Lancaster University

Lancaster University Alumni & Development

Alumni Group Co-ordinator

Introduction

At Lancaster University we have over 148,000 alumni in more than 180 countries.

Our Global Alumni Network is a fantastic way of staying in touch, or reconnecting, with fellow graduates around the world.

Becoming an Alumni Group Co-ordinator allows you to bring Lancaster alumni together through regular events or gatherings, and helps you maintain a connection to Lancaster University.

This pack can be used as a toolkit for becoming an Alumni Group Co-ordinator and running group activities.

We are on hand to support you in organising any events and activity, including forwarding invitations to alumni in your area, providing you with materials to use at events and information on alumni in your region, and where possible arranging for University staff to attend some of your events.

Thank you for all of your valuable work and we hope you enjoy the role!

Kirstine

Kirstine Bond
Alumni and Friends Engagement Manager
(Events and Volunteers)
k.bond@lancaster.ac.uk
Tel: +44 (0) 1524 692556

Contents

1. ROLE OF ALUMNI GROUP CO-ORDINATOR
2. ‘HOW TO RUN YOUR EVENT’ GUIDE
3. EVENT CHECKLIST
4. AT AND AFTER THE EVENT
5. FREQUENTLY ASKED QUESTIONS (FAQs)
6. I WANT TO VOLUNTEER
7. I WANT TO VOLUNTEER (CONTINUED)

Role of an Alumni Group Co-ordinator

By becoming an Alumni Group Co-ordinator you will be involved in:

- Organising social events and activities for alumni in the region.
- Providing opportunities for professional networking and for alumni to share their experience and expertise.
- Helping the University maintain strong links with alumni in the region.
- Helping to promote Lancaster University and what we do on a local and regional level.
- Providing links between prospective, current and past students.
- Acting as a point of contact in the region for enquiries from alumni and students (e.g. for advice on moving to the area or what it's like to study in Lancaster).
- Assisting University staff when they visit the region (e.g. to attend Recruitment Fairs).

We ask all Alumni Group Co-ordinator's to arrange at least **one event per year** as a minimum.

You are now part of a community of alumni co-ordinators across the world. We are always looking to develop our Global Alumni Network; let us know about your experiences - what works, what doesn't and how we can help.

How to Run Your Event

Type of Events

Social and Professional Networking

Informal social and professional networking events are a great way to get to know fellow graduates. Alumni new to your area can also have the chance to connect with a local, friendly network! Bars, pubs or restaurants are generally good venues to use for these events.

Alumni Meeting New Students

You may wish to invite students who have got a place at Lancaster to an event. They will really benefit from hearing about your own experiences prior to departing! If you would like to do some recruitment yourself, please let us know.

Connecting with Students and New Grads

"Welcome back" events for students who are returning home at the end of the study year (usually around June time) are brilliant for growing your local alumni network. We can also help you with these events by sending out an initial email to students who may be interested in attending.

Connect LU with Prospective Students

We may have staff visiting your area, attending recruitment fairs or events. Alumni Co-ordinators can support these events. This is very beneficial for prospective students - they can hear first-hand what it's really like to come to Lancaster!

Also to Think About

Date and Time

Set the date with sufficient time to promote (**six weeks'** notice for the alumni team). Consider any potential clashes with popular national, religious or sporting events, school holidays, or a particular day of the week – things that may affect attendance.

Venue

Think of a venue that is easily accessible and meets the needs of your event; for example if you've organised a careers advice session you may want a quieter venue. Where possible try to secure the venue free of charge.

Costs

We encourage you to secure a venue for free (bars and restaurants and cafes will often do this). We sometimes have budget that can be used towards food, however this is **strictly subject to prior approval and so must be agreed in advance with the Alumni office**, as it is subject to whether our budgets allow.

Attendees

The event should be open to all alumni from LU who are interested. Based on previously organised alumni group events, the number of attendees at reunions tends to average at between 5-10 people. However, this is dependent on a number of factors, such as location, date and the type of event you run.

Event Checklist

We can support you in promoting your event. Let us know **six weeks** in advance to allow sufficient time to do this.

Once you have let us know about your event, we can arrange for an email to be sent out to alumni in the area, as well as promoting the event on Facebook and LinkedIn.

Where applicable the team will also arrange for reimbursement of any agreed expenditure for the event.

Those invited will be asked to RSVP to you directly and to let you have their contact details, should you need to contact them for any reason.

Please remember to email Kirstine in the Alumni team to let her know the following information at least **three days** before the event:

- Event Attendance form
- Event Details form

You can use our Event Checklist to help with the organising of your event.

At and After the Event

At the Event

Make sure you know who attended the event by using the Event Attendance Form.

Please also ask every attendee to complete the Alumni Contact Details Form, to make sure we have their correct details and consent to contact, so they receive appropriate invitations and information.

You can also consider on the day:

- Taking pictures - for social media and for promoting future events.
- Promoting volunteering or giving - ask those interested to email alumni@lancaster.ac.uk or visit our Giving Pages.
- Feedback - find out from the attendees what kind of activity they would like to see in the future.

After the Event

Please email Kirstine with all completed forms and any photos from the event. Also, if you would like to write a short piece on the event, we can share it on the Alumni website as part of our Alumni Features!

Frequently Asked Questions

Can the university provide financial help?

We sometimes have budget that can be used towards food, however this is strictly subject to prior approval and so must be agreed in advance with the Alumni Office, as it is subject to if our budgets allow.

What should I (as co-ordinator) do if I receive updated contact information for alumni members?

It is very important that the university have up-to-date details for our alumni. Please ask them to complete the Alumni Contact Details form and send it back to Kirstine Bond in the Alumni department.

How much spare time do I require to take on this role?

All alumni groups are different. Many activities and events can be organised in a relatively small timescale, and as long as the organisers inform the university in advance we can support you as best we can. You can also ask other members of the group to play different roles in organising events and activities, to distribute the workload – often people are happy to help out.

How do I revive an existing alumni group?

Contact the Alumni department and we can help you make contact with old members or new alumni in the area.

What should I do if there aren't many alumni in my area?

The type of events you choose to organise is at your discretion. Numbers at events vary significantly regardless, but small and intimate events can prove extremely useful or fun! If you want some ideas, get in touch with the Alumni department.

I want to Volunteer!

Thank you for becoming an Alumni Group Co-ordinator!

Please complete the following form, and read and sign our Code of Conduct and data protection policies.

Name	
Email Address	
Year of Graduation	
Subject	
College	
What I'm doing now **(around 50 words)**	
Why I volunteer **(around 50 words)**	

Please attach a square photo of you with this form (minimum dimensions 300 x 300 pixels)

I want to Volunteer!

Our co-ordinators are expected to abide by a code of conduct and data protection, as ambassadors of Lancaster University.

Code of Conduct

While engaged in any official activity related to Lancaster University, LU Alumni Group Co-ordinators are expected to maintain a high standard ethical behaviour and professional personal conduct. Co-ordinators should not organise Alumni activity without informing the Alumni Department at Lancaster University; they should ensure that they do not make any personal profit from this voluntary role. Co-ordinators should also make sure they do not store any alumni personal information (this is information that could directly or indirectly identify a person).

Data Protection Policy

Subject to suitable security checks, the University provides access to alumni information to relevant government departments including HESA and its agencies. This is for the purpose of compiling graduate destination and outcomes data. The legal basis for sharing the data in this way is as a legal obligation.

Information such as a list of people who were members of clubs and societies of the University will be shared with the Lancaster University Student Union on request. This is in order that the Union can arrange events and other activities such as reunions and anniversaries. The legal basis for sharing the data in this way is a legitimate interest.

With the exception of the access provided to government departments outlined above, we will not disclose your data to individuals, organisations or other entities outside the University other than those which are acting as agents for the University (for example, the company which prints and sends our annual alumni magazine). All external entities with whom data is being shared must sign a contract or confidentiality and non-disclosure agreement before any data transfer takes place. We do not sell to or trade your data with any other organisations.

The University will ensure that these organisations use your data in line with data protection legislation. In many cases the University does not need to seek your consent to share this information, in particular when there is a legal or statutory obligation to provide the information.

Full name: ……..

Signature: ……..

Date: ……..

Alumni Contact Details Form

Please confirm your details so we can ensure that your Lancaster University alumni record is up to date and accurate.

Your Personal Information

Title:	
First Name:	
Surname:	
Surname at graduation *(if different to above)*:	

Your Contact Information

Home Address *(including postcode):*		Consent to contact you (delete as appropriate):
Home Phone:		Yes / No
Mobile:		
Email:		Yes / No

Your Work Details

Organisation:	
Job Title:	

Signature	
Date	

How we use your data to keep in touch:

The University will process your personal data in accordance with the General Data Protection Regulations (GDPR). Your data will be used for a full range of alumni engagement and fundraising purposes. These include the following communications and marketing activities, which may be delivered by mail, email, telephone and social media. Where we communicate with you as Alumni we do so in the legitimate interests of the University. In doing so we have conducted a balancing test of the legitimate interests of the University against your own rights and interests. If we communicate with you by email or using a TPS-registered telephone number we will ensure that we have your consent before we do so.

You can opt out of receiving communications from Development and Alumni Relations at any time by emailing alumni@lancaster.ac.uk or by logging into Lancaster Online.

Event Attendance Sheet

In order to keep in touch with our alumni, we strive to ensure that our records are always up-to-date. To help us ensure these are accurate, please complete this form and where appropriate include any updated details. You can update this form as you receive acceptances and then use it as a sign-in list at the event itself.

Event name: .....

Event Date:.....

Organiser:.....
Organiser's Contact Details: .....

Name (including name used while at the University, if different)	Subject of Study and Year of Graduation	Updated details (email, post, phone)	Attended (Y/N)

Please email the completed form to: alumni@lancaster.ac.uk or post it to: Alumni & Development Office, University House, Lancaster LA1 4YW

Event Checklist

This form will help you to timetable all the things you may need to ensure your event runs smoothly. Not all of these tasks will be applicable for every event.

Task	Timescale	Date	Complete?
Make initial contact with the University to let us know your initial thoughts and plans (this can just be an email message)			
Identify a venue (if not already done) and confirm the date and time with them	2 months before event		
Agree the budget, if applicable, with the University	2 months before event		
Complete 'Event outline' and send to Lancaster University	2 months before event		
Complete the email template and send to back to us so it can be set up by the university	6 weeks before event		
Use own network to promote event	4 weeks before event		
Co-ordinate RSVPs and use the 'Event Attendance Sheet' to note all the acceptances you receive, and get the alumni to complete the alumni contact details form as they respond.	Ongoing prior to the event		
For any alumni that haven't completed the 'Alumni Contact Details' forms, request that they do this at the event to collect detailed information from attendees. Print off the relevant number of copies.	3 days before the event (if printing yourself)		
Email the 'Event Attendance Sheet' to the University so they can cross-check with the database and let you know if there are any notable alumni due to attend	1 week- 3 days before event		
Final checks with venue including notifying dietary requirements (if applicable) & confirm timings	3 days before event		
At the venue: Organise materials and registration table, if appropriate.	Day of event		
Event takes place: • Use the 'Event Attendance Sheet' to tick people off as they arrive so you know who attends • Use the 'Alumni Contact Details' form to consent information from each attendee who haven't completed it. • Please try to take some photos and, where possible, some short films.	Day of Event		
Send the 'Event Attendance Sheet', 'Alumni Contact Details' forms (if applicable), photos and filmed material to the University. Where possible, please send them by email.	Within 1 month		
Provide a short write-up for STEPS Online, which will be used with a photograph	Within 1 month		
Reconcile the budget and send receipts to the University if relevant and agreed. Also complete invoice template.	Within 1 month		

Event Details

This form is designed to help you organise your event and let us know what's happening!

We will use this information to draft an email to send out to interested alumni.

Name of Event		
Date of Event		
Start/ finish time		
Event Organiser		
Contact details		
Event purpose / format / audience		
LU Staff in attendance		
Venue for event (& room) Name, address, telephone no/email		
Contact at Venue		
Budget (if applicable)		
Cost of event		
Layout		
Numbers		
Catering		
Dietary Requirements		
Dress code		
Equipment required?		
Person responsible for Meet & Greet & signing in		
Timings		
Other notes		
LU Merchandise	Banner Stand (if applicable) Information about the University (i.e., our current rankings)/Powerpoint presentation Keeping in Touch Cards, Donor Brochures, Pens, Pin Badges ****NB If any of these are required please give us sufficient notice so we can give it to relevant staff attending or post it out.**	