

ALUMNI COMMUNICATION POLICY



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1 PURPOSE

1.1 This policy provides guidance on best practice communication and contact with alumni of CQUniversity.

2 SCOPE

2.1 The policy applies to communications to alumni from employees, students, teaching partners, Council and Committees of CQUniversity excluding:

- academic employees conducting discipline specific personal enquiries
- Educational Quality and Integrity Directorate undertaking the Graduate Outcomes Survey or similar
- Corporate Communications researching news stories
- University Life for graduation matters and career opportunities for alumni registered in CareerHub
- Global Brand and Marketing Directorate for return to study opportunities for graduate prospects, and in response to alumni enquiries, and
- International Directorate for return to study opportunities in response to alumni enquiries.

2.2 The policy recognises and supports individuals maintaining personal contact with alumni and does not seek to impinge on those relationships. If employees become aware of updated information through personal contact, they are encouraged to share these updates with the Advancement and Alumni Relations Team if the alumnus consents.

3 POLICY STATEMENT

3.1 The University uses both electronic and hard copy methods of broadcast and individual communication to engage and inform alumni about a diverse range of topics. These topics include information about entitlements, events, volunteer opportunities, and University activities, initiatives and news.

- 3.2 The official method of communication between the University and alumni is by email to the alumnus' preferred email account. Alumni will be considered contactable only when they have a nominated email address on record and have not unsubscribed from communications from the University.
- 3.3 Other methods by which the University communicates to alumni are via email to an alternative account, social media, digital noticeboards and engagement platforms, hard-copy communications to a nominated mailing address, or instant message (SMS) notifications to a nominated mobile phone number.

Advancement and Alumni Relations

- 3.4 The Advancement and Alumni Relations Team is responsible for maintaining and enhancing the University's (and its antecedents') relationships with its alumni, and actively maintains a database of information about all alumni.
- 3.5 The Advancement and Alumni Relations Team acts as the primary point of interaction between alumni and the University to:
- deliver a service to University colleagues that leverages alumni to support core business objectives
 - supply quality and timely information about alumni
 - build corporate knowledge of the University's alumni
 - involve alumni with the University, and
 - deliver a high quality, efficient service to alumni that will foster and maintain their connection to the University.
- 3.6 The Advancement and Alumni Relations Team is responsible for:
- coordinating all communication to alumni on behalf of the University
 - collection, maintenance and integrity of information relating to alumni, and
 - delivering a positive experience for alumni through the coordination of communication that is integrated across the University, respectful, timely and efficient.
- 3.7 The Deputy Director Alumni Relations and Advancement Services is responsible for ensuring the quality of University communication with alumni, and providing direction on the form of communication to all alumni, or a particular cohort of alumni.
- 3.8 The Advancement and Alumni Relations Team will ensure that all hard copy communications and print media conform to the University [Brand Guidelines](#) and that all posts to social media conform to the [Social Media Policy](#).

CQUniversity employees

- 3.9 Employees should advise the Advancement and Alumni Relations Team (via alumni-updates@cqu.edu.au or the [Request for Service or Support Form](#) under Most Popular Documents on the StaffNet page), when an alumnus advises them of:
- a change of address or contact details
 - a change of employment, or
 - any significant achievements or milestones.
- 3.10 If employees communicate with any group of stakeholders (excluding students) that does or may include alumni, the employee should advise the Advancement and Alumni Relations Team prior to the communication being sent, to ensure the University avoids over-communicating.

Communication channels

- 3.11 Email communications will be sent to alumni via the nominated email address, unless the alumnus has expressly unsubscribed from email communications.

- 3.12 The University may send hard-copy communications to alumni when deemed in the best interests of the University-alumni relationship by the Deputy Director Alumni Relations and Advancement Services, unless the alumnus has expressly unsubscribed from hard copy communications.
- 3.13 The University may use SMS to communicate with alumni in the following circumstances, unless the alumnus has expressly unsubscribed from SMS communications:
- to draw attention to an email requiring a response
 - to remind or update alumni about an event they have indicated they are attending as a guest or contributor
 - where the alumnus has given express consent (for example, as part of a queue management system), and
 - where deemed business-critical by the Deputy Director Alumni Relations and Advancement Services.
- 3.14 The University may elect to use alternative push communication channels, instead of electronic direct mail (EDM), to support and deliver communications, including the following:
- the official alumni newsletter (Mortar Board E-News)
 - special interest newsletters (discipline-specific, region-specific, or other grouping)
 - social media, in accordance with the Social Media Policy and recognising that recipients may not all be alumni.
- 3.15 The University may use pull communication channels to support and deliver communications as follows:
- University website
 - electronic noticeboards and screensavers located on University premises, and/or
 - noticeboards and other locations on University premises where hard copy material is posted.

4 RESPONSIBILITIES

Compliance, monitoring and review

- 4.1 The Director Strategic Engagement and the Advancement and Alumni Relations Team are responsible for implementing, monitoring, reviewing and ensuring compliance with this policy.

Reporting

- 4.2 No additional reporting is required.

Records management

- 4.3 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.4 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Alumni/alumnus: graduates of any [Australian Qualification Framework](#) (AQF) level 1–10 vocational education and training (VET) course (post-merger in July 2014) and/or any undergraduate or postgraduate program offered by CQUniversity or its predecessor institutions.

6 RELATED LEGISLATION AND DOCUMENTS

[Alumni Relations Request for Service or Support Form](#)

[Feedback and Surveys Policy and Procedure](#)

[Privacy Policy and Procedure](#)

[Social Media Policy](#)

7 FEEDBACK

7.1 Feedback about this document can be emailed to policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
Advisory Committee	N/A
Required Consultation	N/A
Administrator	Director Strategic Engagement
Next Review Date	22/03/2025

Approval and Amendment History	Details
Original Approval Authority and Date	Vice-Chancellor and President 30/06/2009
Amendment Authority and Date	Director, Office of Development and Graduate Relations 16/12/2010; Director of Development and Alumni Relations 26/07/2012; Vice-Chancellor and President 15/07/2015; Vice-Chancellor and President 3/04/2019; Editorial amendment 16/11/2020; Director Strategic Engagement 22/03/2022.
Notes	This document was formerly known as the Graduate Communications Policy (last approved 16/12/2010) and the Alumni Communication Principles Guideline (last approved 15/07/2015).