

Cambridge Judge Business School

Alumni Relations

ALUMNI GROUPS TOOLKIT

Reviewed March 2021



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School



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Overview

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

Alumni Regional Groups

Interested in forming an Alumni Group in your area? Alumni Regional 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, we recommend that a core group of three alumni volunteers works well for most communities with an option to involve more volunteers in larger communities. 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 Regional 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 organise a kick-off event to invite them to which will indicate how much interest there is in a group in this location. After this event we suggest you set up a social media group to maintain communication. Social media guidance is included in the communications section of this document. We recommend using the most appropriate platform for your community.

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

After the event, we will discuss by phone the best way to proceed, there are four options to take.

Option 1

There is insufficient interest in forming a new group at this time – no further action is taken.

If you wish your volunteer offer can be kept on file and if the situation changes in the future, we will get in touch.

Option 2

There is insufficient interest in forming a group at this time, but you wish to become the CJBS local contact.

We will place your contact information on the website 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.

Your role:

- To welcome new alumni to the area and to introduce them to the network.
- When possible, you agree to act as a local host if faculty or staff are travelling to your city.
- When possible, you act as a source of local knowledge to the School.

This role may develop into a group leader role over time. If you feel your community has changed and a group is required, please discuss this with the alumni relations team.

Option 3

There is a local Oxbridge or University of Cambridge (UoC) Society and sufficient local CJBS interest to form a sub-group within the wider UoC or Oxbridge group. You take on the role of CJBS local contact and become involved with the main society as a CJBS liaison.

We will place your contact information on the website 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. If you wish to have a group Gmail account, we will provide one for you. (See the communications section for more details)

Your role:

- To welcome new alumni to the area and as a community grows to introduce them to the network.
- When possible, you agree to act as a local host if faculty or staff are travelling to your city.
- When possible, you act as a source of local knowledge to the School.
- You are actively involved with the wider group and help promote their events to CJBS alumni.
- You set up a CJBS social media platform suitable to the community for this communication.

Option 4

There is sufficient interest to create a new CJBS alumni group.

We will set up a group Gmail account and publish this address on our website. This enables you to build a mailing list for the community, has the added benefit of event registration forms using google forms and allows multiple volunteers to handle group admin. It also enables smooth succession

planning, and if at any point you wish to step down from your role as Group leader then we will work with you to find a replacement.

Your role:

- To welcome new alumni to the area and to introduce them to the network.
- When possible, you agree to act as a local host if faculty or staff are travelling to your city.
- When possible, you act as a source of local knowledge to the School.
- You set up a CJBS social media platform suitable to the community.
- You agree to arranging a CJBS Connects: Worldwide event each September.
- You plan other events throughout the year as appropriate to your community.

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 parties.
- Socials around fun events in your area.
 - Oktoberfest 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 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 recommend that a core group of three alumni volunteers works well for most communities with an option to involve more volunteers in larger communities.

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 (ASIGs) 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 ASIGs 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 identify if there is in fact a substantial amount of people who would be interested in this new group.

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.

ASIGs 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. CJBS Connects: Worldwide is a good opportunity to recruit new members to a special interest group.

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 our regional groups and ASIGs on our website and if not using a Gmail account, 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.

We do not recommend individual group website as these are costly and time consuming to maintain.

Gmail accounts

We can set up Gmail accounts for all groups. These accounts are set up with the correct wording under UK law for data protection, we know that other countries follow different rules and will work with you to ensure that your rules are covered by this account.

Gmail allows you as a volunteer to:

- create and maintain a secure mailing list for your community outside of your personal email account
- collect event registrations for free events using google forms
- share the administration of the group with other volunteers by using the same mailbox.

Newsletter

The Alumni Relations Team has a biannual newsletter. We love to feature our Groups 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 regional groups and ASIGs in using social media. Most of our groups choose LinkedIn, but Facebook, WhatsApp, WeChat, and other similar apps can also work well.

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: <https://www.jbs.cam.ac.uk/brand/>.

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.

Alumni idents

We have created group idents which can be used on all group collateral. When your group is created you will receive your group ident in a variety of sizes, if you need something done in another size please email us on alumni@jbs.cam.ac.uk.

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 group.

Support CJBS can provide

For small events we ask that you involve us three to six weeks in advance of the event date and for large events we ask that you contact us three to four 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. CJBS Connects: Worldwide events are a fantastic opportunity to recruit new members as emails about this series are sent to all alumni across the globe.

For a targeted email blast outside of CJBS Connects: Worldwide communications, we request that you give us a two-week 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 can see if any of our academics will be in your area and willing to speak.

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

Event support: promotion

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

Event support: funding

A small bursary is available to each group on an annual basis. This bursary is to cover potential out of pocket expenses that may occur in the organising of events or for expenses such as venue and reservation deposits.

Bursary criteria:

- Amount is based on a per head figure of £8 **per alumni attendee** to a maximum of 50 attendees.
- Groups may only apply once per academic year.
- Events must be held outside of August and September.
- You must comply with the Volunteer Reimbursement Instruction (Appendix 1).

Email alumni@jbs.cam.ac.uk for more information.

CJBS Connects

Every year CJBS celebrates its alumni community around the world, and we encourage all Alumni Groups to organise an event of their choice in September. All events organised are branded and coordinated as CJBS Connects: 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 Connects events, please see our website:
<https://www.jbs.cam.ac.uk/alumni/cjbs-connects-worldwide/>.

Appendix 1

Volunteer Reimbursement Instructions

Students and alumni arranging events with alumni attendees can apply to Cambridge Judge Alumni Relations team for funding as a contribution to costs.

Examples of alumni events:

- drinks with CJBS alumni during a student trek or competition outside of Cambridge
- Alumni group or ASIG dinner
- Alumni & student ASIG mixer
- Regional group or ASIG panel discussion

The funding available is a reimbursement based on the number of CJBS alumni who attended the event. The volunteer can be reimbursed **£8 per alum attendee** (up to a maximum of 50 attendees) when the following conditions are met.

1. Alumni Relations office informed of event with as much notice as possible (min. 5 working days)
 - a. By email alumni@jbs.cam.ac.uk
 - b. Completion of event form <https://www.jbs.cam.ac.uk/alumni/alumni-groups/inform-us-of-an-alumni-group-event/>
2. If the event is part of a student trek, the students organising the trek are responsible for applying for the funding and handling the administrative requirements.
3. A completed attendee list is supplied to the Alumni Relations office within 10 working days of the event.
4. All financial requirements met:
 - a. Expense claim form FD1A (attached)
 - b. Your bank information (attached bank details form) and proof that the account belongs to you (Please include a screen shot of the same bank account showing the account number and your name)
 - c. Receipt of the expense incurred (in English or bilingual)
5. If you are claiming payment as a company (for the first time), you will have to provide company registration information including tax code of the company in your country.
6. Signed copy of the University anti-slavery statement
7. One application per group can be made in an academic year (Oct – July). Applications for events in September will only be considered under exceptional circumstances.

Expense claims are processed by the central University of Cambridge Finance Department and the CJBS Alumni Relations team cannot advise on when payment will be made.

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