

## ALUMNI COMMUNICATION PRINCIPLES

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### PURPOSE

The Development and Alumni Relations Directorate is responsible for maintaining and enhancing CQUniversity's (and its antecedents') relationships with its alumni, and actively maintains a database of information about all alumni.

As the source of information on alumni, the directorate acts as the primary point of interaction between alumni and CQUniversity to:

- deliver a service to CQUniversity colleagues that leverages alumni to support core business objectives;
- supply quality and timely information about alumni,
- build corporate knowledge of CQUniversity alumni,
- involve CQUniversity alumni with CQUniversity, and
- deliver a service to alumni that will foster and maintain their connection to the University.

These principles are intended to:

- ensure University-wide relationships with alumni are optimised and maintained through the Development and Alumni Relations Directorate,
- provide guidelines for all outgoing communication targeted at alumni, and
- establish protocols for staff of CQUniversity for contact with alumni.

**EFFECTIVE DATE**            19 August 2015

### SCOPE

The principles relate to all staff and students of: CQUniversity; and teaching partners, Council and Committees of CQUniversity.

The principles recognise and support individuals maintaining personal contact with alumni and do not seek to impinge on those relationships. If staff become aware of updated information through personal contact, staff are encouraged to share these updates with the Development and Alumni Relations Directorate if the alumnus consents.

## 1. PRINCIPLES

### Responsibilities and Authority of the Development and Alumni Relations Directorate

- 1.1 Contact with alumni is an important part of University business. The Development and Alumni Relations Directorate provides a service to staff to connect them with alumni and involve alumni in the business of the University and the student experience.

- 1.2 The Development and Alumni Relations Directorate is responsible for:
- coordinating all communication to alumni on behalf of CQUniversity,
  - 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.

### Known Exceptions for Staff Contacting Alumni

- 1.3 The Development and Alumni Relations Directorate recognises that there are colleagues who are required to contact alumni as part of their core duties. These principles support the role of various staff in representing the University to our graduate community:
- Academic Staff – discipline specific personalised enquiries,
  - Office of Learning and Teaching – the Australian Graduate Survey or similar,
  - Corporate Communications – News stories,
  - Graduation and Ceremonies Management Office – Graduation matters,
  - Careers and Employment Service – Career opportunities for alumni,
  - Marketing Directorate – Return to Study opportunities in response to alumni enquiries, and
  - International Directorate – Return to Study opportunities in response to alumni enquiries.

### Responsibilities of CQUniversity Staff

- 1.4 All staff are responsible for providing information to the Development and Alumni Relations Directorate when an alumnus advises them of:
- a change of address or contact details,
  - a change of employment, and
  - any significant achievements or milestones.

## RESPONSIBILITY FOR IMPLEMENTATION

The Development and Alumni Relations Directorate is responsible for implementing and managing these principles.

## COMPLIANCE AND MONITORING

The Development and Alumni Relations Directorate is responsible for promoting and monitoring compliance of these principles.

## DEFINITIONS

**Alumnus:** A person who has been granted a degree, diploma or certificate from CQUniversity or its antecedents.  
Plural – Alumni; Synonym – Graduate/s.

Refer to the University [glossary](#) for the definition of terms used in this policy and procedure.

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