

# Starting an Alumni Association in your Region

Development and Alumni Relations  
Office, Brunel University London



# Introduction to Alumni Relations at Brunel

- Our team connects our global alumni network to share authentic and inspirational stories
- We develop meaningful life-long relationships between alumni and the university.
- There are 141,936 Brunel Alumni across the globe with 25,547 being international!
- Wherever you live, we are committed to providing opportunities for you to stay connected to Brunel and your fellow alumni.
- This includes volunteering opportunities, social media, emails and our [Brunel Alumni Network](#), reunions and events, International Alumni Associations and many more!



# What is an Alumni Association?



Above: a photo from a Pakistan Alumni Meeting in Karachi in February 2016.

- Alumni groups and volunteers are a worldwide network of institutional ambassadors that are dedicated to staying connected through organising social events, professional networking opportunities and many more activities!
- Groups provide a point of contact for alumni new to an area, they help to develop personal, social and professional networks and keep alumni in touch with Brunel.
- Share your Brunel stories, it's a great space to meet new people and have fun!



# Benefits of an Alumni Association

- **Networking:** Can lead to business collaborations, or professional development opportunities. Whether you are seeking a new member of staff or looking for a new job, an alumni group will enable you to meet people you could work with.
- **Welcoming:** There are many alumni that are new to the area or the country, who may need advice, recommendations or just a friendly group to help them feel settled.
- **Mentoring:** Meet inspirational and experienced people who can act as mentors. Feel fulfilled in helping others to learn from your skills and experience.
- **Socialising:** Relive your Brunel days by sharing memories, photos and experiences. Make new friends in your area and expand your social circles.



# For Brunel, Alumni Associations...

- Promote the university on a local, regional and global level.
- Strengthen relationships between Brunel and its former students.
- Help us to maintain an accurate record of alumni across the globe.
- Provide links between prospective, current and past students.



# What is involved in running a chapter?

**Leadership:** Each group will require a main point of contact for new members and to drive the group's activity. This person will be responsible for liaising with the Alumni Office about events and new group members. This person will have a profile on our website for people to contact.

**Events:** The group will decide how frequently they wish to meet. It could be monthly or less frequently, but we would recommend a minimum of two meetings a year.

**Communication:** We will set up an online group for members to connect with each other, share photographs of events and promote any upcoming gatherings or events.

**Finances:** Unfortunately, we are unable to provide large amounts of financial support so each chapter must aim to be self-financing. Applications for funding will be considered on a case-by-case basis.

# How will we support you?

**Promoting your events:** We will include your events on our online alumni network and our social media sites to help generate interest.

**Contacting Alumni:** We can connect you with alumni in your area and encourage them to join your group.

**Venue:** We can help with suggestions of suitable venues for group activities.

**Visitors:** We will let you know if Brunel staff are visiting your area so that your members have an opportunity to meet with them.

**Communications:** We will be in contact with you to check-in to find out how it is going, give you ideas for events and best practice and to share your ideas with others.

**An online community:** We will set-up a group for you to talk and interact with other global chapter members to share event ideas and photographs.





# Key expectations of a volunteer

- Be welcoming and to create a safe environment demonstrating respect and fair treatment of everyone.
- Demonstrate passion and commitment to the alumni association and to refrain from public criticism of fellow volunteers, staff or the university.
- Be organised in the management of your role and be responsive when communicating with our office.
- Overall, reflect the core values of Brunel University.
  - Open and honest
  - Fair and inclusive
  - Determined
  - Focused on excellence





# What's next?

Thank you for reading this information! Please register your interest with the Alumni Office and we will be in contact to discuss this further.

Did you know there are loads of ways that you can stay in touch with what is happening at Brunel?

- Join the Brunel Alumni Network: [www.brunelalumni.com](http://www.brunelalumni.com)
- Like us on Facebook: [/brunelalumni](https://www.facebook.com/brunelalumni)
- Add us on Instagram: [@brunelalumni](https://www.instagram.com/brunelalumni)
- Follow us on Twitter: [@brunelalumni](https://twitter.com/brunelalumni)
- Connect with us on LinkedIn: [bruneluniversitylondon](https://www.linkedin.com/company/bruneluniversitylondon)

Do you want to get in contact?

- For any general alumni queries contact [alumni@brunel.ac.uk](mailto:alumni@brunel.ac.uk)
- For queries regarding setting up an Alumni Association, contact the Senior International Alumni Officer: [Andrew.Williams@brunel.ac.uk](mailto:Andrew.Williams@brunel.ac.uk)