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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 personalised enquiries
 - Office of Learning and Teaching undertaking the Graduate Outcomes Survey or similar
 - Corporate Communications team researching news stories
 - Corporate Events and Graduation team for Graduation matters
 - Careers team for career opportunities for alumni
 - Marketing Directorate for Return to Study opportunities 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 Development and Alumni Relations Directorate (DARD) if the alumnus consents.

3 POLICY STATEMENT

- 3.1 CQUniversity 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.
- 3.3 Other methods by which the University communicates to alumni are via email to an alternative account, via social media or digital noticeboards, via hard-copy communications to a nominated mailing address, and via instant message (SMS) notifications to a nominated mobile phone number.

Development and Alumni Relations Directorate

- 3.4 DARD 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.
- 3.5 DARD 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 high quality, efficient service to alumni that will foster and maintain their connection to the University.
- 3.6 DARD 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.
- 3.7 The Alumni Relations and Advancement Manager 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 DARD 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 DARD (via alumni-updates@cqu.edu.au or the [Request for Service or Support Form](#)) 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 DARD 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 Alumni Relations and Advancement Services Manager, 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 Alumni Relations and Advancement Manager.
- 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, Vice-Chancellor and President Office and Development and DARD 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 University Sector Retention and Disposal Schedule on the [Queensland State Archives website](#).

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](#)

7 FEEDBACK

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

8 APPROVAL AND REVIEW DETAILS

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Administrator	Director, Vice-Chancellor and President Office and Development
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Notes	This document was formerly known as the Alumni Communication Principles Guideline (15/07/2015).