



Curtin University



Alumni Chapters and Networks Handbook Part One: Getting Started

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Hello there!

Thank you for your interest in getting involved with Curtin's alumni community.

Curtin alumni chapters and networks are a wonderful way to stay connected with the University and your fellow graduates. Organised according to course of study, location or area of special interest, they each have a unique purpose and are volunteer-driven by dedicated and passionate Curtin alumni, with support from the Curtin Alumni and Community Relations team.

By getting involved, you'll play an important role in helping to nurture and grow a global and vibrant community of engaged alumni, and support Curtin's mission in the process. Not to mention, you'll have access to a range of additional benefits:

- Further develop your leadership potential
- Build personal and professional networks
- Create lifelong connections
- Give back to Curtin
- Gain insight into the University environment
- Participate in life-long learning and the pursuit of academic excellence.

This handbook comes in two parts (*Getting Started* and *Making It Happen*), and provides step-by-step instructions, resources, templates, and other useful tips to help you create, grow and maintain your chapter or network.

We look forward to supporting you on this journey.

Jysae Hooper

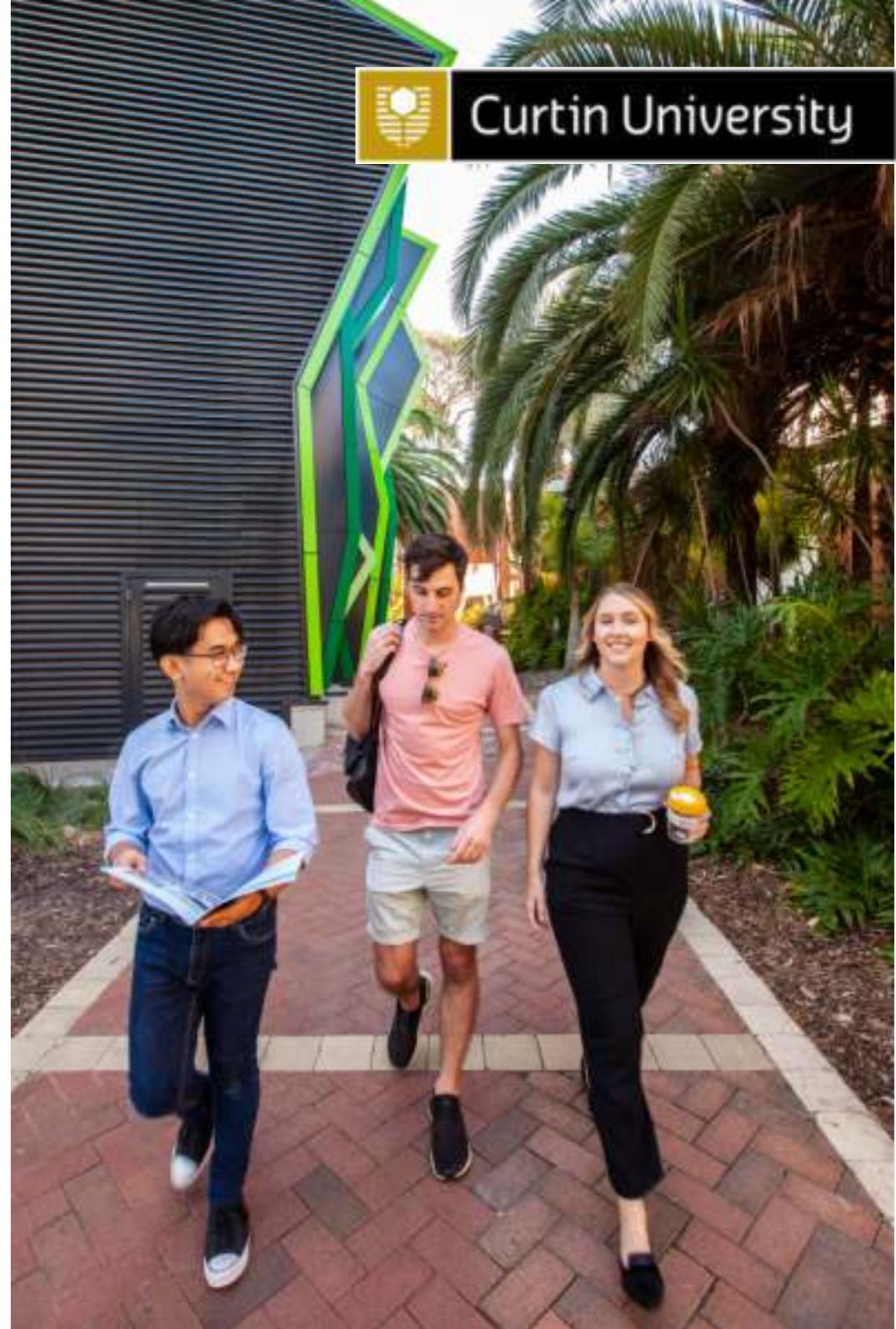
Manager, Alumni and Community Relations
University Advancement, Curtin University



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Whenever you see this symbol, it means there is a downloadable template or form on the Chapters and Networks Portal.





A bit of background

Curtin University

Curtin University is an innovative, global university known for its high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future. With campuses in Australia, Dubai, Malaysia, Mauritius and Singapore, as well as partnerships with more than 130 institutions worldwide, Curtin's presence is expanding across the globe.

Curtin's mission is to transform lives and communities through education and research.

Our five core values are:

- Integrity – to act ethically, honestly and with fairness
- Respect – to listen, value and acknowledge
- Courage – to lead, take responsibility and question
- Excellence – to strive for excellence and distinction
- Impact – to empower, enable and inspire.

Alumni and Community Relations

The Alumni and Community Relations team is here to help you maintain a connection with the University and your fellow graduates. Curtin graduates automatically become lifelong members of our global alumni community of over 250,000 inspiring people from 190 countries.

In addition to chapters and networks, our other alumni programs include:

- Alumni Awards: an annual program whereby alumni are awarded for their significant contributions to their communities and professions
- Young Alumni Program: an initiative that provides graduates aged 35 and under with access to tailored events, programs and communications
- Alumni Noticeboard: a monthly email newsletter which includes alumni stories, Curtin news, event information and other interesting information
- Annual alumni and community event: held each year between September and October featuring inspiring keynote speakers
- Giving opportunities to support programs at Curtin that have the potential to change lives and communities
- Alumni benefits: Curtin email for life, career advice, discounted Curtin Stadium membership, complimentary Alumni Library Membership, and more.

For more information about what we do, visit the Alumni and Community Relations website via alumni.curtin.edu.au.



What does a model chapter or network look like?

Before we begin the steps to create your chapter or network, let's have a look at what makes a healthy functioning chapter or network. There are many things involved to ensure your chapter or network is successful and functions well. You have to consider the strategy, organisational aspects, values, functionality and outcomes. Read more below to get inspired!*

*If you are creating an informal network some of the below points may not apply.

Strategy

- Being aware of, and understanding Curtin's strategic pillars
- Purpose of the chapter or network is clear and supports one or more of Curtin's strategic pillars, and/or the objectives of the area or campus it's aligned to
- Actively helping to achieve the strategic objectives of the Curtin area or campus it's aligned to
- Being invested in supporting the mission of Curtin
- Helping drive private support for the University (time, knowledge, expertise, creativity, networks, philanthropy, or good will)
- Following through in a timely manner on what is set out in the operational plan/strategic objectives.

Organisational

- Working in collaboration with a representative from the area or campus the chapter or network is aligned to, and that representative is the main contact for the chapter or network. The Curtin representative is working to ensure there is alignment between the objectives of their area or campus and the chapter or network. Ideally, there are two representatives: the head of the area, campus or school and an administrative support person
- Understanding that University Advancement's role is to provide advice, guidance and communications support, and that Advancement does not drive strategy – that is the responsibility of the chapter or network in collaboration with the Curtin representative
- Adhering to the guidelines and timeframes as outlined in the Chapters and Networks Handbook.

Values

- A good understanding of Curtin's values and operating in line with these values
- A governance document that outlines Curtin's values, and how its committee members work in line with the values.

Functionality

- A well written, concise and clear governance document (refer to Terms of Reference template)
- All committee members have clearly identified roles and responsibilities
- The chapter or network functions well as a group.

Outcomes

- All chapter or network events and/or activities are aligned to Curtin's strategic pillars with clear outcomes in support of the identified strategic objectives.



The first few steps

So, you want to start a Curtin chapter or network? Great!

Step 1: Ask the big four questions

Firstly, ask yourself *why*? Why do we want to start a chapter or network? Is there a demand for one in this space? Is there support from the area, campus and/or school that the chapter or network relates to? What purpose, problem or opportunity will it serve? Your vision, mission and goals can come later, but without the *why* will help you form your purpose, and strategy and drive success.

The next question is *who*? Who is going to take the lead and drive this initiative, and who are you going to engage (audience)? Who can help drive and support from Curtin's strategic perspective? Determine if there is enough demand for a chapter or network in your proposed location or area of interest to make it a viable proposition. Have a think about who can help drive and support the chapter or network from the Curtin area, campus and/or school. The Alumni and Community Relations team can assist with this information.

Then you need to ask *what*? What is the chapter or network going to do? What is the strategy and purpose and how does it support the Curtin area, campus and/or school? The activities you're planning to do should help to achieve your goals. More information on events and activities can be found in *Part Two: Making It Happen*.

And finally *how*? How do you start and how will you grow and maintain it? How can you work with the area and/or school to achieve the strategic objectives and goals? That's where this handbook will help, along with support from the Alumni and Community Relations team.

Step 2: Speak to an area or campus representative

Set up a meeting with the area, campus and/or school representative who is connected to the type of chapter or network you want to create, the Alumni and Community Relations team can refer you to the right person. Have a conversation with the representative/s to get an idea of the strategic direction of the area or campus, how the chapter or network can help support and drive strategic priorities. This person will help drive the strategy for the chapter or network. We recommend making connections with someone on a strategic level and an administrative level; these contacts will be the main support from Curtin for the chapter or network.

Step 3: Set up a temporary working party

We recommend you identify three to five graduates to form a temporary working party to help you with the initial stages of forming a chapter or network. Appointing official committee members is outlined in Step 10. Make sure to include your Curtin area, campus or school representative in these discussions to recruit working party members.

Step 4: Determine your mission and goals

This is a very important part of the process and relates closely to your *why*, as outlined in Step 1. Whilst all chapters and networks vary in size, structure, location, audience,



they each have a similar purpose: to help build a global and vibrant community of engaged Curtin alumni and to support the global mission of the University, namely to change the future for the better. You'll need to develop your own mission that is specific to your chapter or network.

Make sure the mission and goals are developed in collaboration with the area, campus and/or school and are strategically aligned to Curtin's priorities. Once you've set your mission, you need to create a few SMART* goals. This can be both rewarding and beneficial as it will not only help you to deliver on your mission, it will help you attract the right people and streamline your activities. Your goals may change over time, but they will give you a good base to get started. Here are some examples:

- Provide two professional development opportunities for at least 100 alumni per year
- Showcase the achievements of Curtin graduates through one alumni story month on our Facebook page
- Raise \$5,000 this financial year to support current students through the Young Alumni Helping Hand Fund
- Engage at least 200 alumni through bi-monthly networking events this calendar year.

*SMART objectives are specific, measurable, achievable, realistic and time-specific.

Step 5: Arrange a kick-off meeting

Now it's time to book a kick-off meeting with the Alumni and Community Relations team, your Curtin area, campus and/or school representative and your working party. Depending on your location, we can meet in person or via teleconference. The Alumni and Community Relations team will provide an agenda for the meeting. The Curtin area or campus representative will provide the strategy for the area, campus and/or school to give strategic direction. We will discuss your 'four big questions', workshop your mission and goals (bring a draft along), walk you through the remaining steps in *Part One*, and help you find the answers you're looking for. Make sure to include your Curtin area or campus representative for all working party meetings so they can be involved in initial discussions and strategy.

Step 6: Determine your structure - informal vs formal

If you are not required by law to set up a formal entity or association, you will have more flexibility with how you proceed. Some chapters and networks choose to elect a formal committee and have clearly defined members' roles. Others are more informal (like a network), and have greater flexibility in members' roles and responsibilities, for example creating smaller teams within the network, or having members' across multiple areas for planning events and activities.

In some countries, alumni chapters or networks are required by law to register with relevant authorities. You'll need to do some research and speak to the Alumni and Community Relations team during the kick-off meeting to determine whether this is the case in your location. If it is, you may be required to become a formal entity or association, with a structured committee and governance framework. There are a few options, so have a think about what might work best for your chapter or network. The structure is completely up to you, think about what will work best and if you would prefer to have more flexibility you might like to start as a network.

Note: Chapters and networks located in Australia are not required by law to become a formal entity or association.



Step 7: Define roles and responsibilities

The roles and responsibilities of your chapter or network will differ significantly depending on whether you choose a formal or informal structure. The suggestions in this handbook suit a formal structure, however, they can also be adopted in an informal structure. Depending on your location, there may be some rules governing the type of roles required to become a formal entity or association.

PRESIDENT / CHAIRPERSON

The role of the President or Chairperson is to provide leadership and guidance for initiatives, and to take responsibility for strategic planning, both short and long term, in consultation with the committee, the Curtin area or campus representative and the Alumni and Community Relations team.

- Lead the committee in the planning, development and implementation of key initiatives
- Develop an annual plan to ensure the mission and goals are achieved
- Chair meetings and ensure they are conducted in a professional and efficient manner
- Ensure committee members fulfill their functions and responsibilities
- Maintain regular contact with the Alumni and Community Relations team and Curtin area or campus representative.

VICE-PRESIDENT / DEPUTY CHAIRPERSON

Substitute for the President in their absence, and support the President in leading the committee.

SECRETARY

The Secretary provides the committee with administrative support, such as:

- Drafting agendas, taking minutes for meetings and providing copies to all committee members
- Facilitating actions according to the decisions of the committee
- Maintaining committee records (including agendas and minutes) and sharing them with the Alumni and Community Relations team and the Curtin area or campus representative
- Managing correspondence for the committee.

TREASURER

The Treasurer is responsible for ensuring the appropriate use of committee funds, as well as monitoring and maintaining financial accounts in collaboration with the Curtin area or campus representative and the Alumni and Community Relations team. Duties may include:



- Preparing and providing financial reports to the committee on a regular basis
- Ensuring funds are reconciled after event implementation in collaboration with the Alumni and Community Relations team and Curtin area or campus representative
- Maintaining accounting records including receipts and invoices
- Managing budgets for initiatives and events.

More information on finance management can be found in *Part Two*.

CURTIN AREA REPRESENTATIVE/S

We encourage all chapters and networks to have a representative within the relevant Curtin area, campus and/or school supporting the chapter or network. We strongly advise having one representative on a strategic level to drive help strategic priorities, and one representative from an administrative level to support the chapter or network on an operational level.

The Curtin area or campus representative/s provides the committee with:

- Provides strategic direction on goals, objectives and purpose of the chapter or network from Curtin's perspective
- Attends committee meetings to provide administrative and strategic support and guidance
- Operational and logistical support for events, programs and activities
- Drives and supports the chapter or network with relevant Curtin connections to achieve goals and objectives

ADDITIONAL ROLES

You may also consider creating some more defined roles and responsibilities to suit your chapter or network's purpose, goals, location and audience, such as:

Event Coordinator

- Manage events and maintain a calendar of events
- Undertake administrative tasks associated with events, such as preparing name badges and registration lists with support from the Curtin area or campus representative and the Alumni and Community Relations team

Marketing Coordinator

- Develop and implement a communications strategy in collaboration with the Curtin area or campus representative and the Alumni and Community Relations team
- Create and review content for your chapter or network including email communications and marketing collateral
- Ensure that all communications are channelled through the Curtin area or campus representative and the Alumni and Community Relations team, and that all requests are submitted within the time frames as set out in *Part Two*
- Ensure all communications adhere to Curtin's Corporate Style Guide at all times.



Social media

- Manage social media accounts for your chapter or network
- Adhere to our social media guidelines (found in *Part Two: Making It Happen*)
- Develop and implement a social media strategy in collaboration with the Curtin area or campus representative and the Alumni and Community Relations team
- Regularly post engaging content about your activities as well as general University updates and achievements
- Bring to the attention of the Alumni and Community Relations team any social media posts that may be potentially damaging to the University's reputation
- Regulate interactions, engagement and communications made through any social media channels
- Align social media with Curtin University's existing policies and guidelines for the use of digital media (social media guidelines can be found in *Part Two*).

Step 8: Name your chapter or network

When creating the name of your chapter or network, think about those big four questions from Step 1 - why, who, what and how. The name should demonstrate what sort of entity your committee is, and must include the term 'alumni'. We encourage you to name your chapter or network once you've gone through steps 1-6 as the outcome of each step will guide you to create a name that is relevant, meaningful and identifiable. Chapters and networks based outside of Australia generally follow this format: *Curtin University Alumni <Country Name>*. Your chapter or network name will need approval from the Alumni and Community Relations team and the Curtin area or campus representative, before we can provide you with a logo and add your chapter or network name on our website. More information on logos and branding can be found in *Part Two*.

"Curtin provided me with the platform to discover myself, what I wanted to pursue for my career and armed me with the relevant knowledge to launch my career. It changed my life.

Getting involved with the alumni is the least I can do to give back to my alma mater."

- Edmund Seng 2009-2021 President, Curtin University Alumni Singapore



Step 9: Set up governance

Each chapter or network is unique with its own purpose, goals and target audience, and will therefore have a unique governance structure. We recommend discussing your governance needs at the kick-off meeting, and researching the different types of governance models to see what might work best for you. As discussed in Step 5, some countries require by law formal documentation when creating an entity or association.

A well thought-out and strongly written governance document, such as a Terms of Reference, is essential in creating and running an effective committee. 

Below is what we recommend you should include in your committee's governance document. Of course, this may change depending on whether you choose to adopt of formal or informal structure.

- Mission, purpose, objectives and goals
- Structure overview
- Roles, responsibilities and expectations
- Process for appointing committee members
- Meeting procedures.

Including the mandatory agreement

Ethical behavior at Curtin is underpinned by our values. By agreeing to become a committee member within a Curtin-affiliated alumni chapter or network, you agree to embrace Curtin's five core values (curtin.edu.au/strengthening-our-culture/values/) and comply with Curtin's Code of Conduct (complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf).

No matter what you decide to include in your governance document, *all* Curtin-affiliated alumni chapters or networks *must* include the mandatory agreement provided by the Alumni and Community Relations team. This agreement states that all committee members must:

- Embrace Curtin's five core values and adhere to the Curtin Code of Conduct (complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf)
- Complete the committee member registration form on the Chapters and Networks Portal.

It also states that the University reserves the right to either disband a Curtin-affiliated chapter or network, or remove an individual member from their committee, if the Curtin Code of Conduct is breached.

This agreement can be found on the next page. It must be pasted word-for-word into your governance document. 



Agreement (to include in your governance document)

Curtin Code of Conduct

All committee members of Curtin-affiliated alumni chapters, groups or networks shall adhere to Curtin University's 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: complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf

Note: The Code may vary from time to time.

The Code reflects Curtin's Values and its Guiding Ethical Principles (complaints.curtin.edu.au/local/docs/Code_of_Conduct.pdf). The Code requires that all parties to the Code will, with respect to:

1. Intellectual Freedom; use your right to intellectual freedom of critical enquiry, scholarly endeavour and public discourse responsibly, honestly and with respect for the intellectual freedom of others;
2. Personal and Professional Behaviour; conduct yourself in a professional manner at all times and refrain from any activities or behaviours that may harm the reputation or wellbeing of others, or could bring the University into disrepute;
3. Conflicts of Interest; take reasonable steps to avoid (and where this is not possible, then properly disclose) situations where a conflict exists in relation to your primary duty to act in the best interests of the University;
4. Communication and Use of University Information; respect the confidentiality of sensitive and commercially significant information and not use it for your personal gain or the personal gain or benefit, or to the detriment, of others;
5. Recordkeeping; expect that you will make and maintain proper records, in accordance with the law and University policy.
6. Fraudulent, Corrupt and Criminal Behaviour; conduct yourself lawfully and properly, and not use your 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, funds 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.

Breach of the Code

Curtin University reserves the right to either disband a Curtin-affiliated chapter or network, or remove an individual committee member from the committee, if the Curtin Code of Conduct is breached.

Committee member registration form

All committee members of Curtin-affiliated alumni chapters or networks must complete the committee member registration form on the Chapters and Networks Portal. This form must be completed before a committee member can commence work for [insert chapter name].

Step 10: Recruit committee members

If you've opted for an informal structure, you may not need to recruit additional committee members and may choose to start planning activities with your working party. Your chapter or network must be alumni-driven and will only be successful with a group of dedicated, passionate and enthusiastic Curtin graduates who are willing to invest a sufficient amount of time and energy, and work collaboratively with the Curtin representative/s from the area, campus or school and the Alumni and Community Relations team.

Note: Committee members must be Curtin graduates who have had their degree conferred by the University.

If you've decided on a formal structure, the way in which you recruit members should be included in your governance document. Below is a volunteer recruitment process that has worked well for other chapters or networks. However, you do not need to follow this process if you don't wish to.

- Your temporary working party schedules an Annual General Meeting (AGM), allowing plenty of time for planning (no sooner than three months prior to the scheduled event date)
- Nominate a member from your working party to act as the AGM Chair
- Approximately four weeks prior to the AGM, send an email call-out to your target group (via the Alumni and Community Relations team) with an outline of the available positions and include an expression of interest (EOI) form
- Applicants should return their completed EOI at least two weeks prior to the AGM
- If more than one person has nominated for a role, they will have the opportunity to 'present their case' in the form of a two minute speech
- AGM attendees will have the opportunity to participate in voting
- Successful nominees are announced at the AGM.

More information on sending email communications can be found in *Part Two*.

The Alumni and Community Relations team can assist with this process by providing EOI and email communication examples.

Step 11: Complete the committee member registration form

As outlined in the agreement on page 10, all committee members of Curtin-affiliated alumni chapters or networks must complete the committee member registration form on the Chapters and Networks Portal. This form must be completed before a committee member can commence work for their chapter or network.

Step 12: Launch your chapter or network

You've done all the hard work, so now it's time to launch the chapter or network! This is an amazing opportunity to kick-off with a bang and let fellow alumni know why you're here, who you are and what you're going to do. This can be a fun and rewarding experience, and will require careful consideration and planning. There are a number of ways you can launch your chapter or network, so check out *Part Two* for some ideas and useful event planning templates. Bring your ideas to the kick-off meeting with the Curtin representative from the area, campus or school and the Alumni and Community Relations team.



Where to now

Now that you have read *Part One: Getting Started*, you're ready for *Part Two: Making It Happen*. *Part Two* includes everything you need to know about running your chapter or network and includes information about:

- Working with the Alumni and Community Relations team and the Curtin representative from the area, campus and/or school
- Organising events and activities
- Committee meetings and annual general meetings
- Annual planning
- Emails and invitations to alumni
- Marketing and branding including a chapter logo, webpage and social media use
- Financial management
- Records management.

If you have any questions about anything at all, please don't hesitate to ask! We can be contacted via alumnichapters@curtin.edu.au or +61 8 9266 3113.

We look forward to seeing you get started!

Alumni and Community Relations team
University Advancement, Curtin University

“I am proud to be involved with Curtin's Young Alumni Advisory Board (YAAB). The experience has allowed me the opportunity to remain connected to the Curtin alumni community. I am privileged to witness the positive changes the YAAB has had in terms of supporting current students through the Young Alumni Helping Hand Fund. Overall my time with the YAAB has been a rewarding experience. “

- Rhia Saggars, 2018-2020 Secretary, YAAB



Curtin University



Alumni Chapters and Networks Handbook Part Two: Making It Happen

Make tomorrow better.

alumni.curtin.edu.au



What's included in this guide

- 3 Working with the Alumni and Community Relations team and Curtin representatives
- 4 Annual operational plan
- 4 Activities and events
- 5 Meetings
- 5 Inclusive language and the term 'alumni'
- 5 Communications including event invitations
- 7 Event registrations
- 7 Marketing and branding
- 12 Funding and finance management
- 13 Alumni data and contact information
- 13 Records management
- 13 Thank you

Whenever you see this symbol, it means there is a downloadable template or form on the Chapters and Networks Portal.





Working with the Alumni and Community Relations team and Curtin representatives

The Alumni and Community Relations team and Curtin area or campus representatives are here to help you make your chapter or network a success. We strive to create and foster mutually beneficial lifelong relationships within the alumni community and enhance the global reputation of Curtin.

What you can expect from the alumni team

In addition to everything outlined within this handbook, an Alumni and Community Relations Coordinator will be assigned to assist you as a committee. The Alumni and Community Relations team can provide templates, guidance and knowledge on how to be a successful chapter. All email correspondence with our team should go through alumnichapters@curtin.edu.au. The level of support the Alumni and Community Relations team can provide may differ depending on the chapter or network's strategic alignment to Curtin. Please discuss with the Alumni and Community Relations team to find out more.

What you can expect from your Curtin representative

To be a successful chapter, we encourage all alumni chapters and networks to have a designated Curtin representative in the school, campus or relevant area. We advise chapters and networks to have one Curtin representative on a strategic level (eg. Head of School) and one on an administrative level (eg. Administration Support Officer) to provide logistics and operational support. Having Curtin area or campus representatives will ensure strategic alignment of the chapter or network and help drive Curtin's strategic priorities.

It is recommended that this representative attend in person or via teleconference, all committee meetings if possible. If they are unable to attend committee meetings, the chapter President or lead will arrange to meet on a regular basis either face-to-face or via teleconference. It's important you keep the Curtin area or campus representative and the Alumni and Community Relations team updated on the following items:

- Upcoming events or activities
- Communication requests and website updates
- Required resources or support
- Updates and news (eg. new and resigning committee members)
- Challenges and achievements.

Note: The Secretary of your committee should create agendas and take notes for standard committee meetings.

If you want to create a more informal network with the goal of your network being a more socially connected community of graduates, you may not require a dedicated Curtin representative. Speak to the Alumni and Community Relations team to see what is best suited for your chapter or network.

What we expect from our chapters and networks

In addition to everything outlined within this handbook, we encourage Curtin chapters and networks to:

- 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



- Nominate worthy graduates for the Alumni Awards
- Provide feedback and provide support with Curtin events and other initiatives when required
- Embrace Curtin's five core values of integrity, respect, courage, excellence and impact.

Annual operational plan

We recommend you develop an annual operational plan at the commencement of each calendar year, and share it with the Alumni and Community Relations team. 

You should work on the annual plan in collaboration with the Curtin area or campus representative, to ensure all the strategic objectives and priorities align with your events and activities. Whilst your activities and plans may change throughout the year, an annual plan will help your chapter or network achieve its mission and objectives.

Sharing your plan with the Alumni and Community Relations team and Curtin area or campus representative/s will enable us to determine the level of support we can provide. We can also advise if there are any major clashes with other University events and activities.

Activities and events

Creating, planning and implementing successful activities and events can be a very rewarding and enjoyable experience. We can help you come up with ideas and talk through what might work well for your chapter or network. Your Curtin area or campus representative can assist with providing the existing events/activities within the school/area/campus, opportunities for collaboration or getting involved. The most important thing is that your activities and events reflect your 'why' as this will help you achieve your goals (as outlined in Step 1 of *Part One: Getting Started*).

Note: If you're planning on promoting an event via email, it's important you notify us at least three months prior to the event date. More information on page 6.

Here are some examples of what other chapters and networks do:

- Facilitate professional development opportunities for graduates
- Coordinate social, networking or cultural events for graduates
- Showcase and celebrate the achievements of alumni through stories and social media posts
- Raise funds for a Curtin cause.

We can provide advice and support with:

- Event ideas and advice on event planning and logistics
- Collecting event registrations via a dedicated webpage (depending on the strategic purpose of the event)
- Your Curtin area or campus representative can book a Curtin venue on your behalf (some venues incur fees)
- Speaker suggestions
- Proof-reading content for invitations, webpages and other communications.



For events, we encourage you to coordinate your own event logistics, including developing a run sheet, order of proceedings, speech notes and an event budget. 

Don't forget to be inclusive! We encourage you to deliver events and activities that are inclusive, ensuring everyone feels welcome, included and valued, regardless of their background, culture, beliefs or gender.

Meetings

Committee meetings

We recommend your committee meets at least six times per year (a meeting every second month) and a maximum of twelve times per year (a meeting every month).

The Secretary is responsible for drafting agendas and taking minutes for meetings, and providing copies to all committee members, your Curtin area representative/s and the Alumni and Community Relations team. 

Annual General Meeting (AGM)

If you decide to adopt a very formal structure, we can help you coordinate your Annual General Meeting (AGM). Refer to Step 9 on Page 11 of *Part One: Getting Started* for a rough AGM timeline, and speak to your Curtin area or campus representative and Alumni and Community Relations representative about how other chapters or networks manage their AGMs.

Inclusive language & the term 'alumni'

'Alumni' is plural and is the universal word for graduates of a specific school, college, university or institution. The word 'alumni' can be interchanged with 'graduates'.

To ensure chapters and networks use inclusive language, we recommend using the term 'graduate' when referring to a single member of the alumni community, and not 'alumnus' (masculine, singular) or 'alumna' (feminine, singular).

Communications including event invitations

All communications that are sent to alumni via email must be administered through the Alumni and Community Relations team. Due to privacy legislation, we are unable to provide you with contact details.

The most important thing for us is that you follow the submission deadlines on the next page for all email communications. The Alumni and Community Relations team facilitates alumni communications for the entire University, so we are unable to process communication requests submitted outside of the time frames below.



Noticeboard electronic direct mailout (EDM)

The monthly noticeboard EDM is an email newsletter that goes to all Curtin graduates to update them on the latest events, news and activities happening at Curtin University and beyond. All chapters and networks can complete a submission form to include their upcoming event, news item or activity in the monthly noticeboard.

You will need to complete a submission form with a couple of sentences about your event, the event date and time, and registration details or a link to register to attend the event.

Submission forms must be received 2 weeks prior to the noticeboard EDM being sent. Please contact your Alumni and Community Relations representative for the noticeboard EDM submission deadlines. 🖐️

Note: The Alumni and Community Relations team can provide examples of the noticeboard EDM so you can see the layout.

Other email communications or special event invitations

Depending on the strategic purpose of the event, and if your event is targeted to a specific group of graduates we may be able to send a standalone EDM.

This cannot be guaranteed and is up to the discretion of the Advancement Communications team.

Please speak to your Alumni and Community Relations representative about your event in the first instance. If you are approved to send a standalone EDM, then you will need to complete and submit the email communications request form to the Alumni and Community Relations team **at least 6 weeks prior to your event.** 🖐️

Note: The Alumni and Community Relations team can provide examples of EDMs if you need.

Using your social media channels for events and news items

We encourage all chapters and networks to utilise their social media platforms to promote their events, news and activities to reach their fellow graduates.

When planning and promoting your event or activity, don't forget to:

- Create a Facebook event for your event and use the registration link in the body of the event text
- Make sure to tag any relevant speakers, supporters or the venue of your event
- If you have an exciting announcement or news item make sure to tag the relevant person, organisation or related network in the post
- Share behind-the-scenes photos at the event or check-in with your chapter or network members
- Share follow-up posts after the event of photos and achievements at the event.

Event registrations

Depending on the strategic purpose of the event, the Alumni and Community Relations team can assist with managing event registrations via our website. We will set up the event registration page on your behalf, and will provide you with a list of registrants a few days before your event. For strategic events we can assist to manage registrations, but for social events we encourage you to use an external registration platform (eg. Eventbrite). You must send the final registration and attendee list to your Curtin area or campus representative and Alumni and Community Relations representative after the event and, of course, let registrants know you are doing so.

Note: We create the event registration page based off the information you provide in the email (EDM) communications request form. 

Marketing and branding

Curtin brand

Curtin's brand gives us an identity that sets us apart from other universities and helps build our reputation. A reputation that rests on the consistency of our actions and the passion with which we deliver a great Curtin experience.

As alumni chapters and networks are representing Curtin, it's important that they adhere to Curtin's branding guidelines.

- All communications (posters, graphics, emails etc.) containing the Curtin University name and chapter logo (as per the image below) must adhere to the Curtin branding and protocol guidelines. In all instances, seek advice from the Alumni and Community Relations team
- Communications that bear the chapter or network name or logo that do not appear in a Curtin approved template, must be approved by your Curtin area or campus representative and the Alumni and Community Relations team.

Logo

The Alumni and Community Relations team may be able to provide you with a logo. All chapters and networks use the same logo template. If you want to create your own logo, this must be sent to your Curtin area or campus representative, the Alumni and Community Relations team and University Marketing for approval prior to use. All chapters are not approved to use the Curtin standard logo - this is for **internal Curtin use only** (see below right).



Note: Your chapter or network is only permitted to use the chapter logo provided to you by the Alumni and Community Relations team. You are not permitted to use the standard Curtin logo.



Webpage

The Advancement Communications team have a dedicated webpage for Curtin chapters and networks, which lists all of the current chapters and networks within the alumni team. You can speak to the Alumni and Community Relations team if you need to update any details on the page.

Your chapter listing includes:

- Chapter or network name
- Short overview of your chapter or network
- Contact information for the chapter
- Links to social media pages

Unfortunately we are unable to include committee member bios and further information on the chapters and networks webpage, however you are welcome to share bios and more about your chapter or network on your social media channels. This is a great way to promote the achievements and career journeys of your members.

If you wish to create your own webpage and website, you must send your proposed idea to your Curtin area or campus representative, Alumni and Community Relations representative and the University Marketing team for approval prior to use.

"Being involved in the Young Alumni Advisory Board (YAAB) and the John Curtin Leadership Academy (JCLA) Alumni committee exposes me to leadership, personal and professional development, networking and growth opportunities beyond my graduation. When we start our professional work, we tend to forget about our own potential and original mindset that can lead us further. Rekindle these. Graduation is not the end of the learning journey.

Being involved in our alumni community is just the beginning."

- Annika Htun, 2017-2020 YAAB Member and 2018-2020 JCLA Alumni VP



Social media

The Alumni and Community Relations team is able to provide some assistance, in addition to the below guidelines, to ensure the success of your channels. Simply send your questions relating to social media to our Advancement Communications team via advancementcomms@curtin.edu.au.

Please ensure that you adhere to these guidelines as they have been developed by our Advancement Communications team to help you set up and maintain an impactful social media account, while protecting yourself, the chapter or network you are representing, and the University.

SETTING UP YOUR ACCOUNT

The purpose and strategy

Before starting a social media account for your chapter or network, think about the purpose and the objectives of the account, and put a strategy in place for how the account will be used and managed. If you need help with developing your objectives and strategy or would like us to review them, please contact the Advancement Communications team and speak to your Curtin area or campus representative to ensure alignment with strategic objectives/priorities.

Picking the right channel

Research the different types of social media channels and ensure that you pick the right platform and account type that will help you meet your objectives – i.e. if your chapter or network's social media objectives are to share professional development opportunities and news, a LinkedIn group might be an appropriate account to start with. Similarly, if your objectives are around keeping your audience updated on the chapter's latest initiatives and events, a Facebook page may be more appropriate. Again, if you need help with selecting the right channel, please contact our Advancement Communications team.

Sufficient resourcing

Ensure that you have enough people to manage the account . You must be engaging with your audience and monitoring the account on a regular basis (i.e. at least twice per week). This includes:

- Posting on your channel regularly
- Ensuring information is kept up-to-date
- Processing sign up requests (if applicable), and
- Monitoring and responding to engagement from your audience.

Privacy settings

Each social media platform has its own privacy settings. We encourage you to review the privacy policy and settings of your new social media account and ensure that they are set up appropriately to meet your needs and help you reach your objectives, while protecting you, the chapter or network you are representing, and the University. If you need further assistance or information on the privacy settings of your account, contact our Advancement Communications team.



Curtin University branding

As an affiliate of Curtin, you are welcome to use “Curtin” and “Curtin University” in the name of your chapter or network; however, we ask that you:

- Do not claim to be an “official” representative or channel of Curtin University
- Do not use the Curtin logo or part thereof as your social media icon or profile image
- Take care to ensure conduct via the page does not bring the University into disrepute, including public-facing content and private communication with members.

Affiliation with Curtin Alumni & Community Relations

Please encourage your members to connect with online platforms managed by the Alumni and Community Relations team (listed below). This is so we can not only cross-promote initiatives, it will also ensure your members have access to announcements, news, alumni stories and more published by the Alumni and Community Relations team.

- Website: alumni.curtin.edu.au
- LinkedIn: [linkedin.com/in/curtinalumnirelations](https://www.linkedin.com/in/curtinalumnirelations)
- Facebook: [facebook.com/curtinalumni](https://www.facebook.com/curtinalumni)
- Instagram: @curtinalumni
- Twitter: @curtinalumni

Include general chapter or network information

When setting up your account, ensure that you include a description of your chapter or network. It's also important to share contact details so your followers know how to reach you for further information or for confidential matters.

Register your social media account and provide us with administrator rights

Please ensure you notify the Alumni and Community Relations team and your Curtin area or campus representative of all social media account changes, including new accounts set up, old accounts closed down, and changes to social media account administrators.

As chapter and network members come and go, it's important you provide the Advancement Communications team representative, your Curtin area or campus representative, and your allocated Alumni and Community Relations Coordinator with administrator rights. On previous occasions, chapter and network members have set up social media channels and then left their committees, resulting in the channel becoming dormant and no one having access to close it down. We will never post anything on your social media channels without your permission. Giving us administrator rights is simply to mitigate risk of social media channels becoming dormant or inactive in the future.



MAINTAINING YOUR ACCOUNT

Schedule your posts ahead of time

To maintain consistent engagement with your audience, we advise that you develop a monthly schedule of social media posts. Having a consistent approach to posting on your account has been proven to increase reach and engagement with an audience. Scheduling posts ahead of time makes it easier to maintain consistency, and ensure content is well-written, relevant and engaging to your audience.

If you would like to see an example schedule, please ask our Advancement Communications team.

Confidentiality

Do not disclose or share any personal or private information, and encourage your audience to message you privately or use the contact details provided when it comes to sensitive topics, information, queries or concerns. Do not tag anyone or share their photo without their consent. If you plan to use any imagery, photos, names (including brands or companies) or quotes that are not your own, always ensure you have expressed consent from the owner to use and share that content.

Copy (content/wording)

- Ensure your content relates to the activities and initiatives of your chapter, group or network, or the University
- Always consider your audience, and ensure your posts are timely, relevant and have a purpose
- Keep your messaging short and succinct
- Do not post copy that violates any laws
- Obtain permission to use any copy that does not belong to you, or is protected under Copyright Laws
- Keep personal opinions off the social media accounts – always remember you are representing the chapter, group or network and Curtin University.

Imagery

- Imagery used on your social media accounts should be of high quality and consistent with the University's photography style
- Use of imagery and video must not breach copyright laws. Eg. you must own the rights to use the images, or have permission from the owner to use it
- Consent must be collected from image subjects (this means, if you are sharing a photo of a person, you must have their permission prior to posting).

Something to keep in mind...

“Social is still very much a personal platform. People spend time on social, first and foremost, to interact with family and friends. As brands put together campaigns and messaging, they must remember that they are guests at dinner, not members of the nuclear family: their role in user feeds is delicate, valuable and should be treated with great care.” - Sprout Social Index 2018



Funding and finance management

Please discuss all financial matters with your Curtin area or campus representative/s and the Alumni and Community Relations team before progressing with any financial arrangements.

Funding

Unfortunately, the Alumni and Community Relations team is not in a position to provide ongoing funding. Therefore, chapters and networks are required to be self-sufficient, and some creativity is required when organising events to ensure they are cost-neutral. In some cases, the relevant Curtin campus, faculty or school may wish to provide some start-up funding. This cannot be guaranteed and you will need to have a conversation with your Curtin area or campus representative/s.

Accounts

Curtin-affiliated alumni chapters and networks are discouraged from having their own bank accounts, due to potential liability and risk for members. Therefore, your account will be kept at Curtin, or the relevant Curtin campus, faculty or department (if they agree to provide you with funding), will assist with finance management.

Event income and costs

When planning events, you need to work out a budget to ensure registration fees cover event costs. Depending on the strategic purpose of the event, the Alumni and Community Relations team can collect event registration fees via a dedicated webpage, and can pay invoices on your behalf (up to the amount collected in event registration fees).

Surplus funds

Due to Curtin's financial management procedures, any surplus funds carried over from your events must be used by the end of the calendar year. Your Treasurer should work with the Curtin area or campus representative/s and the Alumni and Community Relations team to keep track of any surplus funds.

If there is a legal requirement to hold a bank account...

Some of Curtin's chapters and networks based outside of Australia are legally required to have a bank account and adhere to relevant legislation. If this is the case for your chapter or network, your bank account name should not bare the Curtin name, unless legally required to do so. Additionally, you must provide the Curtin area or campus representative/s and the Alumni and Community Relations team with annual financial statements, such as income and expenditure, and financial position (assets and liabilities).

Note: As Curtin graduates are automatically part of the alumni community, we don't charge membership fees, and urge our chapters and networks to adopt this same philosophy.



Alumni and data contact information

The Alumni and Community Relations team helps maintain a comprehensive database of over 250,000 graduates. Chapters and networks are not permitted to collect alumni data or create an alumni database for their own personal use. If you are collecting event registrations through Eventbrite or a different platform, you must obtain consent from the graduate that you are allowed to contact them.

Records management

If you wish to use a cloud sharing system such as Dropbox or Google Drive, please ensure you share all relevant documents with the Alumni and Community Relations team and your Curtin area or campus representative/s.

Documents we require include:

- Annual activities plan
- Governance document (such as your terms of reference or constitution)
- Meeting minutes
- Planning documents for major events
- Financial statements.

Over time, chapter committee members come and go, which sometimes leads to the loss of documentation and historical information. It is important that you share these documents with the Alumni and Community Relations team and your Curtin area or campus representative so we can ensure they are saved for future reference, and we can look back on the legacy you have left in years to come.

Thank you

We wish to thank you for getting involved in Curtin's alumni community. Your volunteerism and dedication to making tomorrow better is highly appreciated by the University.

This handbook has been provided so your participation within a chapter or network can be meaningful, beneficial and enjoyable. If you have any questions or feedback about this handbook, please don't hesitate to get in touch.

We can be contacted via alumnichapters@curtin.edu.au or +61 8 9266 3113. We look forward to working with you in the future!

Alumni and Community Relations team
University Advancement, Curtin University



"The best part of our job is connecting with inspiring and passionate Curtin graduates across the globe. It is a privilege to be able to support our chapters and networks who are actively involved in our alumni community to make tomorrow better."

- Curtin's Alumni & Community Relations team

