

Cambridge Judge Business School

Alumni Relations

ALUMNI GROUPS TOOLKIT

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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 through 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 Cambridge Judge alumni who are residing or working in a specific area. They help alumni connect to each other as well as stay connected to the Business 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 Business School through regular communications with your members. You will also be expected to help welcome new students, recent graduates and staff that are from your area or are visiting your area from the Business School.

We request that you organise at least two events per year, although 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 appropriately 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 Business School's core values, then Cambridge Judge will cease to provide the services outlined in this document.

How to form an Alumni Regional Group

The first step is to visit 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 which they are invited, which will indicate how much interest there is in establishing 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 to be sent to local alumni:

1. Your full name
2. Your matriculation year
3. A paragraph about yourself including your industry and reason for wanting to organise a Group
4. A headshot to be used in the email

After the event, we will discuss by phone the best way to proceed; there are four options available:

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 Cambridge Judge local contact.

We will place contact information on the website so that other alumni can find you. We will use the Alumni Relations team email address and forward emails to you.

We will set up a WhatsApp group (or other locally appropriate social media channel) that local alumni can join and that you can administer, along with a member of the Alumni Relations team.

Your role:

- to welcome new alumni to the area and introduce them to the network;
- when possible, to act as a local host if faculty or staff are travelling to your city; and
- when possible, to act as a source of local knowledge for the Business 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 Cambridge Judge interest to form a sub-group within the wider UoC or Oxbridge group. You take on the role of Cambridge Judge local contact and become involved with the main society as a Business School liaison.

We will place contact information on the website so other alumni may find you. We will use 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.)

We will set up a WhatsApp group (or other locally appropriate social media channel) that local alumni can join and that you can administer, along with a member of the Alumni Relations team.

Your role:

- to welcome new alumni to the area and as the community grows to introduce them to the network;
- when possible, to act as a local host if faculty or staff are travelling to your city;
- when possible, to act as a source of local knowledge for the Business School;
- to play an active role in the wider group and help promote their events to Cambridge Judge alumni.

Option 4:

There is sufficient interest to create a new Cambridge Judge 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 using Google forms and allows multiple volunteers to handle group admin. It also enables smooth succession planning; 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.

We will set up a WhatsApp group (or other locally appropriate social media channel) that local alumni can join and you can administer, along with a member of the Alumni Relations team.

Your role:

- to welcome new alumni to the area and to introduce them to the network;
- when possible, to act as a local host if faculty or staff are travelling to your city;
- when possible, to act as a source of local knowledge for the Business School;
- to arrange a CJBS Connects: Worldwide event each September; and
- to 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;
- freshers' parties for students who have just been admitted to the Business School;
- anniversary parties;
- socials around fun events in your area (e.g. Oktoberfest is attended by the Munich Group in Germany); and
- lectures from academics in the area
 - we can let you know when academics from the Business School are travelling to your area and are willing to speak at or simply attend an event.

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

Ideally all alumni groups will 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 as Group leader for at least a year. When you would like to step down, 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.

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 for communications. 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 online and starting discussions. We suggest four posts per year as a minimum. If you are interested in setting up a hybrid 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 select four to five other members of the Group to act as key contributors and ask them to post regularly and help manage the Group to create 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 Business School's core values, then Cambridge Judge 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 are enough people who would be interested in this new group.

Once we have created the LinkedIn group, we will publicise the Group on social media channels and our website, as well as include news of its creation in emails to help generate a following.

We can also 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 interest in the same 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 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 individual has signed up to the Group.

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 so we can forward emails to you.

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 websites 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, and
- share the administration of the group with other volunteers by using the same mailbox.

Social media

We happily support regional groups and ASIGs in using social media. Most of our groups use WhatsApp, but LinkedIn, Facebook, WeChat and other similar apps can also work well.

We ask that you follow the following guidance:

- A member of the Alumni Relations team should do the initial setup of a social media channel and will act as a second administrator for the social media Group. This allows for continuity and consistency of the Group when supporting succession planning.
- Unfortunately, we do not have the resources to administer the social media sites. This means that membership and content are the responsibility of the Group volunteers. 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 that meet the Cambridge Judge 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 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 IDENTIS

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 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 our best to support you in organising events for your Group.

Support Cambridge Judge can provide

For small events we ask that you involve us three to six weeks in advance of the event date; 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 to promote 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.

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 also have a large number of alumni volunteer speakers that you may wish to use.

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 **£15 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 Cambridge Judge 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 Business School to the Alumni Groups participating. It is an excellent chance to showcase our Groups and celebrate the global reach of Cambridge Judge.

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 Cambridge Judge 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 Cambridge Judge alumni who attended the event. The volunteer can be reimbursed **£15 per alum attendee** (up to a maximum of 50 attendees) when the following conditions are met.

1. The Alumni Relations office is informed of event with as much notice as possible (min. 5 working days)
 - a. by email alumni@jbs.cam.ac.uk, or
 - b. by 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. The following financial administration requirements are met:
 - a. expense claim form FD1A is completed;
 - b. your bank information (see attached bank details form) and proof that the account belongs to you (please include a screenshot of the same bank account showing the account number and your name, other details redacted) are provided;
 - c. receipt of the expenses incurred (in English or bilingual) are provided.
5. If you are claiming payment as a company (for the first time), you will have to provide company registration information, including the tax code of the company in your country.
6. A signed copy of the University anti-slavery statement is provided.
7. Only 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 Cambridge Judge Alumni Relations team cannot advise on when payment will be made.

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