Overview

This document has been put together with the intention of highlighting and outlining the processes in which alumni can organise Alumni Groups and Special Interest Groups as well as what Cambridge Judge Business School can offer in support of these initiatives.

Alumni Groups

Interested in forming an Alumni Group in your area? Alumni Groups connect CJBS alumni who are residing or working in a specific area. They help alumni connect to each other as well as stay connected to the School.

Role and Expectations of an Alumni Group Leader

As an Alumni Group leader, you are the key point of contact in your local area for alumni. You will be expected to organise events, and help disseminate key messages from the School through regular communications with your members. You will also be expected to help welcome new students, recent graduates and staff that are from or visiting your area from the School.

We advise that you organise at least one event per year, though you are encouraged to organise events on a more regular basis. Many of the Group leaders share the responsibility for event organisation with other alumni in the area, so do enlist the support of Group members. Please let the Alumni Relations Team know about the events that you are organising as much in advance as possible so that we can help promote them for you. You are responsible for the sustainability of the Group so we ask that you make sure that the level of activity you plan corresponds properly to the size and interests of your Group.

If a Group wilfully brings the Cambridge Judge Business School or indeed the wider University into disrepute through its actions or is proved to not be upholding the School’s core values, then CJBS will cease to provide the services outlined in this document.

How to form an Alumni Group

The first step is visiting our website to see if anyone has already formed a Group:

www.jbs.cam.ac.uk/alumni/alumni-groups

If there is not a Group in your area and you are interested in forming one and becoming the Group Leader in your area, please email alumni@jbs.cam.ac.uk.

We will check our database and find out how many CJBS alumni are in your area, and then send an email to them on your behalf. We suggest that you set up a LinkedIn or Facebook group that we can direct alumni to in this initial email, and also that you organise a kick-off event to invite them to. Social media guidance is included in the communications section of this document.

Information needed for the email:

1. Full name
2. Matriculation year
3. Preferred email address that you are happy to have public
4. A paragraph about yourself including your industry and reason for wanting to organise a Group
5. Any social media links for the Group

We will place your contact information on the website with the flag of the country so other alumni may find you. If you do not want your email address to be published on the website, we can list the Alumni Relations Team email address and forward emails to you.

We suggest you keep track of the alumni who respond to you and create a list of regular contacts. Please see the data protection section later on for guidance on this.

If at any point you wish to step down from your role as Group leader we will work with you to find a replacement.

Maintaining an Alumni Group

We suggest that you communicate with your Group regularly via email and social media. We would advise that the minimum communication should be four emails/posts a year.

To actively engage people in your area, frequency of events is important. We defer to your knowledge of the area and interests of the people in the vicinity to determine the best events for your Group.

Events that we recommend and have worked for other Groups are:

- Regular networking lunches, dinners or drinks
- Fresher’s parties for students that have just been admitted to the School
- Anniversary and reunion parties
- Socials around fun events in your area
  - Octoberfest is attended by the Group in Germany
- Lectures from academics in the area.
  - We can let you know when our academics are traveling to your area who may be willing to speak at or simply attend an event

If you are unsure we can help you create a survey to find out what people would be interested in doing with your Alumni Group. We suggest that you have a variety of events that may attract different kinds of alumni.

If you are responsible for a large Alumni Group we would suggest you form a committee of interested alumni in the area to help share the organisation of communications and events.

We ask that if you are setting up a Group that you intend to serve in this position for at least a year. When you would like to step down out of the position we ask that you give us a month’s notice and if possible a recommendation as to who might be able to step into your place. If there is no one that comes to mind we can help you find a replacement in that instance.

Alumni Special Interest Groups

Alumni Special Interest Groups are predominantly Groups of alumni who are interested in specific areas of industry who want to connect. Typically these Groups are online communities that use LinkedIn to connect. A list of current alumni SIGs can be found here:

www.jbs.cam.ac.uk/alumni/alumni-special-interest-Groups-sigs
Role and expectations of an Alumni Special Interest Group leader

You are responsible for placing regular content and starting discussions. We suggest four posts per year as a minimum. If you are interested in setting up a physical event we can support you in this endeavour and would encourage it whenever possible. We will also connect your Group to any relevant student Groups at the School. Also, we suggest you highlight four to five other members of the Group as key contributors and ask them to post regularly and help manage the Group so there can be more active discussions.

If the Group begins to lose members or lose purpose and you think it would be best to rebrand or shut down please contact us directly.

If a Group wilfully brings the Cambridge Judge Business School or indeed the wider University into disrepute through its actions or is proved to not be upholding the School’s core values, then CJBS will cease to provide the services outlined in this document.

How to form an Alumni Special Interest Group

If you see an area that is not covered by the Groups that are already organised, we are happy to support you in creating a new one.

First we would ask you to contact alumni@jbs.cam.ac.uk so that we can work with you to set up a LinkedIn Group and discuss with you if there is in fact a substantial amount of people who would be interested in that industry.

Once you have created the LinkedIn Group, we would publicise the Group on social media channels and our website as well as include it in newsletters to help generate a following.

We can search our database for people in the industry you are interested in and send them an email notifying them about the new Group.

Special Interest Groups have started to organise events so that alumni can physically meet people who share the same interest in the industry as them. The Alumni Relations Team is happy to support this and more information on event organisation can be found in the Events section below.

Communications

Data protection

Cambridge Judge Business School and the wider 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 Group that the Group takes proper care of personal data obtained because of its status as an Alumni Group. If you are using information about the Cambridge Judge Business School or its alumni you must respect data protection regulations and personal privacy. For more specific guidelines from the central University that you must adhere to please visit: www.alumni.cam.ac.uk/get-involved/run-a-group/data-protection-guidelines

We are not able to hand out any contact information for any of our alumni directly to you, we are however allowed to contact individuals on the behalf of the Group and act as a go between until the person has signed up to the Group with you.
Website

We publicise all of our Alumni and Special Interest Groups on our website and we ask that you make sure your contact details are up to date.

We also publicise events on the website. This provides an easy to use URL to include in any mailings and promotions you might be doing for the event.

Newsletter

The Alumni Relations Team has a monthly newsletter. Each month we would like to feature one Group in our newsletter. If you would like to be featured we ask that you email us a brief description that includes any upcoming events and a picture to alumni@jbs.cam.ac.uk.

Social media

We happily support Alumni Groups and Special Interest Groups in using social media. For Alumni Groups we suggest that Facebook or LinkedIn be used and that only LinkedIn be used for Special Interest Groups.

We ask that you follow the following guidance:

• Include a member of the Alumni Relations Team as an administrator to the social media Group. This way we can work with you to ensure continuity and consistency of the Group
• Unfortunately, we do not have the resource to administer the social media sites. This means that membership and content are the responsibility of the Group organisers. If issues do arise we are happy to help in whatever way we can
• Share the responsibility for posting content with one to two other people so that content can remain fresh and engaging

Branding and documents

We have a brand toolkit that allows you to produce documents with the CJBS brand guidelines. We ask that you use these templates when producing materials for the Group.

The brand toolkit can be found here: www.jbs.cam.ac.uk/brand-toolkit

If the need should arise where you wish to include the University of Cambridge logo with the crest we ask that you email us directly as this requires further permissions and approval.

Events

As a Group leader or Group member interested in organising an event we aim to do the best to support you in organising events for your Alumni or Special Interest Group.

Support CJBS can provide

For small events we ask that you involve us two to three months in advance of the event date and for large events we ask that you contact us five to six months before the event.
EMAIL

We are happy to support your Group by sending out targeted emails to alumni in your area promoting your Group or to support a specific event. We are happy to send out a yearly recruitment email on your behalf.

For a targeted email blast we request that you give us a two weeks lead time to when you need it sent out.

EVENT SUPPORT: PREPARATION

We are happy to support events organised by our alumni. The sooner you can let us know the more we can help with promotion.

If you are interested in organising a speaker event we are able to see if any of our academics will be in your area and willing to speak.

We are also happy to reach out to other universities/business schools in your area to co-organise an event.

EVENT SUPPORT: PROMOTION

We are able to send out targeted emails to alumni in your area promoting your event. We are also able to put the event on our website, newsletter and social media channels.

EVENT SUPPORT: FUNDING

A small bursary is available to cover potential out of pocket expenses that may occur in the organising of events. This bursary could be used for expenses such as venue and reservation deposits. Email alumni@jbs.cam.ac.uk for more information.

CJBS Celebrates

Every year CJBS celebrates its alumni community around the world, and we encourage all Alumni Groups to organise an event of their choice on or around the same day (usually in September). All events organised are branded and coordinated as CJBS Celebrates: Worldwide and event materials are sent from the School to the Alumni Groups participating. It is an excellent chance to showcase our Groups and celebrate the global reach of the School.

The events could be anything from a pub night to a boat cruise. We leave the event to the discretion of the Group leader. We strongly suggest that all Groups participate.

For more information about previous CJBS Celebrates events, please see our website: www.jbs.cam.ac.uk/alumni/cjbs-celebrates-worldwide