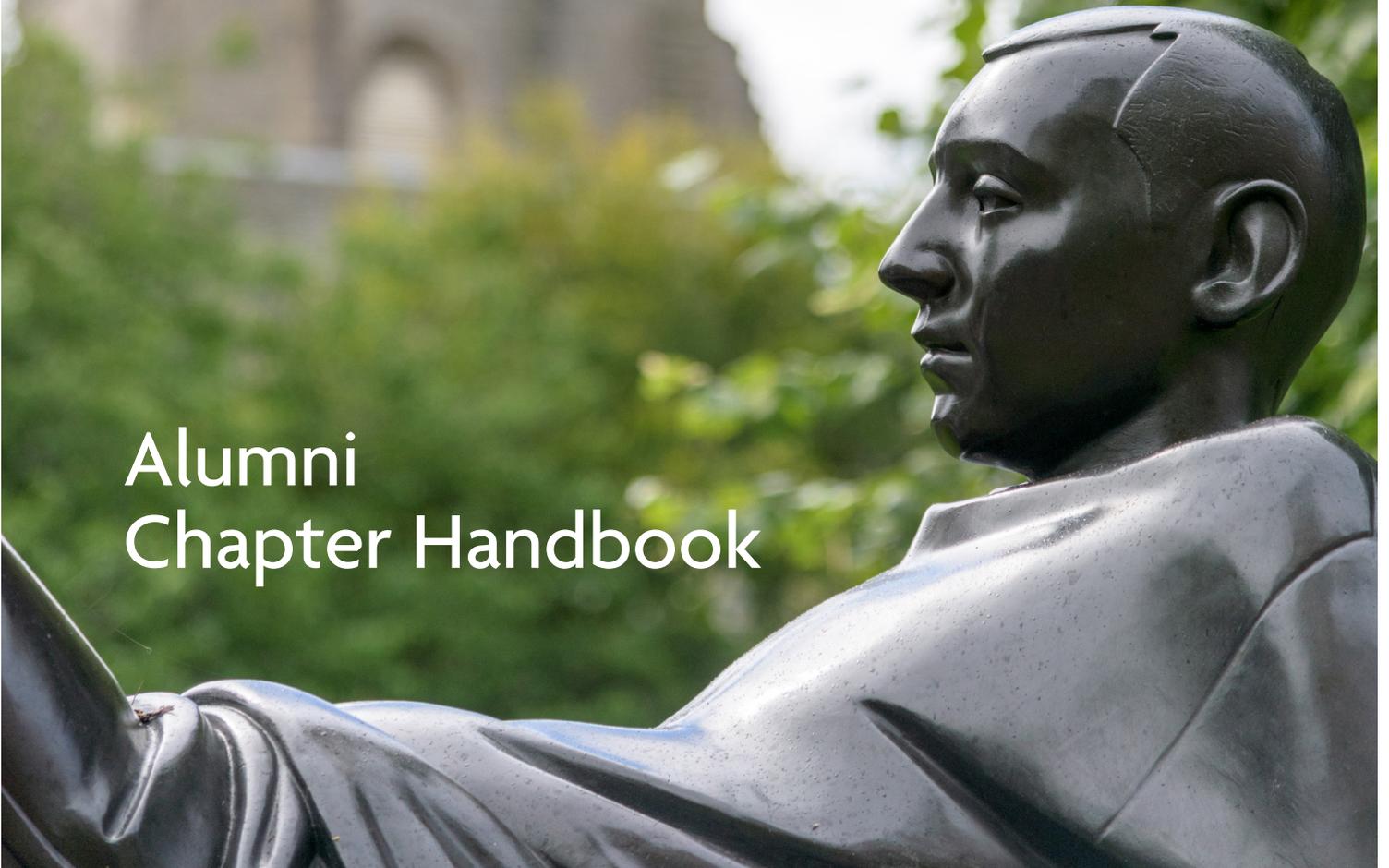




UNIVERSITY OF
ABERDEEN

Alumni
Chapter Handbook





Contents

Mission, Goals and Objectives

University mission statement	4
Alumni Relations mission statement	4
Chapter mission statement	4
Chapter goals and objectives	4

Regulations

Chapter regulations	5
University pledge to chapter	5
Chapter chair and officers	5

Meetings and Benchmarks

Meetings	6
Benchmarks	6

Communication

Logo downloads	7
Logotype	7
Fonts	7
Newsletters	7

Communication

Social media best practice	8
----------------------------	---

Communication

Data protection policy	9
Marketing	9
Stationery	9
YouTube	9
Benefits and Services	9

Events

Planning an event	10
Types of events	10
Career and professional development	10
Tips for holding events	11

Fundraising/Philanthropy

Giving back	12
-------------	----

Engaging Younger Alumni

Event ideas	13
Welcome back parties	14

Appendices

Sample byelaws	15
Sample job description	16
Sample event checklist	17
Sample event evaluation form	19
Sample activity calendar	20

Our vision

University of Aberdeen vision

Transforming the world with greater knowledge and learning.

- University of Aberdeen Strategic Plan 2015-2020

.....

Alumni Relations vision and mission statements

Engaging the Aberdeen family in the future of our University.

Create and nurture lifelong relationships with the Aberdeen family – alumni, parents, students, and friends of the University of Aberdeen – and provide them with lifelong value, thereby encouraging their support to achieve the University’s vision.

.....

Chapter mission statement

The alumni chapter provides information and services to alumni, students, parents of students, and other friends of the University residing in the chapter area, thereby strengthening and promoting the relationship between alumni and the University Of Aberdeen.

.....

Chapter goals and objectives

The objectives of the alumni chapters shall be to provide a forum in which alumni can socialise, preserve the memories of University life and to organise the alumni of the University to promote the welfare of the University and its alumni. Key objectives of each chapter will be to maintain contact with alumni and current students in and from the chapter’s geographical area; to promote the University of Aberdeen in the chapter’s area and to raise funds to support the work of the University.

.....

Chapter regulations

In order to maintain Chapter status the following regulations must be adhered to:

Byelaws (draft their own using the template provided and submit to Alumni Relations Team for approval)

The Chapter shall coordinate a minimum of two events annually.

The Chapter shall hold an Annual General Meeting, the minutes of which shall be forwarded to the Alumni office, signed by the Chapter's officers. The AGM may coincide with an annual fundraising event.

The Chapter shall inform Alumni Office by October 1 of each year the names of the current officers.

The Alumni Office may provide financial support for an annual fundraising event up to the value of £500.

The Chapter must annually produce a Statement of Account at the close of each financial year. The statement shall provide financial disclosure of all assets and liabilities and summarize expenditures for the preceding year. The statement must be signed by at least two (2) officers.

University pledge to chapters

Chapters are incredibly important to the work of the University as a whole and more specifically to the Alumni Relations Team.

In order to support the chapter the University shall endeavour to:

- Ensure the Principal, a Vice-Principal, regional Dean or another senior colleague attends at least one chapter event per year
- Provide administrative support to the chapter
- Assist with communications for any of the chapter events
- Publicise all events on our website and social networking sites
- Feature one chapter in each edition of Voice magazine
- Send merchandise to each of the chapter officers to hand out at events

Chapter chair and officers

The number of officers depends on a common sense assessment of how many people are needed to do the work of the chapter and the number of people available to do that work. The chapter chair should consider using a job description to clearly outline the expectations and responsibilities of chapter officers. (See appendices for a sample job description). Duties, election and terms of office for officers should be outlined in the chapter byelaws (please see sample byelaws in the appendices).

The chapter chair should always consider the leadership potential of the chapter officers, identifying those who might succeed as chapter chair once the current chair has served his/her term.



Chapter meetings

There are many ways to conduct successful meetings, but following are some of the ways we have found to ensure productive, memorable meetings. Your chapter may decide itself how many meetings to have each year, but a good guideline is that the committee should meet at least quarterly.

1. Publish and distribute an agenda at least one week before the meeting.
2. Start the meeting on time.
3. Stick to the agenda.
4. See that all members have a chance to participate.
5. Don't let one member dominate the meeting.
6. Ensure that assignments for follow-up action are clearly understood.
7. Be sure that minutes are provided in a timely fashion following the meeting.

Benchmarks

Several benchmarks have been developed to help you assess the health of your chapter.

1. A healthy chapter structure has actively involved members.
2. A committee and group of officers who are diverse in age, gender, and race, with specified terms of office and assigned functions for each board position.
3. Regular committee meetings publicised in advance at convenient times and locations, which are open to the membership and new members of the Aberdeen community.
4. Breadth of programming – athletic, cultural, social, and educational.
5. Breadth of services – career networking, lifelong learning, scholarships, membership, community service, and prospective student interaction.
6. Specified programs for leadership succession, to include:
 - Limited terms of office for all officers and committee members.
 - Transition training for the next chapter chair and officers.
7. A five-year action plan.



Communication

Logo downloads

Please contact alumni@abdn.ac.uk for the University logo package. When using the new University logo the following guidelines must be adhered to:

Logotype

The logotype has been designed to be as flexible as possible to meet all forms of usage. The logotype consists of two component parts:

- The shield
- The namestyle (University of Aberdeen)

The two component parts must be presented together as displayed here. This complete version (shown here in full colour) can also be used as a single colour option in black, blue PMS 072 or reversed with an approved colour background. Wherever possible, place the logo on the top right of any material.

There are three logotypes available for use. The Primary logotype is our main version of the University logo and its use is encouraged whenever possible. Only when the Primary logotype cannot be used due to space restrictions, the Stacked or Landscape versions can be used.

Primary logotype



Stacked logotype



UNIVERSITY OF
ABERDEEN

Landscape logotype



Fonts

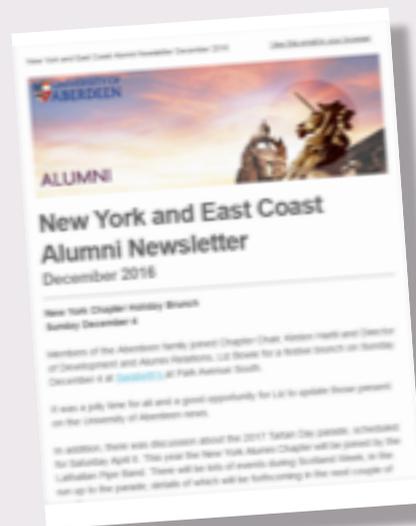
Agenda and Bauer Bodoni fonts are for the exclusive use of professionally produced publications by the University. They are not widely available therefore Calibri and Arial are acceptable replacements for chapter use.

Newsletters

Chapter newsletters can be a very effective way to communicate regularly with the alumni in your area.

The alumni relations team can email a newsletter on your behalf twice a year. Please send your newsletter content to alumni@abdn.ac.uk, the team will then draft an HTML newsletter for your approval and the email newsletter will be sent to all contactable alumni with a valid email address.

Sample US eastern seaboard newsletter



Social Media

The University of Aberdeen is committed to making the best use of social media and all digital avenues to help improve brand awareness and support the University's vision. The University requires all those who maintain University of Aberdeen affiliated social media accounts to read the information below, understand how to use the technology to its maximum potential, and regularly consult with the alumni relations team for advice on growing an audience online.

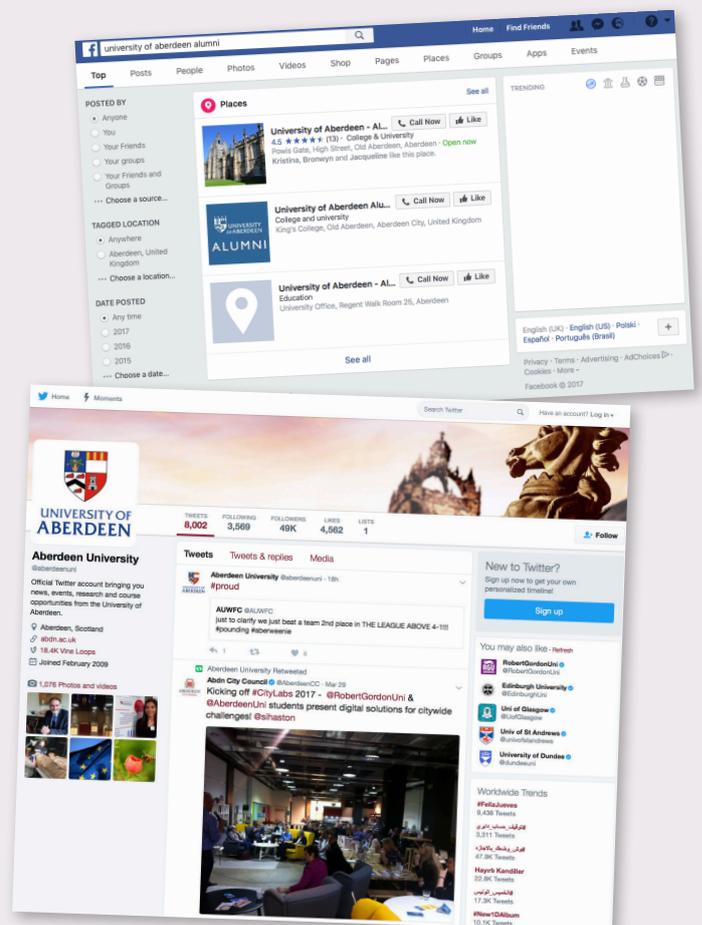
Do

- Be aware of how your comments may reflect on us and protect the University's reputation.
- Be aware of members of your audiences who find social networks inaccessible and offer an equal level of service.
- Take care with branding and always link to official University sites where possible.
- Publish regularly and relevantly, moderate comments in a timely manner; try to engage with stakeholders and link or refer to others' relevant content.
- Be transparent: make sure the account you use is obviously official, and readers are in no doubt of its credentials.
- Correct mistakes: if you make a blunder, admit it and apologise.
- Inform the alumni relations team if you receive a press query regarding the content of your social media channel relating to the University.
- Be aware of Data Protection and Freedom of Information legislation and requirements – always check the Terms & Conditions of any provider.
- Be secure with your passwords. Protect against identity theft where you can. Never give out your password to a third party.
- Keep work and personal social media accounts completely separate, and use only social media where it offers real value to alumni.

- Only offer advice, support, or comment on topics that are within your area of expertise or responsibility. Exercise good judgement and be restrained when interacting with potentially contentious posts on social media sites. If you are in any doubt whether you should respond to a conversation or message contact socialmedia@abdn.ac.uk.

Do not

- Post discriminatory or bullying material.
- Post confidential, inflammatory, or sensitive information.
- Use your personal presence as the first point of publication for any official reports or announcements.
- Endorse political parties/state a political opinion.
- Breach copyright.



Data Protection

In order to be officially recognised all chapters must agree to the following Data Protection Statement

The University is subject to data protection regulations under UK law, which control the use of personal contacts and data. It is a condition of being an officially recognised volunteer led alumni chapter that the chapter takes proper care of personal data obtained because of its status as an alumni chapter. If you are using information about the University or its alumni you must respect data protection regulations and personal privacy.

This means your chapter must:

- use the data only for alumni events and initiatives, and not for other business purposes
- look after the data (it is strictly confidential) and not lose it
- notify the University as soon as possible if any alumni data is lost, stolen or misused
- not store unencrypted data on portable devices
- respect individual's wishes about not being contacted
- if you share the data in order to organise an alumni event or initiative make sure the person receiving the data knows and complies with the rules
- not keep or use out-of-date data: review and delete data regularly
- destroy data completely, such as by shredding, so it cannot be accessed again
- make sure if you collect data that people are told that their data will be used for alumni purposes by the alumni chapter and the University for alumni purposes only
- take care to ensure any transfers of data to another country are legal
- comply with data protection laws of the country in which the data is used

Marketing

Newly formed chapters can request marketing and promotional materials such as table top banners. These items can be used to identify your meetings or events. Requests can also be made for pull up banners, letter cut outs and posters for specific events.

Sample A3 tabletop banner



Stationery

Templates for University letterhead or business cards can be supplied. The design must be submitted to the Alumni Relations team for approval before printing, this is to protect the corporate brand and ensure consistency in application.

Presentations

A PowerPoint template has been created for use by alumni. [Please click here to download the template.](#)

YouTube Videos

YouTube videos can be downloaded below and provide a colourful visual element to any meeting or gathering. The videos can run in the background at a networking event or form part of a presentation.

[4K overhead view of University of Aberdeen campus](#)
[Generic video of campus, library, ASV and city](#)

Benefits and Services

University of Aberdeen alumni are entitled to an amazing selection of benefits and services. These include campus based offers such as discounted membership at Aberdeen Sports Village and the University Library, as well as discounts at various local shops and businesses. However, there are also a few offers that international alumni can take advantage of, such as discounts on accommodation, taxis and holidays, not to mention discount on postgraduate study and access to lifelong careers advice.

Please remember to remind the alumni in your chapter of these wonderful benefits, a full list of which can be found [here](#).

Events

Successful, professionally delivered events are important for the University's reputation and 'brand'. We hope the practical advice, information and contact details included will help you in planning and organising your event.

The Alumni Relations Team can offer further advice and guidance on all aspects of planning and managing events. Contact us on +44 1224 273234 or email alumni@abdn.ac.uk.

Alumni group activity can range from one reception a year to as many as one, or more a month and from social networking to educational and professional development. What each group delivers, will depend on how much time members have. The activities should reflect the interests and demographics of the alumni group and the unique circumstances present in a particular town, city or country. A varied menu of events will attract alumni across all ages and professions.

Types of events

Social

- monthly get-togethers at a regular location, day and time e.g. 'first Fridays'
- annual sporting competitions e.g. a golf tournament or football match
- arts events e.g. gallery tours, theatre trips or music performances or gigs
- an annual BBQ, formal dinner or reception



Career and professional development

Aberdeen alumni possess very rich and diverse expertise in a wide range of disciplines. Alumni can take turns leading informal seminars or giving presentations drawn from their work, interests and background. Or they can invite colleagues with particular expertise to share their business experiences with the wider alumni group. Alumni gatherings involve a multidisciplinary group of individuals who can benefit from networking and sharing expertise:

- establish professional or business networks
- try staging professional development seminars
- invite special guest speakers to address the group

University related events

- Host visits from the Principal, Vice-Principal's, regional Deans or academic staff, administrators and other supporters
- Host events which educate alumni on work and research at the University
- We shall endeavour to send at least one member of staff to the chapter each year

Mentoring and student cultivation

- Organise 'welcome back' events for new graduates
- Act as a resource for recent graduates as they get their careers started – host a careers/recruitment event
- Encourage alumni to participate in career mentoring programmes
- Support student recruitment activity – e.g. attend recruitment fairs
- Organise/support student send-offs/pre-departure activity
- Act as a resource for prospective students and new starters

Fundraising/philanthropy

- Fundraise, through your events, to establish regional scholarships

Tips for holding great events

Here are some suggestions to assist you with organising successful and rewarding events:

Decide on your objectives, the audience you want to target, your preferred date(s) and how you are going to fund the event.

Location

- Creativity is important when selecting a location for your event. Consider using a location that isn't typically accessible to the general public.
- Look for facilities that already have an entertainment focus.
- Check to see if committee members already have access to a unique venue or sit on the board of local museums etc.

Boosting attendance

- If your attendance numbers are low, you may want to ask the alumni office to phone around alumni in the area to remind them about the event.
- Use social networks.
- Try to give at least six weeks' notice for all events.
- Send reminder emails prior to the event.

The personal touch

- The greatest concern most alumni have before attending an event is whether they will know anyone. If a group goes out of its way to make people feel welcome, it will greatly increase the chances of alumni attending future events.
- As simple as it sounds, some groups forget to welcome guests and introduce attendees to one another.

After the event

- Debrief, debrief, debrief – what worked well/less well, quality of speaker etc.
- Post-event reports provide valuable information both for the co-ordinator of the next event and for identifying new volunteers.
- As follow-up discuss what worked, what didn't, and what you might do differently the next time. Good, consistent planning and evaluation will result in top-quality, successful events time and time again.
- Send the list of all attendees to the alumni office.

Use the event checklist in the appendices to guide you through a typical event.



Fundraising/Philanthropy

Giving back to the University of Aberdeen – what's your passion?

You've got a Chapter event coming up and you're looking forward to having fun, catching up with old friends and reminiscing about the great time you had as a student in Aberdeen. How about adding an extra buzz to your event by raising some funds for the place that brought you all together?

For more than five centuries, giving has been at the heart of the University's progress. Gifts from supporters like you have enhanced our campus, advanced our research and helped us to grow a multicultural community. This tradition of giving lives on today thanks to donations and gifts in kind from our worldwide family of alumni, friends and benefactors.



The University of Aberdeen Development Trust exists to nurture this global family and support the University's vision to transform the world with greater knowledge and learning. We're here to help you get involved in those areas of the University's work that you're most passionate about. Whether it's offering today's students a helping hand, changing the world through our research or celebrating the University's unique heritage and collections, there are countless ways to make a difference.

Take the Findlay Walker Scholarships. Our US alumni are passionate about enabling American students to come to Aberdeen to study. Findlay was a driving force behind the University of Aberdeen Foundation and when he passed away in 2013 his friends and colleagues wanted to honour his memory by establishing this scholarship. Many of the University's graduates and American friends have supported this and we now have two students enjoying the Aberdeen experience.

As you recall fond memories and reflect on your time at the University of Aberdeen, we hope you are inspired to give something back. What's your passion? And what can we do to make it happen?

We'd love to hear from you. Please contact Darren Hill, darren.hill@abdn.ac.uk or visit www.abdn.ac.uk/giving.

Thank you.

Engaging younger alumni

Our research has shown that many young alumni want:

- To connect and engage with a meaningful network
- Career opportunities
- Information and advice

So what can chapters offer recent graduates and how can they adapt so as to offer younger alumni what they want?

Here are a few ideas you could try:

- Recruit them to help run sub committees with a specific goal.
- Organise and fund drinks events at a pub by 'putting money behind the bar'.
- Ensure events have an emphasis on networking and education.
- Create themes of shared interests rather than shared experiences.
- Publicise your chapter through Twitter, Facebook, Instagram, WhatsApp and other regionally appropriate social media channels such as Weibo.

Be flexible on who can be a member. Chapters are encouraged to open up their membership or events to anyone with an interest in the University of Aberdeen, including non-alumni and current students.



Welcome back parties

During the summer months, many of our alumni chapters hold parties for recent graduates who have returned from the University of Aberdeen. These 'welcome back' events can help new alumni with the transition from student to working life. It can be comforting for them to know that there is an existing network of Aberdeen alumni who can pass on their knowledge and expertise in this critical post-University phase. Alumni can assist with reviewing CVs/resumes, interview skills and preparation while social events provide invaluable networking opportunities.

The alumni relations team can communicate with recently graduated alumni on the chapter's behalf about any 'welcome back' activities that the chapter schedules.



Appendix 1

Sample Byelaws

ARTICLE I

Section 1. Name

The name of this organisation shall be the

Chapter of the University of Aberdeen (the 'Chapter').

Section 2: Purpose

The chapter is organised to provide service to chapter members. In furtherance of this goal, the chapter shall provide a forum in which alumni can socialise, preserve the memories of University life and to organise the alumni of the University to promote the welfare of the University and its alumni. Key objectives of each Chapter will be to maintain contact with alumni and current students in and from the Chapter's geographical area; to promote the University of Aberdeen in the Chapter's area and to raise funds to support the work of the University.

ARTICLE II

Section 1: Membership

Any alumni, parents of students, friends, and supporters of the University of Aberdeen are eligible to become active members in the chapter. All alumni and non-alumni members of the University of Aberdeen family who have distinguished themselves by their support of Aberdeen are eligible to become honorary members of the chapter. Appointment as an honorary member requires the approval of the committee.

ARTICLE III

Section 1. Committee

The committee of the chapter shall consist of a chapter chair, vice-chair, secretary, and events coordinator.

Section 2. Terms of office

The term of office for the committee of the chapter shall be two years. The chapter committee may be re-elected, but successive full terms of office shall be limited to two.

ARTICLE IV

Section 1. Duties of Officers

Chapter chair

The chapter chair shall serve as chair of the committee. He/she shall manage the day-to-day business of the chapter, appoint committee members, call chapter meetings, and preside at those meetings. The chair shall

inform the Alumni Relations team of chapter activities and shall submit to that office an annual report immediately following the annual meeting.

Vice-chair

In the absence or disability of the chair, or at his/her request, the vice-chair shall perform the duties of the chair. If the office of the chair becomes vacant, the vice-chair shall become chair until the next annual election of committee members.

Secretary

The secretary shall keep the official minutes of the meetings of the chapter and the committee. He/she shall maintain the official copy of the chapter's certificate and past-chapter meeting minutes.

Events coordinator

The events coordinator shall assure that the schedule of activities consists of a well-rounded series of events designed to promote all aspects of the University of Aberdeen and its alumni and to support Aberdeen's efforts to recruit outstanding students.

ARTICLE V

Section 1. Annual Chapter Meeting

The chapter shall hold an annual meeting in the month of May. At the annual meeting, activity for the following year shall be discussed and vacancies in the committee filled.

Section 2. Special Chapter Meetings

The chair shall call special chapter meetings that are included in the chapter's annual schedule of activities or that are necessary to carry out the purposes of the chapter.

ARTICLE VI

Section 1. Adoption

This byelaws shall be officially adopted upon their approval by the majority vote of the members of the chapter in attendance at any regular or special meeting of the chapter. It shall take effect upon the granting of a charter by the Alumni Relations Team, authorising its functioning as one of the official University of Aberdeen chapters.

Section 2. Amendment

The byelaws may be amended by a majority vote of all chapter members present at any duly called committee meeting.

Appendix 2

Sample Job Description

POSITION TITLE:

Committee member

BASIC FUNCTION:

To represent fellow alumni in planning and implementing chapter goals, policies, and programs.

TERM OF OFFICE:

Two-year term, a maximum of two consecutive terms applies.

QUALIFICATIONS:

Alumna/alumnus of the University of Aberdeen and a commitment to the promotion and success of the chapter.

MAJOR RESPONSIBILITIES:

- Attend chapter meetings.
- Participate fully in chapter deliberations.
- Participate in and promote alumni programmes and events.
- Be well informed about the University and its news.
- Assist in promoting and publicising the chapter and its programs.
- Assist in identifying alumni who should become involved in chapter activities.
- Encourage alumni interaction with students.
- Help serve as a role model for students.
- Help increase student awareness of alumni activities.

Specific Jobs

Chapter chair

- Serves as a liaison between the Alumni Relations Team and the chapter
- Must be available for conference calls with the Alumni Relations Team four times a year
- Ensures chapter adherence to data protection policies and mission statement
- Works with the Alumni Relations Team to be aware of fundraising goals and objectives
- Schedules and conducts meetings with chapter committee members
- Active in all event planning

Vice-chair

- Is available to conduct meetings in the chapter chair's absence
- Oversees co-ordination of events
- Assists the chapter chair in his/her general duties

Treasurer

- Keeps track of payments and fundraising from events and works with the Alumni Relations Team to transfer any profits
- Responsible for maintaining financial records and production of annual statement of account

Communications officer

- Captures updated contact details of all alumni at Chapter events and shares this with the Alumni Office
- Responsible for creating the texts for invites and shares the list of attendees with the Alumni Relations Team
- Provides regular news and information about the chapter for the Alumni Relations Team to use in their communications
- Maintains any chapter social media accounts

Appendix 3

Event Management Checklist

Event name:				
Venue:				
Event date and time:				
Event coordinator:				
Nominated proof reader:				
Brief Description:				
Running Order:				
Venue contact details:				
Capacity:				
Charge:				
Pre event administration:	Responsibility	Date Requested	Date Completed	Notes
Email Alumni Relations Team with details				
Check event added to alumni webpage				
Check event added to alumni social media channels				
Email Alumni Relations Team with copy for invitation email				
Proof and approve draft HTML email invitation				
Register attendees and email to Alumni Relations				
Send email confirmation and tickets (if applicable)				
Detail email to registered attendees (one week prior to event)				

Communication plan:				
Invitations text				
Confirmation email text				
Detail email text				
Schedule of communications:	Responsibility	Target Date	Actual Date	Notes
Alumni webpage				
Alumni social media sites				
Initial electronic invitation				
Postal invitation (if applicable)				
Follow up electronic invitation				
Final follow up reminder				
Detail email to registered attendees				
Event Management:	Responsibility	Date	Notes	
Book venue				
Book catering				
Book entertainment				
Book AV				
Nominate photographer to take pictures at the event				
Prepare event material, name badges, promo literature, place names etc				
Finance:	Responsibility	Date	Notes	
Set and manage budget				
Monitor income (cheque, cash and CC)				
Update Alumni budget with income and exp				
Post event admin:	Responsibility	Date	Notes	
Update Alumni Relations Team with actual event attendance				
Email Alumni Relations Team with photos from the event				
Follow up email/ letter				

Appendix 4

Event Evaluation

1. How would you rate your experience of the XXXX event?

- Excellent
 Good
 Average
 Poor

*2. Would you consider attending this event annually?

- Yes
 No

*3. What was the main factor in your decision to attend the event?

- The speakers
 The location
 The opportunity to see other alumni
 The date and time
 Other (please specify)

*4. As a result of this event, how likely would you be to recommend the activities of this chapter to fellow alumni? Please rate from 1-10 (1 being not at all likely and 10 being extremely likely)

- 10
 9
 8
 7
 6
 5
 4
 3
 2
 1

5. Please tell us why you selected the answer:

*6. How often would you like to see fellow alumni from the University Of Aberdeen?

- Once a year
 Twice a year
 Three times a year

*7. Would you be willing to travel for similar events?

- Yes
 No

If you answered yes, how far?

8. Do you have any other comments you would like to share with us?

Appendix 5

Activity calendar

Activity	2018												Responsible
	January	February	March	April	May	June	July	August	September	October	November	December	
Quarterly planning meeting	▲			▲			▲			▲			Chapter chair
Student recruitment fair			▲						▲	▲			Chapter vice-chair
Welcome back event							▲				▲		Event co-ordinator
Pre-departure event								▲				▲	Event co-ordinator
Burns supper	▲												Event co-ordinator
Holiday party/celebration												▲	Event co-ordinator
Family day						▲							Chapter committee

Note: These are just suggestions and are not prescribed chapter events.



NOTES

NOTES

Alumni Chapter Handbook

University of Aberdeen Alumni Relations Team
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