



Alumni Relations Policy

POLICY INFORMATION

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Section: Marketing and Communications Office (Marcom)
Responsible Executive: Executive Vice President (EVP)
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1. POLICY STATEMENT

Given the specific management model and organizational culture of Bethlehem University (BU), this policy particularly aims at clarifying the various functions and responsibilities of Alumni Relations (AR) role players, both at institutional and campus levels with regard to managing a wide variety of alumni undertakings.

General Principles

The following principles underpin the BU Alumni Relations Policy:

- 1. Alumni Role in Advancing the University:** As one of the few permanent and outflowing stakeholder groups, the University considers the role and contribution of its alumni to be an important one in advancing the institution along with its vision, mission and core values.
- 2. Importance of Engagement:** Aiming at building long-term, mutually beneficial relationships between both parties, the University encourages its alumni to act as “ambassadors” for the institution in promoting their alma mater, and fostering both partnerships particularly through alumni career development programs and internship, and alumni giving opportunities.
- 3. Alumni Relations Approach:** The AR implements an integrated, holistic approach to managing the alumni activities at both institutional and campus levels, as well as to synchronizing the strategies and plans of the internal university AR structures with the functions of its AR governing structures (including those of BU Alumni Committee (BUAC) , Convocation, the Alumni Association and its chapters).



4. **Alumni Relations Model:** The AR model includes the interrelated and integrated elements of alumni recruitment, various activities and events, communication with alumni, alumni recognition, alumni giving programs and BUAC membership. All activities pertaining to the undergraduate students of the University have to be coordinated with the Dean of Student Affairs prior to execution.
5. **Alumni Affiliation:** The AR model departs from an understanding that the loyalty and affinity of past students is most often directly linked to their own student life experiences, affiliations, fields of study, faculties, membership of associations, clubs and sports teams ...etc. Hence, alumni activities and the overall AR strategies must be structured accordingly.
6. **Alumni Recognition:** The University is always proud of the accomplishments of its alumni, who fulfil several leadership positions in every sphere of society and who make significant contributions to the country within a range of sectors, including such fields as academic performance, research output, sport, arts & culture, business leadership,.. etc. The “Vice Chancellor’s Award for Outstanding Achievement” annually acknowledges and showcases such alumni/ students contributions which promote the reputation and the image of the University through their outstanding achievements at the local, regional and international levels.
7. **Alumni Information:** The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. The University manages the contact information of its alumni and their records on a centralized database, and all the information is treated confidentially. Hence, under no condition is such information supplied to any third parties without the written approval of BU Vice Chancellor.

The BU Alumni Relations Model

In order to harmonize the alumni activities across the University, BU has selected the following AR management model which consists of the following six elements:

1. **Alumni Recruitment:** The process of preparing supportive alumni among current students by creating awareness of the role of future alumni, is started as early in the process as welcoming new students to the University. The Alumni Recruitment is actively implemented as part of each graduation ceremony and once graduated, Alumni Relations Officer continuously identifies and updates the centralized database of all University’s alumni members.
2. **Activities and Events:** A range of pre-scheduled activities and events are initiated throughout the year, mostly organized by the Alumni Relations Officer and the BUAC, including final-year farewell functions, Alumni days, sports days, social & cultural gatherings, and home-coming events, ...etc.



3. **Alumni Communication:** Communicate strategically with alumni to create and enhance affinity with the University through mass communication using electronic media (such as mobile text messages, e-mails, announcements, surveys, periodical Newsletters... etc.).
4. **Alumni Giving:** Design and facilitate giving/fundraising collaborative initiatives from BU alumni in order to contribute to predetermined causes or projects at their alma mater which require funding.
5. **Alumni Recognition:** This activity provides recognition in a variety of categories and annually represents a prestigious BU event that showcases the impact of the University within the broader community, nationally, and internationally. The achievements and contributions of alumni are acknowledged by means of an annual Alumni Awards of Excellence ceremony or other organized events.
6. **BUAC Membership Fee:** The alumni membership fee is considered as seed money for the execution of the approved alumni activities. The BUAC has to explore for other sources of funding to cover these activities total costs.

2. DEFINITIONS

Alumni: are defined as all graduates and diplomates of Bethlehem University, and also extended to include honorary degree recipients and honorary members.

Alumni Relations Officer: is the BU employee responsible for organizing, implementing, and administering alumni programs and services, alumni volunteer development and gathering feedback for analysis and for further improvement of the provided programs/services.

BU Alumni Committee (BUAC): a committee representing alumni and BU Faculties that meets quarterly to discuss best practices for Alumni engagement and activities headed by the Alumni Relations Officer.

BU Stakeholders: are individuals and/or organizations and/or agencies considered to have a genuine direct influential relationship with BU activities and progress. They may include faculty, staff, students, alumni, former staff, Members of the University Boards, current students' parents, prospective students and parents, donors, suppliers, contractors, the community, the media, local government agencies, and others affiliated with the University.

3. PURPOSE AND SUMMARY

At Bethlehem University, Alumni Relations mission is to cultivate a life time relationships and involvement of current and future Alumni with the entire university community through event participation, advocacy and annual giving, all in support of the University.

The Alumni Relations Policy (ARP) aims at synchronizing the University's AR strategy, structures and activities in order to facilitate collaboration and synchronization between internal and external BU



stakeholders, particularly with a view to optimizing the relationships between the University and its alumni, to ensure that the University community prospers.

ARP also provides a description of the elements of an integrated BU Alumni Relations model, differentiates between the respective roles of the internal AR structures and external governing bodies, and explains the processes for coordinating all of the institution's alumni activities.

4. APPLICATION / SCOPE

This policy applies to BU Alumni Officer and Alumni Committee (BUAC), all BU employees, students, alumni, and all other structures affiliated to the University, aiming to facilitate collaboration and synchronization between internal and external BU stakeholders, particularly with a view to optimizing the relationships between the University, its alumni, and the Palestinian society.

5. STATEMENT OF ROLES & RESPONSIBILITIES

Alumni Relations Officer:

In general under direct supervision from the Director of Marcom, the Alumni Relations Officer is responsible for creating, organizing, implementing, and administering alumni activities, programs, services, alumni volunteer development and gathering alumni feedback for analysis and further improvements. The following are the main responsibilities of the AR Officer:

- a. Designing of an integrated BU Alumni Relations strategies and work plans in cooperation with BUAC,
- b. Developing and implementing of detailed operational AR plans whether on-campus or off-campus, including the Career Development programs and Internship opportunities for the alumni,
- c. Producing, publishing and distributing the alumni periodic newsletter /magazine or any other publications to alumni (whether in printed or electronic format),
- d. Organizing and managing all alumni events/activities such as alumni days, home-coming events...etc , including alumni volunteer networking,
- e. Disseminating of BU messages and communication to alumni of the University,
- f. Implementing of a future alumni development program for current and new students,
- g. Participating in the design, procurement and supply of BU-branded merchandise as per the University's Finance Office procedures,
- h. Organizing, promoting and implementing of an alumni giving/fundraising campaigns, including online giving facilities,
- i. Maintaining a central database with the contact details of all BU alumni,
- j. Collecting and providing alumni information for the updating of alumni data/records on the central database,



- k. Liaising and working directly and closely with BUAC on all BU alumni activities, and liaising closely with any BU alumni structure that might be formally established such as BU Alumni Association and its Chapters, Clubs, and Special Interest Groups,
- l. Serving as the Chairperson of the “BU Alumni Committee (BUAC)”;
- m. Overseeing the management of the funds allocated to alumni activities, including financial reporting in line with BU Finance Office policies,
- n. Complying with BU and AR policies and guidelines.

BU Alumni Committee (BUAC):

The BU alumni activities are done through the cooperation between the AR Officer and the BUAC. The BUAC is responsible for:

- a. Devising detailed operational plans in cooperation with BU AR Officer (the Chairperson) to engage BU alumni in the activities and events in supporting the vision, mission and values of the University,
- b. Facilitating of networking and relationship-building with BU alumni and other external stakeholders,
- c. Engaging in facilitating, organizing, implementing and supporting BU events/activities including alumni giving/fundraising initiatives,
- d. Engaging in the promotion of and advocacy for the University and its programs and achievements locally, especially among potential future students, as well as internationally,
- e. Establishing of institutional networks and arranging continuous professional development opportunities,
- f. Assisting in providing the relevant data for updating alumni records in order to facilitate effective communication between the University and its alumni,
- g. Encouraging Alumni to apply for the “Vice Chancellor’s Award for Outstanding Achievement”,
- h. Alerting Alumni to share their success stories in real life and to provide their feedback in an endeavor to enhance the quality of education at the University,
- i. Liaising with the AR Officer for information, assistance/support and financial administration,
- j. Reporting back to the AR Officer on the executed year’s activities.

6. PROCEDURES

1. Alumni Relations Model Implementation:

- a. The Alumni Relations Model is the roadmap for implementing this policy. The AR Officer in cooperation with BUAC Members develops draft strategies and work plans for the alumni



activities and events during a year time span. The planned tasks to include also a detailed alumni recruitment program and an effective alumni communication plan.

- b. The AR Officer presents and discusses the developed documents with his/her superiors for signing off on them. In case the documents need the input of the Vice Chancellor, the VP for Advancement, and the Director of Marketing undertakes this task and obtains the Vice Chancellor's decision.
- c. Once approved, the AR Officer has to start the implementation phase of the approved tasks in coordination with the BUAC members and any party deemed necessary for accomplishing the tasks in a satisfactory manner.
- d. AR Officer submits periodical reports on the progress of the implementation phases to his/her supervisor.

2. BU Alumni Committee (BUAC):

The functions of the BUAC includes those of linking the alumni to their University, the fostering of mutually beneficial relationships, building loyalty towards the BU and promoting a sense of cohesiveness among alumni and their alma mater. Also to work as a team in implementing the approved alumni activities of the University. The management structure of the BUAC:

- a. Members: The BU AR Officer, one representative of each BU Faculty to be nominated by the Dean of the Faculty, and one of the alumni of each BU Faculty who had graduated since at least two years from the nomination date and is not a current employee of the University, to be nominated by the EVP and the Director of Marcom based on the recommendation of the AR Officer.
- b. Chairperson: The BU AR Officer (Ex-officio), this leadership role entails the general coordination of the BUAC and management of its activities, the chairing of meetings and oversight/good governance of the structure.
- c. Deputy Chairperson: An Alumni not a current employee of BU to be selected by the BUAC members, acts as the direct support to the Chairperson and fulfils his/her role when the Chairperson is unable to do so or when the Chairperson asks the Deputy Chair to assist with implementing the BUAC's program.
- d. The BUAC Secretariat: To be selected from the BUAC members. Working closely with the Chairperson, this administrative role maintains the committee's administrative files, records and documents any financial matters/budgets and minutes the decisions taken at meetings.
- e. BUAC serves for a 3-year term each time. After finishing its service period, the EVP may extend the BUAC service for another term, or request new formation of the committee.



3. Alumni Graduation Fee:

A symbolic fee (e.g. 50 NIS) to be added on the graduation fees for every BU graduate. This amount to be collected every year and deposited in an account for the alumni relations' activities and services. In return for this fee, the graduates will receive an "Alumni Identity Magnetic Card" valid for one year, where they shall have a discount of a certain percentage determined by the University management for the University's paid activities and services, such as using the gym facilities, basketball/tennis courts, services offered by the University's Faculties and Institutes...etc. After the validity expires, the alumni may renew their memberships for another year at a fee determined by the University management and enjoy the discount rate for another year.

7. COMPLIANCE

Since the EVP is entrusted with this policy, and in coordination with the Director of Marcom, is responsible for implementing this policy and report in writing or through email on any breach to this policy by any BU user(s) to the VP of Human Resources, stating the breach details and recommending any disciplinary action as per BU policies in this respect.

8. RELATED INFORMATION

1. Addendum (I), [Alumni Relations Communications Guidelines](#)