

## **Addendum (I)**

### **Alumni Relations Communications Guidelines**

#### **Alumni Relations Mission:**

The mission of the “Alumni Relations” at Bethlehem University (BU) 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 BU.

#### **Alumni Relations Role and Responsibility:**

Inspire, persuade and encourage alumni to maintain a lifelong connection with their alma mater through an array of services, including robust programing and compelling communications.

The Alumni Relations Officer is responsible for organizing, implementing, and administering alumni programs and services, alumni volunteer development and gathering alumni feedback for analysis and further improvements. In addition to overall administrative responsibility for alumni relations, the Alumni Relations Officer serves as the Chairman of the ” BU Alumni Committee (BUAC)”.

#### **Alumni Relations Communications Guidelines (ARCG)**

The (ARCG) document is part of the BU overall communications strategy and adheres to its policy and guidelines. The purpose of (ARCG) is mainly to keep current and future BU alumni aware of the University’s activities, events and news in general , aiming to maintain an open and permanent communication channel with them. To support the University’s mission by expanding awareness of, advocacy for, engagement in, and giving to BU, the (ARCG) must communicate with the Alumni in a positive, clear, consistent, transparent, respectful and equitable way. Thus, the following action guidelines are set to lead to the required results by the University, where the content shall be mainly uploaded to BU Alumni social media platforms, and shall also serve as anchor to other related media tasks:

1. Showcase Alumni with High Profiles:
  - a. Alumni holding reputable positions such as: CEO, GM, President, Regional Manager, Board Chairman of national, regional or international institutions in all sectors.
  - b. Monthly display alumni success-stories, particularly entrepreneurs.
  - c. Display alumni who receive Ph.Ds / postdoctoral studies.
  - d. Alumni who pursued their graduate studies in other LaSallian Higher Education Institutions around the world.
  - e. No personal showcase of any alumni may be made without having a written consent (e.g. email...) from the concerned alumnus/alumna including the usage of his/her personal photos.
2. Alumni who are conferred Awards, Prizes or any other recognitions at a national, regional or international level. Also graduates who receive Awards, Prizes or other recognitions from BU.
3. Promote internship opportunities through BU.
4. Promote regional and/or international scholarship opportunities for graduates.
5. Promote BU Extension activities/studies/programs/training courses...etc, as approved by the Head of Institute or Faculty Dean.
6. Advertise for available non-BU job opportunities for graduates, noting that these

opportunities are not under BU responsibility or involvement, and no BU Email address to be used for any purpose in this regard.

7. Display BU Alumni Relations activities/gatherings/conferences/forums/announcements/appeals ...etc.
8. Share consistently all BU news/activities/statements/media releases/advertisements/announcements...etc. , displayed on other BU media channels.
9. Share BU condolences pertaining to any deceased BU alumni as per BU policies in this regard.
10. All articles/posts' content must be of great originality, formulated in a well written style , error-free and checked carefully for grammar/spelling/typo mistakes.
11. Sharing external parties' links of BU Alumni without adding some courtesy sentences related to the post is not allowed.
12. Avoid totally any marketing, branding and/or promoting of any non BU activities/advertisements/news and the like, other than these mentioned above.
13. In case of unfamiliar/special situations, revert to the supervisor for consultation. The case has to be documented in writing, showing the final decision taken with the supervisor's signature.