges
- [Contemporary Music](#)
- Gnibi Indigenous Friends
- Graduate College of Management
- Law and Justice
- Natural Health & Complementary Medicine
- Psychology
- Manakau Institute of Technology
- [The Hotel School Sydney](#)
- Tourism & Hospitality
- Visual Arts

Geographical
- Brisbane
- Hong Kong
- Shanghai
- Singapore
- Sydney
- Tweed Gold Coast

Social/Colleges
- [Gold Rats Rugby](#)
- [NRCAE College Assembly](#)
- [NRCAE ExStudents](#)

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Starting an Alumni network

Contact the alumni team

The first thing to do once you have decided that you would like to start an alumni network is to contact the SCU alumni team. We will help guide you through every step of the process.

The formation of a new alumni network is usually initiated by an alumnus who is interested in, or has identified a need for a particular alumni network. All networks operate via their own management committees and within the guidelines set out in the SCU alumni network toolkit.

The management committee is initially comprised of the key founding members of the network, who vote at the first meeting to decide who takes which roles in managing the activities of the network.

Network focus

Alumni generally start an alumni network with one or more of the foci below in mind

- Social networking
- Professional development and networking
- To keep in touch with SCU friends and classmates
- To raise funds for a scholarship
- To create a support network

Criteria for an active network

Alumni network are classed as active when they include the following:

1) Have a management committee structure with, as a minimum the following:
   a. President
   b. Vice President
   c. Treasurer and
   d. Secretary

   These four people make up the core executive committee whose role it is to run the network

2) Have 10 members or more
3) Conduct a minimum of 1 event per year (these events may or may not be in conjunction with the SCU alumni team)
4) Networks have a strong role to play in actively promoting SCU in the community and for members to act as ambassadors of our university
5) Provide a report to the SCU Alumni team yearly about their progress and alumni activities and achievements

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The application process for starting an alumni network is simple.

1) Have a read of the SCU Alumni Network Toolkit (this document) and decide if you and your proposed members would like to continue in starting an alumni network
2) Contact the alumni office to discuss your proposed network
3) Lodge a formal alumni network application online in the alumni community section

Managing an alumni network

Network Mission, Vision, Focus and Objectives

It's important that you formally set out the mission statement and objectives of your network. The mission statement is an aspirational statement about the alumni network's purpose and key objectives. You may also choose to craft a vision statement, which sets out the future direction of the alumni network, based on current values. Common alumni network objectives include the following:

- Pride/Spirit
- Career and education
- Community service
- Business networking
- Professional development
- Social networking
- Fundraising for Southern Cross University, i.e. scholarships

Activities

The activities of the network are very dependent on the purpose (or objectives) for which the network is being established.

Key suggested activities include:

- Regular alumni network management team meetings (at least 4 times per year)
- At least one event or activity each year
- Regular posts and interaction on the network Facebook page
- Regular posts and interaction on the network LinkedIn group page

Suggested structure

a. President
b. Vice President
c. Treasurer and
d. Secretary

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a. President

The President leads the alumni network in conjunction with the rest of the alumni network management team. The person in this position and indeed the whole management team also act as key advocates for SCU. The president leads, manages and plans the activities and membership of the alumni network.

Key responsibilities include:

- Plan annual goals and activities for the network
- Primary liaison with the alumni office and the broader community
- Chair network meetings
- Key advocate and external representative for the network
- Other duties as determined by the network

b. Vice President

The vice President role is very operational in focus. This position assists the President to manage and execute planned alumni network activities.

Key responsibilities include:

- With the President and executive committee operationalise the alumni network activities
- General support and assistance to the President
- Filling in for the President when appropriate
- Other duties as determined by the network

c. Treasurer

The Treasurer has key responsibility for managing any financial matters related to the operations and membership of the alumni network.

Key responsibilities include:

- Managing the network budget
- Reporting on the financial status of the network at network meetings
- Financial record maintenance for the network
- Managing financial transactions (debit/credit) for the network
- Other duties as determined by the network

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d. Secretary

The Secretary is responsible for the general administration of the network.

Key responsibilities include:

- Preparing meeting agendas and distributing minutes of the network (where appropriate)
- Managing the network social media accounts (in conjunction with the President)
- Membership management (in collaboration with the President)
- Maintain official custody of the list of alumni network members within the network area. The list should not be released for political or commercial purposes.
- Other duties as determined by the network

Social media

SCU Alumni networks are asked to start the following:

1) An **SCU LinkedIn alumni network group**
   Please contact the alumni office so that we can assist you in starting this group. You should start this group in collaboration with the alumni office, ideally as a sub group of the SCU Alumni LinkedIn page.
   You should name your LinkedIn group the same as your network name, for example:
   Southern Cross University Sydney Alumni Network
   All other decisions are at the discretion of the network members.

2) An **SCU Alumni network Facebook page**
   Facebook has comprehensive instructions on how to start a Facebook Page.
   See https://www.facebook.com/pages/create/ for more information on starting a Facebook page and choose Company, Organisation or Institution and education as the industry for your page (given SCU is a tertiary education provider).
   You should name your alumni Facebook page the same as your network name, for example:
   SCU Sydney Alumni Network and 'like' the SCU Alumni Facebook page
   You will be supplied with a cover image to place on your page to make your page a 'formal' alumni network page.
   All other decisions are at the discretion of the network members.

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Membership management – active alumni

It is the network's responsibility to keep an active database of all members. Every three months the network should provide an updated excel list to the alumni office with pertinent contact details.

SCU takes its obligations regarding privacy very seriously. The way SCU handles students and alumni's personal information, is regulated by the *Privacy and Personal Information Protection Act 1998* (NSW). Please refer to http://www.scu.edu.au/privacy/ for more information or contact the alumni team with any specific queries.

Contact and liaison with the alumni team

The network should nominate a key contact to be the liaison point between the network and the SCU alumni office. Usually this is the President or Vice President; however this is at the discretion of the network management team.

Reporting on network activities to the alumni team

Yearly the network will be asked to submit a brief 1-page summary of the network activities for the previous year.

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How we can help you

Member recruitment

The SCU alumni team can greatly assist both initial and ongoing recruitment efforts in the following ways:

- Advertisement/promotion on the alumni activation form (new alumni can select to become a part of the network)
- Promotion of the network on the alumni website
- Promotion via the alumni e-newsletter (launch promotion and other)
- Promotion via social media (on launch and with regard to upcoming events)
- On network launch promotion of the new alumni network to all potential members

Events

Add your event to the alumni events calendar; simply submit your event information online so that we can post it on our website and social media. We also suggest that you advertise your event through all of your own marketing and communications channels.

Insurance & Risk

SCU Alumni networks and network members may be covered under relevant SCU insurances when undertaking activities considered to be University business. To enable your activity to be covered by SCU's insurance it is important that you register your network and notify the alumni team in respect of upcoming activities. Please note that this cover is, like all insurances, subject to certain terms and conditions.

It is expected that network activities will be conducted in a professional, responsible way in accordance with relevant laws and SCU policies. It is also prudent to conduct a simple risk assessment in respect of your activities.

For more information see:
http://www.scu.edu.au/policy/
http://www.scu.edu.au/risk_management/index.php/8 or insurance.risk@scu.edu.au

Careers

Advertise or chase jobs by using your alumni network contacts.

As a part of the alumni benefit package all active alumni members have access to the SCU Continuing Professional Development program offered by the UniLife, SCU's Career's team. This is via an opt-in process, so if you would like to be included please contact us.

Activity Funding

SCU suggests that events and/or activities to be network member funded. This involves charging members a fee for the event/activity, and can be a cost effective way to offer events and activities of interest to your network.

Requests for funding directly from the Development and Alumni Relations Office can be discussed by contacting the Development and Alumni Relations Office.

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Contact us

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