



UNIVERSITY OF
BIRMINGHAM



ALUMNI ASSOCIATION

GUIDELINES





WELCOME MESSAGE FROM DEVELOPMENT AND ALUMNI RELATIONS

Dear alumni and friends

Birmingham is a truly global university. Our alumni network offers 270,000 Birmingham alumni living around the world the opportunity to stay connected to the University wherever they are.

This network of volunteer-led alumni groups helps you build relationships and connections with fellow alumni throughout the world. We hope that by staying informed and involved, you will feel part of our global community and the difference it makes.

This guide provides you with the tools and ideas to establish a successful alumni group in your area. Our Development and Alumni Relations team will give you the support and confidence you need to build a flourishing alumni group in your part of the world.

Thank you for sharing your passion for the University of Birmingham and for volunteering your time, energy and talent to the alumni network.

Now, let's get started...

Claire O'Sullivan

Associate Director (Global Engagement)
Development and Alumni Relations



UNIVERSITY OF BIRMINGHAM

ALUMNI GROUPS AND NETWORKS

Instructions

The alumni network is currently made up of 15 regional alumni groups; Canada, China, Greece, Hong Kong, India, Malaysia, Nigeria, Pakistan, Sierra Leone, Singapore, Switzerland, Taiwan, Tanzania, UAE and the USA.

With alumni in more than 175 countries, there is always someone like you looking to reconnect, learn from each other and take pride in how your university is changing the world.

If there is no existing group in your country, you could be exactly who your local alumni have been waiting for!

Details on alumni groups can be found at:
www.birmingham.ac.uk/alumni/our-alumni/international-alumni/index.aspx

What does a good alumni group look like?

No two alumni groups are the same, but whatever your size, activity and priorities, your alumni group should:

- Be led by a graduate located in that country. The 'leader' will be the primary contact for alumni and the Development and Alumni Relations team (DARO)
- Organise at least one engagement activity per year. Further details on organising events can be found on page 7
- Communicate regularly with the DARO team and work with the International and Events Officer to coordinate engagement activity in the region
- Assist the DARO team in keeping the University's records on alumni up-to-date. Encourage alumni to keep in touch with us and help us find 'lost alumni'
- Support and promote University-led alumni events in the area
- Promote and represent the University at recruitment events, if requested
- Be willing to assist University staff visiting the region, if requested
- Offer advice and feedback to the DARO team on alumni engagement strategies and recruitment activities
- Sign a copy of the University's Data Confidentiality Agreement and ensure that the group adheres to the UK Data Protection Act, regardless of where they are based
- Be entirely legally and financially independent from the University
- Act in the best interest of the University at all times and ensure activities do not jeopardise the University's reputation



Getting started

The process for getting started is really simple.



1. Contact the alumni office

In order to be recognised as a group, the leader or initiator of the group should first contact the DARO team at alumnierevents@contacts.bham.ac.uk and tell us which country group you would like to set up. We can then let you know if there is already a group in your area and whether there are enough alumni in your area to form a group.



2. Find other volunteers

If you would like to start your own group, then we suggest you find one or two additional alumni volunteers who can share the workload and assist with running it. If you are already in contact with friends from university, then try starting there, otherwise we can help you locate other volunteers.



3. Decide the group objectives

Meet with the other alumni volunteers to decide the purpose of the group. Successful alumni groups base their programme on a mixture of activities. For example, running events, fundraising, volunteering, facilitating business or research links, offering career support to students, attending recruitment events and so on.



4. Consider how you will communicate with your group

Your group will be added to the University of Birmingham website but you may also wish to set up a group social media account to enable you to connect directly with alumni in your area.



5. Organise your first meeting or event

It's time to get your group together for your first meeting or launch event. The launch event is an excellent opportunity to meet alumni and talk to them about ideas for future activities and events. The International and Events Officer will be able to offer advice on this and email event invitations to all contactable alumni in your area. See the event toolkit for further details on how to organise an event.



Growing your network

Searching for new members

Whilst DARO can help connect you with graduates we have up-to-date records for, there are a number of alumni that we have lost touch with since their graduation. One way to find these 'lost alumni' is through LinkedIn. You can do a simple search by selecting 'schools' and 'location' and this will bring up a list of alumni that have identified themselves as Birmingham graduates in your area. You can send them a message to connect and if they accept, you have the opportunity to tell them more about the group or invite them to your next event. Please encourage them to update their details with the Development and Alumni Relations team.

Connecting with student groups

Another way to build up interest in your alumni group is to engage with current Birmingham students. If there is a regional student society on campus, then you should consider connecting with them through their social media accounts or introducing yourself to the society president or chair. You can find a full list of student groups on the Guild of Students website: www.guildofstudents.com/studentgroups. Regularly inviting students to attend events will help to build a sense of belonging to the alumni group before they graduate, and they may value your expert advice on mentoring, offering work placements or helping them to build their professional network.

Welcome new graduates into your alumni group

Get involved in our graduation celebrations. You could also consider holding an event soon after graduation for new graduate members to meet the alumni group.

Formalising your alumni group

We know that some groups like – or are required by local authorities – to have a more formal structure. If this is the case, please get in touch and we can discuss how to help you with this.

You might find it helpful to recruit some volunteers to help you organise activities. Ask if anyone is willing to help and use your first events to find out who might like to take a more active role.

Once the group is formed and there are a sizeable number of alumni who want to be involved, it is essential to plan future activities to help maintain the momentum and keep alumni engaged.

How we can help you

There are many ways the University can support your alumni group, including:

Professional advice

- Dedicated support and advice on all aspects of establishing and running your group (via phone or email)
- Examples of best practice and approaches that have worked well for other groups
- Regular news about what is happening at the University

Communications resources

- Set up an alumni group page on the University website, highlighting the group contact details and recent alumni activities
- Reference alumni group events and activities in our alumni e-newsletters, magazines, website and social media channels
- Send emails to all alumni in the geographical area on behalf of the group

Events resources

- Help promote alumni events and activities on the University website
- Set up an online registration form and manage registrations for the event
- Set up a Facebook event page and share event details on social media
- Co-ordinate invitations to alumni in the region (we require a minimum of six weeks' notice)
- Provide a digital toolkit and event host pack – including pin badges, magnets and table cards
- Encourage staff and visiting academics to attend events and, where appropriate, host/facilitate the events



Hong Kong



New York

GLOBAL ALUMNI EVENTS

University-led events

The Development and Alumni Relations team runs a programme of events for alumni all over the world. You can find details of our full programme at www.birmingham.ac.uk/alumni/events. Read on to discover a summary of some of our most popular events.

Bringing Birmingham to You – an events series that brings Birmingham academics to our global alumni community. Academics will discuss and share their latest research and findings in the informal atmosphere of a local coffee house or bar, giving our global alumni community a chance to meet some of the people helping lead the way in arts and science. If we have an academic travelling to your region, we may be in touch to discuss the possibility of organising an event.

Global Alumni Gathering – our biggest global alumni event. To celebrate the anniversary of the University receiving Royal Assent in 1900, we ask alumni around the world to get together to mark the occasion on and around 25 May. In 2019, more

than 600 alumni took part in 36 events across 20 countries. We encourage all our alumni groups to participate in the Global Alumni Gathering, details on how to take part can be found at: www.birmingham.ac.uk/globalalumnigathering.

Alumni Reunion – we encourage alumni from all over the world to come back to campus for the day to reconnect with old classmates and see how campus has changed since their time here. The event is held annually on the Edgbaston campus and provides alumni the opportunity to tour the campus, hear from academics on current research and visit their old departments.

Alumni-led events

While we try to reach as many alumni as possible through our events programme, we have alumni living in 175 countries so it's impossible for us to run events everywhere. This is where alumni groups can play a significant role in helping us to connect with our international alumni.

Organising an event can be relatively straightforward; however, it can take up a lot of time and effort. If possible, it might be beneficial to bring together a small committee to share the tasks and formulate ideas and suggestions for the event.

Keep in touch and let us know when you have your group meetings and events, whether they are regular informal meetings or more formal events.



Alumni Reunion on campus



GAG Seattle



Bringing Birmingham to you





Find out about our Global Alumni Network

[www.birmingham.ac.uk/alumni/our-alumni/
international-alumni/index.aspx](http://www.birmingham.ac.uk/alumni/our-alumni/international-alumni/index.aspx)

Contact us for more information at:

t: +44 (0)121 414 6679

e: alumnievents@contacts.bham.ac.uk



University of Birmingham
Alumni and Friends



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