

Alumni Engagement

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1.0 Purpose

This procedure document is intended to:

- provide a standard definition of alumni for Griffith University
- ensure a consistent language and approach to alumni engagement
- include cohorts that have a strong affinity to Griffith University and are more inclined to engage for mutual benefit
- provide a set of principles for engagement with alumni.

2.0 Scope

This procedure covers all University dealings with alumni, except for those specifically mentioned below. It includes keeping records and handling alumni information.

The Office of Advancement is the custodian of the University's relationships with its alumni and works collaboratively with internal stakeholders (including Groups and Schools) to develop and maintain mutually beneficial relationships with alumni.

This procedure does not apply to:

- contact with alumni for the purposes of core University Surveys including Australian Government mandated surveys such as the Graduate Outcomes Survey and Student Experience Surveys.
- communications with alumni for graduation matters.
- contact with alumni if that contact is solicited by an alumnus, for example an alumnus indicating an interest in return to study.
- the maintenance of personal contact with alumni by staff managing ongoing relationships (however, if individual staff become aware of updated information (contact, employment etc), they are requested to share those with the Alumni Engagement team so that the University's official alumni records are accurately maintained.)
- marketing of university wide further study opportunities to alumni (in consultation with the Office of Advancement on the type, timing and targeting of such communications with alumni.)

3.0 Procedure

These procedures:

- ensure good relationship management practices to minimise alumni disengagement and encourage life-long connection for mutual benefit.
- support a co-ordinated approach to alumni engagement across the University to maximise return on investment.
- enhance alumni engagement.
- improve reporting and analysis by capturing instances of alumni engagement across the University.

3.1 Operating principles

- Engagement with alumni of Griffith University is a collaborative effort across all academic and professional service elements and is guided by the operating principles of the Alumni Engagement Strategy.
- The Griffith University Alumni Engagement Strategy is developed by the Office of Advancement in conjunction with Academic Groups, professional elements such as Griffith International and other key stakeholders.
- The Alumni Engagement Strategy aligns with the University's strategic plan and supports the key priorities of stakeholders.
- The delivery of this strategy is driven by the Office of Advancement towards achieving goals for engagement, volunteering and philanthropic purposes. These are monitored and reported on regularly.
- To ensure effective delivery and mutual benefit, key metrics are employed to measure alumni engagement with and sentiment towards the University.
- The Office of Advancement database contains the University official alumni record.
- Support for communications and engagement with alumni is provided by the Office of Advancement and is undertaken in accordance with these Alumni Engagement Procedures.

3.2 Alumni communications and surveying

3.2.1 Communications

- To ensure communication standards and best practices are maintained, all official communications to broad groups of alumni are supported by the Office of Advancement. This includes, but is not limited to, communications relating to events, newsletters, announcements and other emails.
- Groups and elements may communicate with alumni affiliated to their area for specific purposes, on an individual basis and to small groups. To do so, they must request updated contact data from the Office of Advancement, direct alumni to the University 'update details' and 'unsubscribe' channels for alumni, and feed back to the Office of Advancement the outcomes of any communications sent.
- The Office of Marketing and Communications communicates with alumni for the purpose of distributing University wide student recruitment messaging to alumni for further study opportunities. This material is approved by the Vice President (Marketing and Communications) and is distributed in consultation with the Deputy Director Advancement and Director Alumni Engagement (the custodian of the audience).

- In addition, it is recommended that all communications with alumni be discussed with the Office of Advancement to help prevent constituents receiving multiple University communications at one time and to avoid communication fatigue.

3.2.2 Surveys

To ensure surveying standards and best practices are considered, surveys of alumni are delivered in conjunction with the Office of Advancement. Some surveys will also require survey ethics approval.

3.3 Alumni data management

The Office of Advancement is responsible for the collection, maintenance and integrity of information relating to alumni, to ensure compliance with legislation and best practice, and to provide the University with engagement metrics for measurement and benchmarking purposes.

3.4 Alumni community groups

The purpose of alumni community groups is to further the strategic objectives of the University. Community groups can be organised around regional geography or interest areas. When officially recognised, they are listed on the Alumni Engagement web page. This ensures efforts to engage alumni are efficient, aligned with overall Advancement and university goals, and provide a uniform positive experience for alumni.

Active community groups are coordinated with the Office of Advancement (community guidelines are provided). They have active volunteer leadership, interact and engage regularly, and uphold the standards and values of Griffith University as outlined in the 'Statement of Values and Commitments'.

3.5 Forum

The Alumni Forum operates under a clear Terms of Reference with accountabilities and is a vehicle through which to bring together representatives from all stakeholder groups delegated and identified by PVCs and other stakeholder leadership. The forum helps inform, shape and deliver alumni programs, identify and monitor performance against goals and strengthens the culture of alumni engagement at Griffith.

4.0 Definitions

For the purposes of this policy and related policy documents, the following definitions apply:

Alumni is the term used for a collective group of graduates or former students. They are people who are any one or a combination of the following:

- graduates of Griffith University or a predecessor institution (This includes, but is not limited to, the Mt Gravatt Teachers College, Mt Gravatt College of Advanced Education, Mt Gravatt campus of the Brisbane College of Advanced Education, Queensland Conservatorium and Queensland College of Art, Gold Coast College of Advanced Education).
- former students (no longer studying) of Griffith University or a predecessor institution who have completed at least 4 courses or 40CP in a degree award program.
- exchange and study abroad students who have completed at least one study period at Griffith University.
- honorary degree recipients.

- former Griffith University staff members who have served at least 2 years and left in good standing who opt to be part of this community.

Alumnus is the term used for a singular graduate or former student.

5.0 Information

Title	Alumni Engagement Procedure
Document number	2023/0001179
Purpose	This procedure document provides guidance for engagement with Griffith University alumni. It covers the University's interactions with its alumni, including keeping records and handling alumni information.
Audience	Staff
Category	Operational
Subcategory	Information Management
UN Sustainable Development Goals (SDGs)	This document aligns with Sustainable Development Goal: 4: Quality Education
Approval date	1 January 2022
Effective date	1 January 2022
Review date	2025
Policy advisor	Deputy Director, Advancement
Approving authority	Vice President (Advancement)

6.0 Related Policy Documents and Supporting Documents

Legislation	<i>Privacy Act 1988</i> <i>Public Records Act 2002</i>
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Telecommunications Act 1997

Policy	<p>Honorary Degree Policy Information Management Policy Information Security Policy Philanthropy and Fundraising Policy Student Communication Policy Surveying of Griffith Students and Staff Policy Treasury Policy</p>
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Procedures	N/A
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Local Protocol	N/A
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Forms	N/A
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